

League of American Orchestras
2015 National Conference

**Executive Directors: Group 7 and 8
Constituency Meetings**
Constituency Liaison: Najean Lee
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**Constituency Meetings take place in the Cleveland Convention Center,
unless otherwise indicated**

Wednesday, May 27

Constituency Meeting 1a
3:30pm-3:35pm
Room 19

Welcoming Remarks

Wendy Young, Symphonicity

3:35pm-4:20pm
Room 19

Thriving Through Personal Leadership

Executive Directors at the helm of the smallest budget orchestras are uniquely challenged with small or sometimes no supporting staff. How can we approach individual leadership in a way that renews and refreshes us? John McCann will lead an interactive session that will focus on our roles within our institutions and share some practical tips and guidance on achieving an optimal balance to better serve our selves as well as our orchestras.

John McCann, president, Partners in Performance

Constituency Meeting 1b
4:20pm-5:15pm
Room 19

Introductions and First Responses

Meet your colleagues – old and new – and share your top questions you'd like to mull over during the week in Cleveland. Also, take 2 minutes to share a quick story from home, whether it's a success or an interesting challenge or question you'd like to raise. We'll follow these quick intros with some open discussion time to debrief the Opening Session.

Wendy Young, Symphonicity

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Thursday, May 28

Constituency Meeting 2a
2:00pm-3:00pm
Room 19

Mind Your Business: Examining CRM Technology

This session will offer a time to dive into specifics about managing your database of donors and ticket buyers. This will be a time to gain some practical tips and also learn what top features and functionality smaller organizations should prioritize to make most efficient use of their CRMs.

Gene Carr, CEO, Patron Technology

3:00pm-3:15pm

Break

Constituency Meeting 2b
3:15pm-4:30pm
Room 19

Patron Engagement

All orchestras are interested in patron engagement, building and retaining audiences, but how do the smallest budget orchestras approach this differently? What works and what does not? What are some strategies that small orchestras can employ that will help attract ticket buyers and put them on the road to becoming donors?

Jill Robinson, president and CEO, TRG Arts

6:00pm

Pay Your Own Way Dinner (Location TBA)

Please bring cash!

Friday, May 29

Constituency Block 3a
11:00am-11:30pm
Room 19

Present Yourself

Wendy Young shares about recent tips she learned about how to share your story with the media.

Wendy Young, Symphonicity

Constituency Block 3b
11:30am-12:00pm
Room 19

Open Discussion

This session will revisit any questions raised on Wednesday, as well as provide a time for collective reflection and digestion of Conference learning. What have been key takeaways, and what are questions and topics we need to pursue next?

Ann Huntoon, Central Wisconsin Symphony Orchestra

Constituency Block 3c
12:00pm-12:15pm
Room 19

Conversation with Jesse Rosen

During open discussion, Jesse Rosen will join Groups 7/8 Executive Directors to hear about and engage in conversation about findings, themes, and questions from the week that are top of mind for 7/8 EDs.

Jesse Rosen, president & CEO, League of American Orchestras

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