

10:00 REGISTRATION OPENS at MANCHESTER TOWN HALL  
BEES AREA

11:00 OFFICIAL OPENING  
GREAT HALL

CLASSIC *fm*



- Welcomes from **Michael Henson** *Chairman, ABO*; **Edward Pysden** *Chairman, Hallé Concerts Society*; and **Darren Henley** *Station Controller, Classic FM*
- Presentation of the first Healthy Orchestra Charter Marks introduced by **Russell Jones** *Director, ABO* and **Rosanna Preston** *Chief Executive, Musicians Benevolent Fund*
- Keynote Address by **Peter Hewitt** *Chief Executive, Arts Council England* facilitated by **Charlotte Higgins** *Arts Correspondent, The Guardian*

12.30 OPENING OF TRADE EXHIBITION &  
CLASSIC FM FIRST-TIME DELEGATES' RECEPTION  
BANQUETING & RECEPTION ROOMS  
*Champagne sponsored by Dégustation*



13:00 BUFFET LUNCH (Cash bar available)  
BANQUETING & RECEPTION ROOMS

14:00 SESSION 2

**WHAT IS THE FUTURE FOR THE NOT-FOR-PROFIT BUSINESS MODEL IN THE UK ARTS SECTOR?**  
GREAT HALL

Douglas McLennan *Editor, ArtsJournal* argues that nonprofits "are suffering from a persistent low-grade flu in the form of eroding audiences, sharply rising expenses, and increased competition that may mask more serious structural problems. It may be time to wonder: Has the non profit business model...outlived its usefulness?"

How relevant is this debate to the UK arts and cultural scene?

**Clare Cooper** *Co-Founder & Co-Director, Mission Models Money*

**Vernon Ellis** *International Chairman, Accenture and Chairman, English National Opera*

**Joseph Kluger** *AEA Consulting and former President, Philadelphia Orchestra*

**Dick Penny** *Chief Executive, Watershed Bristol*

**Bob Riley** *General Manager, Manchester Camerata*



**THE HEALTHY ORCHESTRA I**  
LORD MAYOR'S PARLOUR

A review of the legal requirements and health and safety guidelines every orchestral employer needs to know.

**Malcolm Warne Holland** *Director, MWH Associates*

**Rosanna Preston** *Chief Executive, Musicians Benevolent Fund*

**Susan Thomas** *Solicitor, Charles Russell*



**ABO MANAGEMENT ACADEMY TASTER**
**CONFERENCE ROOM**
**haysmacintyre**

An introduction to the ABO Management Academy, outlining the 6 modules for potential 2007 participants and providing an insight into some of the key issues included in the programme. Based around one of the case studies from the programme, the workshop will explore the role of the manager and leader and the skills and qualities which the ABO Management Academy seeks to develop.

**Ian Hornby** *Director, Alpha Human Resources Ltd*

**Catherine Simonds-Malkin** *HR & Company Secretary, City of Birmingham Symphony Orchestra*

*The ABO Management Academy is sponsored by haysmacintyre and has received an investment from the Arts & Business New Partners programme.*


**15:30**
**NETWORKING BREAK**
**BANQUETING & RECEPTION ROOMS**
**16:00**
**SESSION 3**
**theguardian**
**GUARDIAN NEWS AND MEDIA PRESENTS Digi:nation**
**GREAT HALL**

Guardian News and Media and presents Digi:nation, their most recent and extensive survey into the digital habits of the online population. The presentation will be followed by a debate that looks over the horizon at the extent to which technology will drive the audience development and marketing of orchestras in the next decade.

**Jonathan Gruber** *Vice President New Media, Universal Classics*

**Chaz Jenkins** *Head of LSO Live, London Symphony Orchestra*

**Tom Laidlaw** *Director of New Media, GCap Media*

**Mark Mulligan** *Vice President & Research Director, JupiterResearch*

**Martin Prendergast** *Arts Manager, Guardian News and Media*

**Laurie Watt** *Senior Counsel, Charles Russell*

**Roger Wright** *Controller, BBC Radio 3*

**CHARITABLE DONATIONS AND INDIVIDUAL GIVING**
**LORD MAYOR'S PARLOUR**

This session will shed fresh light on some of the key challenges facing orchestra development departments today, putting these challenges into the context of the wider fundraising sector. Including examples of best practice and success from a range of arts and non-arts organisations, the debate will consider:

- Are we doing enough to steward and reward our donors and is it effective?
- How can we make the most from our membership schemes and keep them fresh?
- What is the future of Corporate Sponsorship?

