June 14 and June 17, 2021

PR Constituency Agenda

Constituency Liaison: Rachelle Schlosser, rschlosser@americanorchestras.org

Groups 3-8/Youth

Monday, June 14:

1:00PM EDT - 60 minute – PR 3-8/Youth Roundtable moderated by Peter Rodgers, Director of Marketing, Madison Symphony Orchestra

An Exciting and Emotional Return to Live Music

Join us and engage with your colleagues! The conversation will include communication strategies, stories and messaging ideas for new season and subscriber campaigns — tapping into the excitement and emotion audiences will feel when returning to live performances.

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.

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.