

League of American Orchestras  
2015 National Conference

**Marketing 3-8  
Constituency Meetings**

**Constituency Liaison: Rachelle Schlosser**  
*rschlosser@americanorchestras.org*

**Constituency Meetings take place in the Cleveland Convention Center unless otherwise indicated.**

**Wednesday, May 27**

Constituency Meeting 1  
3:30-4:20pm  
Location TBA

**The Latest Findings from the Patron Growth Initiative**

Come learn what the PGI—an ongoing, collaborative research project conducted by some of America's largest orchestras—is discovering about the changing nature of our audiences and what it means for our relationships with patrons today and tomorrow, as well as the relationship between our development, marketing, and programming departments/staffs.

*Kate Prescott, principal, Prescott and Associates*

4:20-5:15pm

Let's follow with a roundtable discussion on how we can apply these findings.

*Moderator: Jason Nicholson, director of marketing, The Austin Symphony*

**Thursday, May 28**

Constituency Meeting 2  
2:00-3:30pm  
Location TBA

**Marketing: Reaching Beyond the Usual Suspects**

Review key findings from Oliver Wyman's study of the future of the subscription model and dig into the implications of implementing their recommendations in this joint constituency session with EDs of Groups 1-6, as well as marketing, development, general managers, and operations personnel.

*Namita Desai, consultant, Oliver Wyman; Alan McIntyre, senior partner, Oliver Wyman*

Orchestra

*This is a joint session for Groups 1-8 Marketing Directors, Development, and Group 1-6 EDs*

3:30-4:30pm

Our final hour will be devoted to a joint PR-Marketing session with a presenter from a major Cleveland-based organization, TBD, to give us a sense of new trends in this area outside the field.

*Presenters TBA*

*This is a joint session for PR directors and Groups 1-8 Marketing Directors*

## **Friday, May 29**

Constituency Block 3  
11:00am-12:30pm  
Location TBA

### **Preparing For the Unknown**

In this digital age, crisis communications has changed drastically, and orchestras need a plan in place to respond at lightning speed to the worst emergencies. Des Moines Symphony's Sophia S. Ahmad worked directly with the Iowa State Patrol and gubernatorial office to create an emergency response plan for her orchestra's free Yankee Doodle Pops concert, taking place on the grounds of the Iowa State Capitol and attracting an audience of more than 100,000. Cleveland-based agency Dix & Eaton will follow with a presentation on Crisis Communications 101: How to Prepare for the Unknown.

*Sophia S. Ahmad, director of marketing and public relations, Des Moines Symphony*

*Matt Barkett, senior managing director, Dix & Eaton;  
Abbey E. Linville, account executive, Dix & Eaton*

*This is a joint session for PR Directors and Groups 3-8 Marketing Directors.*

***Marketing Meetings are generously sponsored by Artsmarketing Services Inc.***

***Name badges for this event generously provided by TALASKE I Sound Thinking***