

**Pre-Conference Seminar
Concert Formats, Revisited**

June 4, 2014
8:00am – 12:30pm

The Westin Seattle
1900 Fifth Avenue, Seattle, Washington, 98101

Musical tastes are constantly changing, as are the ways audiences prefer to experience concerts. Join us to take stock of the array of concert format experiments underway at orchestras today – and what it means to assess the impact of these programs. We'll explore the role of capturing audience feedback in an artistically driven organization, and delve into assessment methods currently in use by orchestras leading the way.

Seminar participants will gain a fresh perspective on format experimentation and the role of audience feedback, and gain technical knowledge of assessment approaches that inform decision-making.

Alan Brown, principal, WolfBrown; Howard Herring, president and CEO, New World Symphony

Wednesday, June 4, 2014

8:00-8:10am

Welcome and Introductions

Alan, Howard

8:10-9:00am

Trends affecting musical tastes

Alan

- Why are audiences interested in a wider array of musical experiences?
- What kinds of experiences will the next generation of audiences want?

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Generations

9:00-10:30am

**Format experiments amongst US orchestras:
Opportunities and Barriers**

Howard

- An overview of format experiments currently underway in orchestras
 - educational formats
 - introductory concert formats
 - multi-disciplinary presentations
 - theatrical presentations
 - social formats
 - use of visual elements
- Critical reflection on opportunities and barriers to format experimentation and product diversification

10:30-10:45am

Break

10:45am-12:00pm

Assessment tools

Alan

- Why gather feedback?
- What role can feedback play in the day-to-day operations of an orchestra?
- Demonstration of the intrinsic impact dashboard tool
- Surveys and focus groups
- Box office metrics
- Where does this information go?
- Gaining traction with internal stakeholders
- Examples of incremental improvements based on audience feedback

12:00-12:30pm

Closing discussion

Alan

- Is “creativity in programming” the same thing as “artistic excellence?”
- Whose job is it to imagine new programs and formats?
- What does a healthy creative process look like?
- How do we develop stronger muscles around continuous improvement of our products?

*This seminar is made possible by generous grants from
The Andrew W. Mellon Foundation and the National Endowment for the Arts.*