

# ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS



## AUGUST 7-9

• COSTA MESA •

HILTON ORANGE COUNTY/COSTA MESA

[ACSO.ORG/CONFERENCE](https://acso.org/conference)

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ASSOCIATION OF CALIFORNIA  
SYMPHONY ORCHESTRAS  
Empowering Our Shared Community

### WEDNESDAY, AUGUST 6

1:00 PM – 4:00 PM

**Pre-Conference Workshop | Fuel Your Cash Flow with Fundraising Best Practices**

### THURSDAY, AUGUST 7

9:00 AM – 9:45 AM

**Conference Orientation**

9:45 AM – 10:30 AM

**Coffee Break, Exhibitor Showcase & Tech Demos**

10:45 AM – 12:00 PM

**Breakout Sessions**

1. Legacy Giving on 5% of Your Time: Maximizing Impact with Minimal Investment
2. Volunteers are the Heart of Pacific Symphony
3. The Conservatory's Role in Shaping the Canon

12:00 PM – 1:15 PM

**Emerging Professionals Brown Bag Lunch**

1:15 PM – 2:45 PM

**Peer Forums**

3:30 PM – 5:00 PM

**Opening Plenary | Why Representation in Programming Matters**

**Keynote: Michelle Cann**, GRAMMY award-winning pianist and inaugural Eleanor Sokoloff Chair in Piano Studies at the Curtis Institute of Music.

5:00 PM – 6:30 PM

**Overture Party**

### FRIDAY, AUGUST 8

9:00 AM – 10:15 AM

**Breakout Sessions**

1. CEO Roundtable: Resilience & Adaptation
2. Best Practices in Board Governance for Symphony Orchestras
3. Top 10 Tech Tools to Power Your Arts Organization's Digital Marketing Strategy

10:30 AM – 12:00 PM

**Idea Exchanges**

1:00 PM – 2:15 PM

**Breakout Sessions**

1. Spreading the Word: Public Relations in a Post-Newspaper World
2. Dealing With Difficult Donors: Strategies and Solutions
3. Beyond the Stage: Strengthening Orchestras Through Collaborative Partnerships

2:30 PM – 3:45 PM

**Peer Forums**

4:00 PM – 5:30 PM

**President's Reception (invite-only)**

8:00 PM

**Pacific Symphony SummerFest Concert | Beethoven's Emperor & Pictures at an Exhibition**

### SATURDAY, AUGUST 9

9:00 AM – 10:15 AM

**Annual Meeting & Awards Breakfast**

10:30 AM – 11:45 AM

**Breakout Sessions**

1. Leveling Up: Orchestras and the Rise of Video Game Music
2. Listening to Learn: How Audience Feedback Drives Change at California Symphony
3. If You Don't Know Where You're Going, Any Road Will Take You There: When is it Time for a Strategic Plan?

11:45 AM – 1:30 PM

**Closing Plenary & Luncheon | Orchestrating Wellbeing: Music's Role in Health, Connection, and Community Impact**

**Keynote: Dr. Tasha Golden**, PhD, singer/songwriter turned behavioral scientist, and a leading expert in creativity's role in wellbeing and innovation.

HOSTED BY



Join 250+ performing arts professionals for three energizing days of keynotes, sessions, peer forums, and networking. Learn from leading voices in music, community engagement, and nonprofit leadership.

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