June 14 and June 17, 2021

PR Constituency Meeting Agenda

Constituency Liaison: Rachelle Schlosser, rschlosser@americanorchestras.org

Groups 1 & 2

Monday, June 14:

2:30PM EDT – 60 minute Joint Meeting with Marketing and Public Relations (all group sizes) with Eric Nelson, Client Engagement Officer, TRG Arts

(re)Opening Balance: The New Normals of Audience Relationships

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.

4:00PM EDT – 60 minute – PR Groups 1 & 2 Roundtable Moderated by Adam Crane, Vice President, External Affairs, New York Philharmonic and Denise McGovern, Vice President of Communications, Dallas Symphony Orchestra

So How Is Everyone Doing?

Following this challenging year, let’s discuss some scenarios big and small for keeping media engaged, preparing audiences to come back, and keeping yourself grounded.

Thursday, June 17:

1:00PM EDT – 60 minutes – PR Constituency Conference Wrap-Up (all group sizes) Moderated by Kathleen Drohan, Vice President of Communications and Public Relations, New World Symphony
What We’ve Learned

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

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