**Stephen Crocker** *Head of Fundraising and Business Development, Manchester Camerata*

**Martin Kaufmann** *Director of Research and Training, Brakeley Limited*

**Toni Leden**, *Head of Appeals, Christie Hospital NHS Trust*

**Phillip Spedding** *Senior Project Manager, The Maecenas Initiative, Arts & Business*

**MUSICIANS  
BENEVOLENT FUND**
**HEALTHY ORCHESTRA II**
**CONFERENCE ROOM**

Handling the physical, mental and emotional health of orchestral players and administrative staff can be the most challenging aspect of orchestral management. This session provides guidance and advice.

**Andy Evans** *Director, Arts Psychology Consultants*

**Rosanna Preston** *Chief Executive, Musicians Benevolent Fund*

**Dr Jonathan White** *General Practitioner*

**17:30**
**END**


18.15

MANCHESTER TOWN HALL

SCULPTURE HALL

CIVIC RECEPTION hosted by the Lord Mayor of the City of Manchester

Drinks and canapés will be served



18.15

ST ANN'S CHURCH, St Ann's Square, Manchester

Northern Chamber Orchestra Soloists

Haydn Piano Trio in G Hob XV: 25 *Gypsy Rondo*

Beethoven Piano Trio in B flat Op. 97 *Archduke*

Martin Roscoe *piano*

Jeanette Mountain *cello*

Nicholas Ward *violin*

Tickets £8.00, including a glass of wine



19.00

BRIDGEWATER HALL

Pre-Concert event with Oldham Primary School based on *Open Ground*

19.30

THE HALLÉ

Bruch Violin Concerto No.1 in G minor

Victoria Borisova-Ollas *Open Ground* UK premiere

R. Strauss *Ein Heldenleben*

Mark Elder conductor

Janine Jansen violin



**HALLÉ**  
MUSIC DIRECTOR  
MARK ELDER CBE

*This concert will be broadcast live by BBC Radio 3*

21:30

HOT FORK BUFFET SUPPER (Cash bar available)

BRIDGEWATER HALL, CIRCLE FOYER – LEVEL 3

**HALLÉ**  
MUSIC DIRECTOR  
MARK ELDER CBE

22:30

ENDS

Bar open in Jurys Inn Hotel until c.01:00.



08:30 **REGISTRATION at MANCHESTER TOWN HALL**  
 BEES AREA

09:00 **SESSION 4**

**KEY ISSUES FACING ORCHESTRAS TODAY**

GREAT HALL

This session, with a unique panel of informed individuals who do not run orchestras, will debate key issues facing the Orchestra as an institution in the decades ahead. Beginning with findings from research undertaken from those both inside and outside the orchestral industry - on both sides of the Atlantic - we identify the most important challenges ahead. The debate will consider:

- If orchestras want to be part of our culture in 50 years time what have they got to do?
- Can orchestras prove they are not just part of the heritage business?
- What have orchestras got to do with creativity?

**Richard Crossland** *Managing Director, ABL Consulting*

**Henry Fogel** *President, American Symphony Orchestra League*

**Jude Kelly** *Artistic Director, South Bank Centre*

**Graham Leicester** *Director, International Futures Forum*

**Michael Lynch** *Chief Executive, South Bank Centre*

**Louise Mitchell** *Director, Glasgow Cultural Enterprises*

*Session sponsored by Schiedmayer Celesta GmbH*



10.45 **NETWORKING BREAK**  
 BANQUETING & RECEPTION ROOMS

11:30 **SESSION 5**

**MARKETING I**

GREAT HALL

**Building Demand**

Looking closely at audience behaviour in findings of the American Symphony Orchestra League's landmark Audience Motivation Study and other recent studies on churn, retention and pricing reveals insights that help develop awareness of our art form, prompt trial of our offerings and increase frequency of participation and loyalty among our customers. This session will include recent research on price elasticity, with pricing innovation examples by David Snead.

