

League of American Orchestras
2015 National Conference

**Marketing 3-8
Constituency Meetings**

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

Wednesday, May 27

Constituency Meeting 1
3:30-4:20pm
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.

Kate Prescott, principal, Prescott and Associates

4:20-5:15pm
Room 15

Let's follow with a roundtable discussion on how we can apply these findings.

Moderator: Jason Nicholson, director of marketing, The Austin Symphony

Thursday, May 28

Constituency Meeting 2
2:00-3:30pm
Room 26BC
Room 15

Marketing: Reaching Beyond the Usual Suspects

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

Orchestra

League of American Orchestras

This is a joint session for Groups 1-8 Marketing Directors, Development, and Group 1-6 EDs

3:30-4:30pm
Room 16

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.

This is a joint session for PR directors and Groups 1-8 Marketing Directors

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 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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