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Association of California Symphony Orchestras



AUGUST 7-9

• COSTA MESA •

ORGANIZED BY



HOSTED BY



Download the 2025 Annual Conference App for the conference at your fingertips!

1. Download the **EventMobi app** from your App Store
2. Open the app and type in code: **ACS02025**
3. Enter the email address you used to register for conference
4. Follow the instructions to set up your account

REGISTRATION, EXHIBITOR & COFFEE HOURS

THURSDAY, AUG 7
8:00 AM - 3:00 PM

FRIDAY, AUG 8
8:00 AM - 4:00 PM

SATURDAY, AUG 9
8:00 AM - 1:00 PM

Complimentary daily coffee service is available in the Catalina Foyer from 8:00 AM - 11:00 AM.

EXHIBITORS & TECH DEMOS

Be sure to attend the Exhibitor Showcase & Tech Demos on Thursday, August 7 from 9:45 AM - 10:30 AM to visit with exhibitors, enjoy coffee and pastries, and check out 10-minute tech demos.

9:45 AM
easy-connect

10:00 AM
Symphony.live

10:15 AM
CueBox Software

- AccountingWare
- California for the Arts
- California Grant Services
- CalNonprofits
- Colbert Artists Management
- CueBox Software
- Culture OC
- Curtis Institute of Music
- Dream Warrior Group/ARTdynamix
- Instant Encore
- Ludus
- Luigi
- Marian Liebowitz Artist Management
- Notation AI
- Performing Arts Readiness
- RSC Associates
- The Cliburn Agency
- We Mail For You Inc.
- Women's Philharmonic Advocacy
- Young Concert Artists

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CONFERENCE AGENDA

Wednesday, August 6

1:00 PM - 4:00 PM PRE-CONFERENCE WORKSHOP

Fuel Your Cash Flow with Fundraising Best Practices
Location: Fountain Terrace

Thursday, August 7

9:00 AM - 9:45 AM CONFERENCE ORIENTATION

Location: Catalina I

9:45 AM - 10:30 AM COFFEE BREAK, EXHIBITOR SHOWCASE & TECH DEMOS

Location: Catalina Foyer and Fountain Terrace

10:45 AM - 12:00 PM BREAKOUT SESSIONS

- Legacy Giving on 5% of Your Time: Maximizing Impact with Minimal Investment**
Location: Catalina I
- Volunteers are the Heart of Pacific Symphony**
Location: Fountain Terrace
- The Conservatory's Role in Shaping the Canon**
Location: Bristol III

12:00 PM - 1:15 PM EMERGING PROFESSIONALS BROWN BAG LUNCH

Location: Bristol Terrace Patio

1:15 PM - 2:45 PM PEER FORUMS

CEOs with Budgets Over \$1 Million
Location: Laguna I

Executive Directors with Budgets Under \$1 Million
Location: Bristol III

Board Members
Location: Laguna II

Community Orchestras
Location: Catalina I

Conductors, Musicians, and Artistic Leaders
Location: Catalina II

Development
Location: Fountain Terrace

Education and Community Engagement
Location: Catalina II

Human Resources
Location: Catalina I

Marketing & Patron Services
Location: Laguna III

Operations
Location: Catalina I

Youth Orchestras
Location: Catalina II

2:45 PM - 3:30 PM BUSES TO SEGERSTROM CENTER FOR THE ARTS

3:30 PM - 5:00 PM OPENING PLENARY & KEYNOTE

Location: Samueli Theater, Segerstrom Center for the Arts

5:00 PM - 6:30 PM OVERTURE PARTY HOSTED BY THE PACIFIC SYMPHONY

Location: Orange County Museum of Art (OCMA)

6:30 PM BUSES TO HILTON

Friday, August 8

9:00 AM - 10:15 AM BREAKOUT SESSIONS

- CEO Roundtable: Resilience & Adaptation**
Location: Catalina I
- Best Practices in Board Governance for Symphony Orchestras**
Location: Bristol III
- Ten Tech Tools and the Information you need to Rule Digital Marketing for your Arts Organization**
Location: Fountain Terrace

10:30 AM - 12:00 PM IDEA EXCHANGES

- Successful CBA negotiations and joyful musician relationships**
Location: Catalina I
- "Roots up" advocacy: activate and collaborate**
Location: Catalina I
- Beyond subscriptions: exploring alternative ticketing models**
Location: Catalina I
- Capturing high-quality concert audio and maximizing its impact for your orchestra**
Location: Catalina II
- Readying your orchestra for emergencies and disasters**
Location: Catalina II
- Doing DEI Work in 2025**
Location: Catalina II

1:00 PM - 2:15 PM BREAKOUT SESSIONS

- Spreading the Word: Audience Engagement in a Post-Print World**
Location: Bristol III
- Dealing With Difficult Donors: Strategies and Solutions**
Location: Catalina I
- Beyond the Stage: Strengthening Orchestras Through Collaborative Partnerships**
Location: Fountain Terrace

2:30 PM - 3:45 PM PEER FORUMS

CEOs with Budgets Over \$1 Million
Location: Laguna I

Executive Directors with Budgets Under \$1 Million
Location: Bristol III

Board Members
Location: Laguna II

Community Orchestras
Location: Catalina I

Development
Location: Fountain Terrace

Education and Community Engagement
Location: Catalina II

Finance
Location: Catalina I

Marketing & Patron Services
Location: Laguna III

Operations
Location: Catalina I

Youth Orchestras
Location: Catalina II

4:00 PM - 5:30 PM PRESIDENT'S RECEPTION (BY INVITATION)

Location: Garden Terrace Patio

6:15 PM BUSES TO GREAT PARK, IRVINE

8:00 PM PACIFIC SYMPHONY SUMMERFEST CONCERT

Location: Great Park Live, Irvine

10:00 PM BUSES TO HILTON

Saturday, August 9

9:00 AM - 10:15 AM ACSO ANNUAL MEETING & AWARDS BREAKFAST

Location: Catalina Ballroom

10:30 AM - 11:45 AM BREAKOUT SESSIONS

- Leveling Up: Orchestras and the Rise of Video Game Music**
Location: Fountain Terrace
- Listening to Learn: How Audience Feedback Drives Change at California Symphony**
Location: Bristol III
- If You Don't Know Where You're Going, Any Road Will Take You There: When is it Time for a Strategic Plan?**
Location: Laguna Beach

11:45 AM - 1:30 PM CLOSING PLENARY LUNCHEON & KEYNOTE

Location: Catalina Ballroom

