

League of American Orchestras
2015 National Conference

**Executive Directors, Groups 3 and 4
Constituency Meetings**
Constituency Liaison: Ken Cole
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**Constituency Meetings take place in the Cleveland Convention Center,
unless otherwise indicated**

Wednesday, May 27

3:30pm-3:40pm
Room 21

Welcome Remarks, Orientation
*Christina Littlejohn, executive director,
Arkansas Symphony Orchestra*

3:40pm-4:20pm
Room 21

Green! Red! Yellow!

This is our opportunity to share (briefly!) work that:

- Is going really well (Green)
- Really didn't go well, and we don't recommend to our colleagues (Red)
- New work on the horizon where we would welcome feedback (Yellow)

*Nathan Newbrough, president and CEO,
Colorado Springs Philharmonic*

4:20pm-4:25pm
Room 21

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. This is a cross-constituency meeting with Groups 1-4 EDs and marketing directors.

Kate Prescott, Prescott and Associates

Agenda

Thursday, May 28

2:00pm-3:00pm
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

3:00pm-3:15pm

Break

3:15pm-4:30pm
Room 21

Strengthening Board Engagement

Susan Howlett, governance consultant and author of Boards on Fire! Inspiring Leaders to Raise Money Joyfully

Friday, May 29

11:00am-12:30pm
Room 21

Leading Change

A leader's job is to help the organization break with the status quo. Challenging inertia and complacency requires courage, resilience, and skill. Communicating a sense of urgency, building support for change, and achieving visible results are but three of the eight essentials of effective change leadership.

John McCann, president, Partners in Performance.

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