Marketing, Groups 1-2 Constituency Agenda

Constituency Liaison: Rachel Rossos Gallant, rgallant@americanorchestras.org

Monday, June 7

1:00–2:00 PM EDT  Marketing Groups 1-2 Constituency Social

Kick off Conference by connecting with each other in a short social hosted by Linda Charlton, Vice President for Marketing & Audience Development at the North Carolina Symphony.

Monday, June 14

1:00–2:00 PM EDT  Marketing Groups 1-2 Constituency Round Robin

Host/Facilitator: Linda Charlton, Vice President for Marketing & Audience Development at the North Carolina Symphony

What's been working well for you lately? What's keeping you up at night? Join us for a round-robin meeting during which we’ll cover a wide range of topics such as subscription campaigns, summer plans, digital advertising, and digital plans after re-opening.

2:30–3:30 PM EDT  (Re)Opening Balance: The New Normals of Audience Relationships

Joint meeting with Public Relations and Marketing, Groups 3-8

Speaker: Eric Nelson, Client Engagement Officer, TRG Arts

Juggle, pivot, reinvent. We have been repeating these steps for over a year. Happily, it’s finally time to reopen and focus on new journeys for our audiences and communities. How, especially when it feels like we are still juggling so many pathways and opportunities? In this session, we will review case study examples, data from TRG’s COVID-19 Sector Benchmark, and discuss how to strike the right balance between: meshing digital with in-person offerings, meeting the needs of existing audiences while still giving attention to filling the new audience pipeline, communicating our impact messages alongside “Welcome Back” messages, and keeping our eyes on both our COVID key performance indicators (KPIs) and our renaissance KPIs.
Thursday, June 17
1:30–2:30PM EDT  Conference Wrap-Up

Let's reflect on everything we've learned, shared, brainstormed, and discussed at Conference. What surprised you? What is one big takeaway you'll bring back to your orchestra?

We'll also discuss a schedule and topics for future meetings.