

League of American Orchestras  
2015 National Conference

**Artistic Administrators  
Constituency Meetings**  
Constituency Liaison: Mi Ryung Song  
*msong@americanorchestras.org*

Repertoire

**Wednesday, May 27**

3:30-4:30pm  
Room 9

**Welcome & Introductions, Hits and Misses**

*Randy Elliot, assistant artistic administrator,  
The Cleveland Orchestra*

4:30-5:15pm  
Room 9

**Building an Alliance with Development**

*Elena Dubinets, vice president of artistic planning,  
Seattle Symphony; Jane Hargraft, vice president of  
development, Seattle Symphony*

**Thursday, May 28**

2:00-3:00pm  
Room 9

**Artistic Choice-Making that Reflects Your Community**

*Michael Rohd, director, Center for Performance  
and Civic Practice*

*This is a joint session for Artistic Administrators and  
Conductors*

3:00-3:15pm  
Room 9

**Break**

3:15-4:30pm  
Room 9

**Diamonds in the Rough: How to Cut Through the Noise**

Hear from multiple perspectives about the evolving challenges of discovering new works, hidden gems from the past, and ultimately creating compelling concert programs. Join this discussion about where to look for fresh repertoire ideas, extending the performance-life of successful premieres, and how they meet today's programming needs.

*Moderator: Diane Wittry, music director and conductor,  
Allentown Symphony*

*Katy Tucker, director of production, G. Schirmer Inc.; Brett Mitchell, assistant conductor, The Cleveland Orchestra; Patrick Gullo, manager of marketing and public relations, Boosey & Hawkes, Inc.; Isaac Thompson, director of artistic administration, Cincinnati Symphony Orchestra*

*This is a joint session for Artistic Administrators, Conductors, Composers, and Publishers*

**Friday, May 29**

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 about how marketing and artistic colleagues can work together to build audiences. At the same time, they have been experimenting with new concert formats and other innovative programmatic enhancements in order to make the classical music experience feel more relevant to more people. In this joint artistic-marketing session, Sarah Lee (Vice President at Slover Linnett Audience Research), along with Ross Binnie (The Cleveland Orchestra) and Shana Mathur (LA Philharmonic), will present recent research conducted for the LA Philharmonic. They will facilitate a conversation around the different approaches that exist today to build the 21st century audience for classical music.

*Sarah Lee, vice president, Slover Linnett 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 9

**Open Space**

*Randy Elliot, assistant artistic administrator, The Cleveland Orchestra*

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