**Jack McAuliffe** *President, Engaged Audiences LLC*

**David Snead** *Vice President for Marketing, New York Philharmonic*

**Richard Wigley** *General Manager, BBC Philharmonic Orchestra*

**EARLY YEARS AND STARTING CAREERS**

LORD MAYOR'S PARLOUR

**An Early Investment**

A round table discussion of the work of orchestras and classical music venues with young children 0 to 5, asking fundamental questions about this work, including "Why orchestras?" and "How can musicians provide the best and most appropriate support?".

**Ursula Crickmay** *Head of Community & Education, Wigmore Hall*

**Keith Stubbs** *Education & Projects Manager, City of Birmingham Symphony Orchestra*

**David Sulkin** *Director of Policy & Programmes, Youth Music*

**Dr Susan Young** *School of Education & Lifelong Learning, University of Exeter*



**MUSICIANS**  
BENEVOLENT FUND

**HEALTHY ORCHESTRA CLINIC**

CONFERENCE ROOM

One year into the Healthy Orchestra initiative, with three sell out seminars in London and the awarding of the first Bronze Charter Marks, the sector has never been more aware of the issues relating to the physical, mental and emotional health of its employees. This session enables delegates to quiz the expert panel on their own Healthy Orchestra issues.

- Guy Dagger** *General Manager, Black Cat Music*  
**Rosanna Preston** *Chief Executive, Musicians Benevolent Fund*  
**Hazel Province** *Orchestra Director, Royal Opera House*  
**Susan Thomas** *Solicitor, Charles Russell*  
**Malcolm Wame Holland** *Director, MWH Associates*  
**Dr Jonathan White** *General Practitioner*

13:00 **BUFFET LUNCH** (Cash bar available)  
BANQUETING & RECEPTION ROOMS

14:00 **SESSION 6**

**MARKETING II**

GREAT HALL

**Marketing Plan Workshop**

New research in the United States has shown that many orchestras prepare only rudimentary marketing plans. This workshop session will lead delegates through a bottom-up planning approach that identifies markets and approaches for each concert and series, and links costs with sales and revenues.

- Jack McAuliffe** *President, Engaged Audiences LLC*  
**Richard Wigley** *General Manager, BBC Philharmonic Orchestra*



**EARLY YEARS AND STARTING CAREERS**

LORD MAYOR'S PARLOUR

**Professional directions**

An opportunity to learn about and discuss new issues and developments being addressed by the Royal Northern College of Music's Centre for Excellence in Teaching and Learning (CETL), in particular the implications for students moving into professional life and continuing professional development opportunities for orchestral musicians. This session will involve students and recent graduates from the RNCM.

- Clare Cooper** *Co-Founder & Co-Director, Mission Models Money*  
**Edward Gregson** *Principal, RNCM & Chairman, Conservatoires UK*  
**Dr Linda Merrick** *Vice-Principal, RNCM & Director of the Centre for Excellence and Learning*



**OUTSIDE THE BOX: WHAT INDIAN MUSIC CAN BRING TO WESTERN ORCHESTRAS**

CONFERENCE ROOM

A workshop with Indian musicians from the Bharatiya Vidya Bhavan in London and five string players from the Royal Northern College of Music demonstrating how an exploration of ancient Indian music techniques can reinvigorate Western orchestras and inspire their approach to both new and core repertoire.

- |  |   |
|--|---|
| <b>M Balachandar</b> <i>Mridangam</i>                          | <b>David Murphy</b> <i>Director, Sinfonia Verdi</i>                 |
| <b>Ruth Gibson</b> <i>Viola, Roberts String Quartet, RNCM</i>  | <b>Balu Raguraman</b> <i>Indian Violin</i>                          |
| <b>Paul Grennan</b> <i>Cello, Roberts String Quartet, RNCM</i> | <b>Daniel Roberts</b> <i>Violin 1, Roberts String Quartet, RNCM</i> |
| <b>Patrik Jarolim</b> <i>Double Bass, RNCM</i>                 | <b>Dorin Tuca</b> <i>Violin 2, Roberts String Quartet, RNCM</i>     |

15:15 **NETWORKING BREAK**  
BANQUETING & RECEPTION ROOMS



15:45

## SESSION 7

## EFFECTIVE BRANDING

## GREAT HALL

Effective branding positions an orchestra in alignment with the needs of its target audience and communicates that positioning with impact, thereby motivating greater attendance and participation. Kate Prescott and David Snead present recent re-branding efforts at the New York Philharmonic that have led to dramatic increases in attendance and revenue.

