

League of American Orchestras  
2015 National Conference

**Marketing 1-2  
Constituency Meetings**  
Constituency Liaison: *Rachelle Schlosser*  
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**Constituency Meetings take place in the Cleveland Convention Center  
unless otherwise indicated.**

Orchestra

**Wednesday, May 27**

Constituency Meeting 1  
3:30-4:20pm  
Room 16

**Critical Updates: The IMA and PGI**

The new Integrated Media Agreement is finally here! Let's take a moment to understand how this new electronic media agreement with our musicians can have a positive impact going forward on our marketing and communications strategies. Technology expert Joe Kluger walks us through the agreement, highlighting the changes in the news and promotion provisions.

*Joseph H. Kluger, principal, WolfBrown and consultant,  
Electronic Media Association*

*This is a joint session for PR directors and Group 1-2 marketing directors*

4:20-5:15pm  
Room 26BC

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, Prescott and Associates*

*This is a joint session for Group 1-2 marketing directors, Group 1-4 EDs*

## Thursday, May 28

Constituency Meeting 2  
2:00-3:30pm  
Room 26BC  
Room 14

### **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.*

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

3:30-4:30pm  
Room 16

Our final hour will be devoted to a joint PR - Marketing session with Cleveland Cavaliers Tracy Marek to give us a sense of the Cavs' take on fan engagement.

*Tracy Marek, Senior Vice President of Marketing/Chief Marketing Officer, Cavaliers Operating Company, LLC.*

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

## Friday, May 29

Constituency Block 3  
11:00am-12:00pm  
Room 14

### **Finding the Balance: Artistic and Marketing Collaborations to Build New Audiences**

Building the audience for classical music is no longer just a marketing challenge. Increasingly, new audiences are staying away from the orchestra hall because they think of live classical music as a formal, unapproachable, and boring experience—and marketing can only go so far to change those perceptions. Many organizations have begun strategically aligning approaches to how marketing and artistic colleagues can work together to build audiences, experimenting with new concert formats and other innovative programmatic enhancements in an attempt to make the classical music experience feel more relevant to more people. In this joint artistic-marketing session, Sarah Lee, Vice President at Slover Linett Audience Research will present recent research conducted for the Los Angeles Philharmonic, with The Cleveland

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Orchestra's Ross Binnie and LA Phil's Shana Mathur facilitating a conversation around the different approaches that exist today to building the 21st century audience for classical music.

*Sarah Lee, vice president, Slover Linett Audience Research;  
Ross Binnie, chief marketing officer, The Cleveland Orchestra;  
Shana Mathur, vice president, Marketing and Communications, Los Angeles Philharmonic Association*

*This is a joint session for Artistic Administrators and Groups 1-2  
Marketing Directors*

12:00-12:30pm  
Room 14

The session's final half-hour will be devoted to a general roundtable discussion of open topics, just for Marketing 1-2.

*Moderator: Ross Binnie, chief marketing officer, The Cleveland Orchestra*

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

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