

League of American Orchestras
2015 National Conference

Public Relations
Constituency Meetings
Constituency Liaison: *Rachelle Schlosser*
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Constituency Meetings take place in the Cleveland Convention Center unless otherwise indicated.

Orchestra

Wednesday, May 27

Constituency Meeting 1
3:30-5:15pm
Room 16

(3:30-4:20pm)

IMA Update

The new Integrated Media Agreement is finally here! Let's take a moment to understand how this new electronic media agreement with our musicians can have a positive impact going forward on our marketing and communications strategies. First, technology expert Joe Kluger walks us through the agreement, highlighting the changes in the news and promotion provisions.

Joseph H. Kluger, principal, WolfBrown and consultant, Electronic Media Association

This is a joint session for PR directors and Group 1-2 marketing directors

(4:20-5:15pm)

In the session's second half, St. Louis Symphony VP Adam Crane moderates a roundtable discussion for PR directors on new communications opportunities, and how this agreement changes the landscape.

Adam Crane, vice president for external affairs, St. Louis Symphony

Thursday, May 28

Constituency Meeting 2
2:00-4:30pm
Room 16

Media Relations: Reaching Beyond the Usual Suspects

(2:00-2:30pm)

How to reach new audiences and get the word out in a time of shrinking media outlets—that's the challenge all communications professionals face. We'll start things off with a Q&A with journalist and cultural commentator Norman Lebrecht on *Orchestra Communications in a Digital Era (or How to Reach 1.1 Million Readers with One Short Email)*

Moderator: Justin Holden, director of public relations, The Cleveland Orchestra

(2:30-3:30pm)

We'll then have a roundtable discussion on creative ways you're reaching past traditional arts page coverage, so bring your examples of effective content utilization, social media outreach, and more!

(3:30-4:30pm)

Our final hour will be devoted to a joint PR-Marketing session with Cleveland Cavaliers Tracy Marek to give us a sense of the Cavs' take on fan engagement.

Tracy Marek, Senior Vice President of Marketing/Chief Marketing Officer, Cavaliers Operating Company, LLC.

The 3:30-4:30pm portion of this meeting is a joint session with Groups 1-8 Marketing Directors

6:45pm

Grab a cab to Ohio City, on Cleveland's Near West Side (7 minutes from Westin by cab)

7:00pm
Crop Bistro
2537 Lorain Avenue

Dinner (pay your own way) for PR Constituents

Reservation under the name Orchestras

Friday, May 29

Constituency Block 3
11:00am-12:30pm
Room 16

Preparing For the Unknown

In this digital age, crisis communications has changed drastically, and orchestras need a plan in place to respond at lightning speed to the worst emergencies. Des Moines

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Symphony's Sophia S. Ahmad worked directly with the Iowa State Patrol and gubernatorial office to create an emergency response plan for her orchestra's free Yankee Doodle Pops concert, taking place on the grounds of the Iowa State Capitol and attracting an audience of more than 100,000. Cleveland-based agency Dix & Eaton will follow with a presentation on Crisis Communications 101: How to Prepare for the Unknown.

Sophia S. Ahmad, director of marketing and public relations, Des Moines Symphony; Matt Barkett, senior managing director, Dix & Eaton; Abbey E. Linville, account executive, Dix & Eaton

*This is a joint session for PR Directors and Groups 3-8
Marketing Directors*

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