Marketing, Groups 3-8 Constituency Agenda

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

Monday, June 7
1:00–2:00PM EDT  Marketing Groups 3-8 Constituency Social
Kick off Conference by connecting with each other informally over drinks and food of your choice. What’s new since our last meeting? What sessions or topics are you most looking forward to over the next two weeks?

Monday, June 14
2:30–3:30PM EDT  (Re)Opening Balance: The New Normals of Audience Relationships
Joint meeting with Public Relations and Marketing, Groups 1-2
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.

4:00–5:00PM EDT  Marketing Groups 3-8 Constituency Round Robin
Host/Facilitator: Jason Nicholson, Director of Marketing at the Austin Symphony Orchestra
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.
Thursday, June 17

12:30–1:30PM 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.