

Group 1 Meeting
2015 National Conference
Horst Abraham, Facilitator

Agenda as of April 21, 2015

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

Wednesday, May 27

9:00am-12:00pm
Room 20

Music Director and CEO, The Evolving Partnership

What is the relative positioning in the community between the MD and the CEO; how has the broadened missions of orchestras impacted the development of programming and who is now involved; and how has the evolution to the CEO as the sole report to the board, with the MD reporting to the CEO, changed governance?

12:00pm-1:00pm
Room 20

Informal Luncheon with Group 2 Executive Directors
Sponsored by Patron Technology

All Conference Events

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

3:30pm-4:00pm
Room 20

**Election of officers, discussion with new League VP's:
Celeste Wroblewski, Strategic Communications and
Karen Yair, Knowledge Center**

4:00pm-4:15pm
Room 20

Update on 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 (joint
session with groups 2-4 EDs and marketing directors)

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

All Conference Events

5:15pm Dinner Break
7:30pm The Cleveland Orchestra Concert (Severance Hall)
9:00pm Tune-Up Party (Cleveland Art Museum)

Thursday, May 28

8:00am-8:40am
Rooms 7, 8 & 9

Optional: Mentoring Session (for those who have signed up to participate – confirmations to be sent individually)

8:45am-11:00am
Room 20

Using Storytelling to Strengthen Leadership Effectiveness

All Conference Events

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

2:00pm-3:00pm
Room 26BC

The Future of the Subscription Model (joint session with groups 2-6 EDs, as well as marketing, development, general managers, and operations personnel)

Review key findings from Oliver Wyman’s study of the future of the subscription model and dig into the implications of implementing their recommendations

Namita Desai, consultant, Oliver Wyman; Alan McIntyre, senior partner, Oliver Wyman

3:00pm-3:15pm

Break

3:15pm-3:45pm
Room 20

The Future of the Subscription Model, Group 1 only debrief

Alan McIntyre, senior partner, Oliver Wyman

3:45pm-4:30pm
Room 20

Meeting debrief and plans for next meeting, adjourn

All Conference Events

4:30pm-5:30pm All-Delegate Reception
6:45pm League Donor Reception (by invitation)
7:30pm League Donor Dinner (by invitation)
10:30pm VIP Reception in Rosen Suite

Continued...

League of American Orchestras

Friday, May 29

All Conference Events	
8:45am-10:00am	Electives
10:00am-11:00am	Coffee Break
12:45pm-1:45pm	Lunch
2:00pm-3:15pm	Closing Session
3:15pm-4:15pm	All-Delegate Reception
3:45pm-5:45pm	League Board Meeting

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