

CALIFORNIA SYMPHONY

Subscription and Season Announcement Planning Timeline

Six months out from the announcement date (typically August 1)

- First draft of the season shared with the General Manager and Executive Director

Five months out

- First draft of orchestra and concert expense budget shared with Executive Director
- Personnel Manager reviews draft season for CBA compliance
- Executive Director reviews past audience surveys to analyze marketing success rate
- Artistic Director continues to refine the season based on feedback from GM, ED, and PM

Four months out

- Final draft of the season presented to GM, ED, Librarian, and marketing/development leadership
- Contact Artists/managers to negotiate an appearance

Three months out

- Begin contracting all soloists

10 weeks out

- Marketing team meets with Music Director to discuss artistic vision for the season and/or specific programming

Two months out

- All guest artist contracts final and signed
- Artist materials due (bio, headshot, artist questionnaire, etc.)
- Create preliminary copy notes (concert titles, bullet points about each concert and soloist, audience quotes, etc.)

6-7 weeks out

- Create and edit Brochure Copy Deck; limit to 2-3 rounds of edits
- Copy deck sent to designer and publicist

4-5 weeks out (varies based on holidays)

- Round one season brochure design received and reviewed
- Press release draft one received

3-4 weeks out

- Review and edit the second round brochure

- Final Season Brochure Draft Received and Reviewed
- Embargoed press release distributed

2 weeks out: Concert 3 week

- Prep Renewal packet data file for mailing

10-12 days out

- Season Brochure final files sent to printer
- Renewal packet assets sent to printer

One week out

- Final PR follow-up

4-5 days out

- Renewal packets mailed

Announcement Date

- If a press release, broadly distribute
- Renewal packets arrive in homes
- Send a broad message to the email subscriber list
- Post on social media