

League of American Orchestras  
2015 National Conference

**Executive Directors, Groups 2  
Constituency Meetings**  
Constituency Liaison: Ken Cole  
[kcole@americanorchestras.org](mailto:kcole@americanorchestras.org)

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

**Wednesday, May 27**

12:00-1:00pm  
Room 20

*Sponsored by Patron Technology*

**Lunch with Group 1 Executive Directors**

**All Conference Events**

1:30-3:00pm Opening Session (Cleveland Public Auditorium)

3:30pm-4:15pm  
Room 22

**Welcome and Context Setting**

*Peter Kjome, president and CEO, Grand Rapids Symphony*

4:15pm-4:20pm  
Room 22

**SHIFT: A Festival of American Orchestras**

*Jamie Broumas, director, Classical and New Music Programs,  
The John F. Kennedy Center for the Performing Arts;  
Samantha Pollack, director of programming; Washington  
Performing Arts*

4:30pm-5:15pm  
Room 26BC

**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*

6:00pm-7:15pm  
Michelson and Morely

**Group 2 EDs Dinner (Pay Your Own Way)**

Please board a 5:30 bus (provided by the League) from the Convention Center to Severance Hall in order to make dinner by 6:00pm. Michelson and Morely is located next door to Severance Hall, in CWRU's Tinkham Veale University Center. (The address is 11038 Bellflower Drive, Cleveland, OH 44106,

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but enter the building from the side closest to Severance Hall. If driving, use Severance Hall's garage.)

All Conference Events	
7:30pm	The Cleveland Orchestra Concert (Severance Hall)
9:00pm	Tune-Up Party (The Cleveland Museum of Art)

## Thursday, May 28

All Conference Events	
8:45-10:00am	Electives
10:00-11:00am	Coffee Break
11:00am-12:15pm	Electives
12:30-1:45pm	League Luncheon and Annual Meeting

2:00pm-4:30pm  
Room 26BC

### The Future of the Subscription Model

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*

All Conference Events	
4:30-5:30pm	All-Delegate Reception

5:45pm-7:15pm  
Location TBA

### Group 2, Dinner 2 (Optional & Pay Your Own Way)

## Friday, May 29

8:00am-8:45am  
Room 22

### Acting on Opportunities Afforded by New Media Agreements

*Joe Kluger, principal, Wolfbrown*

All Conference Events	
10:00-11:00am	Coffee Break

11:00am-12:15pm  
Room 22

### Increasing Patron Value through Fundraising & Marketing Collaboration: Applicable Results Oriented Case Studies for Action

*Jill Robinson, president & CEO, TRG*

12:30pm-1:45pm  
Room 22

**Adaptive Leadership**

Adaptive leadership: a set of practices that increase the organizations ability to break through gridlock and accomplish deep change in response to the most complex of challenges. The adaptive leader facilitates dynamic interactions across the diversity of perspectives, experiences, and skills in ways that release the energy and insight necessary to navigating the ever more dynamic operating environment.

*John McCann, president, Partners in Performance, Inc.*

**All Conference Events**

2:00-3:15pm

Closing Session

3:15-4:15pm

All-Delegate Reception

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