

Pre-Conference Seminar
Tapping Your Inner Futurist

June 4, 2014
8:00am - 12:30pm

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

This session will focus on applying critical and creative thinking to emerging trends. You will learn how to empower your organizations to reconcile how the world is changing around you with the change you can affect within your orchestras.

Participants will learn how to connect trends to key dynamics of managing orchestras. Small group teams will use tools for generating ideas and business model innovation techniques to bring fresh ideas to critical questions:

- How might our audience engagement be influenced by trends in data and analytics?
- How might our artistic and educational programs align to new demographic changes?
- How do we as leaders help to empower musicians to thrive in new roles that improve their ability to collaborate and help connect to audiences?

Garry Golden, lead futurist, FutureThink

Wednesday, June 4, 2014

8:00-8:30am **Welcome & Warm up**

8:30-9:15am ***Museum Walk of Key Trends***

Participants explore trends ranging from data-analytics to demographic shifts then discuss leadership implications for aligning our organizations to seize opportunities, close gaps and overcome constraints.

9:15-9:30am *Break*

9:30-10:45am **Brainstorming: From Trends to Strategies**

Small groups will generate ideas and strategies that bridge trends to your orchestras' strategies for audience development and programs.

10:45-11:00am *Break*

audience

11:00am-12:00pm Exploring Business Model Innovation

We will learn about how other civic and cultural organizations are innovating around audience development and engagement and then imagine new ways that emerging trends could lead to future orchestra business models. Participants will use an adaptive business model called “The Canvas” designed to help people visualize, challenge and re-invent business models, popularized by Alexander Osterwalder.

12:00pm-12:15pm Empowering Teams with Tools for Change

Learn about engaging and easy to implement critical thinking and foresight activities to bring to your organization

12:15-12:30pm Reflections & Closing Thoughts

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