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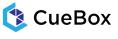






















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Download the 2025 Annual Conference App for the conference at your fingertips!

Pacific Symphony

- 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

FRIDAY, AUG 8

SATURDAY. AUG 9

8:00 AM - 3:00 PM

8:00 AM - 4:00 PM

8:00 AM - 1:00 PM

Complimentary daily coffee service is available in the Catalina Fover 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

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**
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- **Notation Al**
- **Performing Arts Readiness**

Young Concert Artists

- **RSC Associates**
- The Cliburn Agency
- We Mail For You Inc.
- Women's Philharmonic Advocacy
- **Instant Encore**

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

- 1. Legacy Giving on 5% of Your Time: **Maximizing Impact with Minimal Investment** Location: Catalina I
- 2. Volunteers are the Heart of Pacific Symphony **Location:** Fountain Terrace
- 3. 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

SELFIE SPOT & SOCIAL MEDIA



Share your conference posts on Instagram or Facebook using our conference hashtag:

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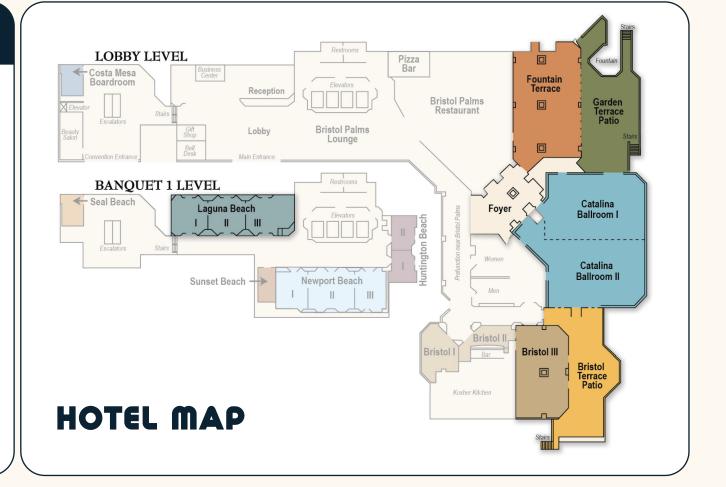
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1:15 PM - 2:45 PM PEER FORUMS

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 L

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

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

- 1. CEO Roundtable: Resilience & Adaptation **Location:** Catalina I
- 2. Best Practices in Board Governance for Symphony Orchestras **Location:** Bristol III
- 3. 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

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

Location: Catalina II

1:00 PM - 2:15 PM BREAKOUT SESSIONS

- 1. Spreading the Word: Audience Engagement in a Post-Print World Location: Bristol III
- 2. Dealing With Difficult Donors: Strategies and Solutions **Location:** Catalina I
- 3. 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

- 1. Leveling Up: Orchestras and the Rise of Video Game Music **Location:** Fountain Terrace
- 2. Listening to Learn: How Audience Feedback Drives Change at California Symphony **Location:** Bristol III
- 3. 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