**Kate Prescott** *President, Prescott & Associates*

**Andy Ryans** *Marketing Director, The Hallé*

**David Snead** *Vice President for Marketing, New York Philharmonic*

## EARLY YEARS AND STARTING CAREERS

## LORD MAYOR'S PARLOUR

## Working with partner organisations

Education partnerships work best and are more sustainable when the whole organisation is engaged, not just the education/outreach teams. Hilary Boulding will lead a discussion on working with partner organisations, from Early Years settings to Conservatoires and beyond, exploring what further skills, funding, and management structures are needed to enable more meaningful partnerships to be developed and sustained.

**Hilary Boulding** *Director, Music Strategy, Arts Council England*

**Edward Gregson** *Principal, Royal Northern College of Music*

**John Stephens** *Deputy Director of Children's Services, Salford City Council*

**Keith Stubbs** *Education and Projects Manager, City of Birmingham Symphony Orchestra*

## OUTSIDE THE BOX: WHAT INDIAN MUSIC CAN BRING TO WESTERN ORCHESTRAS

## CONFERENCE HALL

A repeat of Session 6 – please see above

**David Murphy** *Director, Sinfonia Verdi*

17.15

END

18:30

Coaches from Jurys Inn to THE LOWRY, Salford Quays

19:00

## PRE DINNER RECEPTION

## THE LOWRY GALLERY

Drinks and canapés will be served

19:45

## CONFERENCE DINNER (Cash bar available)

## THE LOWRY STUDIO

Presentation of the 2006 ABO Award by **Michael Henson** *Chairman, ABO*

21:30

## RNCM New Ensemble

## THE LOWRY QUAYS THEATRE BAR

**Steve Reich** *City Life*

Round off the evening with this live performance of Steve Reich's take on the modern city. Featuring an ensemble of 20 players, on pianos, samplers and a battery of percussion plus live visuals, *City Life* creates a visionary metropolis out of music and sound.

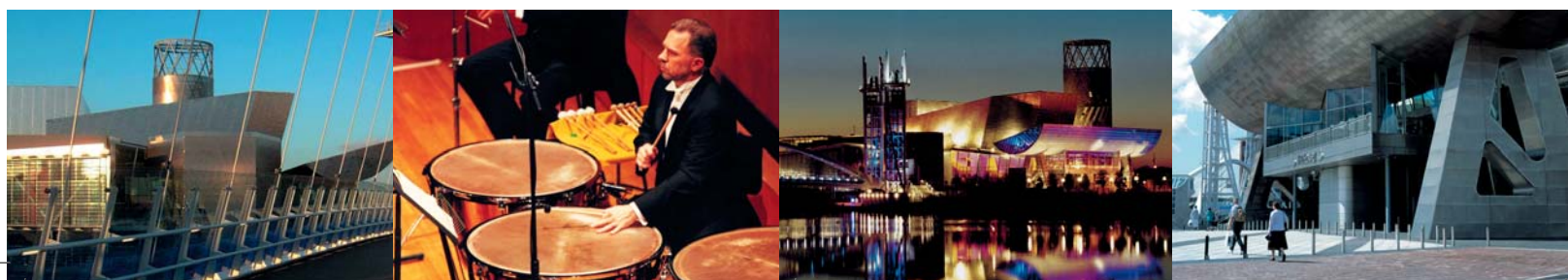
**Matthew Wood** conductor

22:30

## ENDS

Coaches will leave The Lowry after dinner at c.21:30 and again after the late night performance.

Bar open in Jurys Inn Hotel until c.01:00.



# SATURDAY 20 JANUARY 2007



09:30 REGISTRATION at MANCHESTER TOWN HALL  
BEES AREA

10.00 SESSION 8

HALLