



## **IDENTITY CHALLENGE TO ORCHESTRAS AS ABO CONFERENCE TACKLES BIG ISSUES FOR 2010**

**IDENTITY: the orchestra's place in contemporary culture**

24-26 FEBRUARY, GLASGOW ROYAL CONCERT HALL

*Richard Reeves, Tony Hall, Bridget McConnell, John Smith, Jesse Rosen, James Inverne and Mick Elliott feature in this year's line-up*

From Cities of Culture to Cultural Olympiads, festivals to the recording industry, home-grown talent to orchestras in a global marketplace – this year's ABO Conference, focused on the theme of 'identity', is set to be both provocative and engaging as it tackles some of the big issues facing the orchestral sector over the next year.

Mark Pemberton, Director of the ABO said

"In uncertain times and with an election looking and tough decisions on public spending in the pipeline, now more than ever orchestras need to assert and define their identity – and put themselves firmly in the debate about contemporary culture."

Hosted by the Royal Scottish National Orchestra at the Glasgow Royal Concert Hall, the conference will cover a number of 'Big Debates' including:

- **Creative Cities** - Louise Mitchell, Director of Glasgow UNESCO City of Music chairs a discussion on how orchestras can play a leading role in shaping a city's identity. The session will also include a UK City of Culture update by DCMS Director of Culture, Mick Elliott.

- **Britain's Got Talent** - A two part debate exploring the identity of the orchestral musician of the future.
- **Culture - Centre Field** - exploring the relationship between great sporting moments and great orchestras. The session will include speakers Tony Hall, Chair of the London 2012 Cultural Olympiad Board and Craig Hassall, Chief Executive of the English National Ballet and former General Manager of the Sydney 2000 Olympic Arts Festival.
- **Festival Scene** - The potential role of orchestras in helping to develop the music festivals of the future.
- **Branding and Selling Your Identity** - Top tips on how orchestras can improve their public facing image from American marketing and branding expert Roger Sametz

Mark Pemberton said:

“The conference is aimed at everyone working in or with orchestras – and whether you’re a chief executive, orchestra manager, musician or work in education, marketing or development, there are relevant sessions, lively debates and the opportunity to network with key movers and shakers.”

In the conference concert, hosts RSNO will perform under their Musical Director, Stéphane Denève in a programme featuring dynamic Russian pianist Nikolia Lugansky. The conference dinner will be held in the Old Fruit Market and will include a Ceilidh.

**Ends.**

**04/01/2010.**

For an up-to-date schedule, speaker and delegate information, see [www.abo.org.uk/conference](http://www.abo.org.uk/conference)

For more information on the conference or to speak to ABO Director Mark Pemberton, contact Melissa Milner 020 7793 4035 / 07976 636 228 [melissa@dhacommunications.co.uk](mailto:melissa@dhacommunications.co.uk)