

# DONATE TO WIN

## CONFERENCE GIVING CHALLENGE

Help ACSO Raise \$10,000 and get a Chance to Win an 8-Day European River Cruise for Two!

Every \$50 increment donated at the 2025 Annual Conference gets you one entry into a drawing for a European River Cruise, courtesy of Viking. The more you donate, the better your chance of winning!



SCAN, DONATE, AND WIN!



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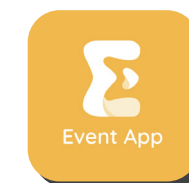
# AUGUST 7-9

• COSTA MESA •

ORGANIZED BY



HOSTED BY



Download the 2025 Annual Conference App and have the conference at your fingertips!

1. Download the **EventMobi app** from your App Store and download the
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 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 each day.

## CONFERENCE EXHIBITORS, HOURS & 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 donuts, and check out 10-minute tech demos.

**9:45 AM**  
**JEASY CONNECT**  
(audience engagement app)

**10:00 AM**  
**SYMPHONY.LIVE**  
(streaming platform)

**10:15 AM**  
**CUEBOX**  
(software for ticketing, marketing, fundraising)

- Arts Orange County
- California for the Arts
- CalNonprofits
- Colbert Artists Management
- CueBox Software
- Culture OC
- Curtis Institute of Music
- Dream Warrior Group/ART dynamix
- Instant Encore
- Marian Liebowitz Artist Management
- Ludus
- Luigi
- Performing Arts Readiness
- Notation AI
- RSC Associates
- Suono Artist Management
- We Mail For You Inc.
- Young Concert Artists

# 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: Bristol III
- Volunteers are the Heart of Pacific Symphony**  
Location: Fountain Terrace
- The Conservatory's Role in Shaping the Canon**  
Location: Catalina I

**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**

**Recognition Award Presentation and Q&A with Carl St.Clair**

**Opening Keynote: Why Representation in Programming Matters**  
Location: Samueli Theater, Segerstrom Center for the Arts

**5:00 PM - 6:30 PM OVERTURE PARTY HOSTED AND SPONSORED 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**  
Presenter: Casey Williams, Partner, Liebert Cassidy Whitmore  
Location: Bristol III
- Ten Tech Tools and the Information you need to Rule Digital Marketing for your Arts Organization**  
Presenters: Nami Atae, CTO, Dream Warrior Group; Dana Long, Vice President of Marketing & Communications, Pacific Symphony; LaMae Weber, CEO, Dream Warrior Group  
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

**6. Doing DEI Work in 2025**  
Location: Catalina II

**1:00 PM - 2:15 PM BREAKOUT SESSIONS**

- Spreading the Word: Public Relations in a Post-Newspaper 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

**5:45 PM BUSES TO GREAT PARK, IRVINE**

**8:00 PM PACIFIC SYMPHONY SUMMERFEST CONCERT: BEETHOVEN'S EMPEROR & PICTURES AT AN EXHIBITION**

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**

**Closing Keynote: Orchestrating Wellbeing: Music's Role in Health, Connection, and Community Impact**  
Location: Catalina Ballroom

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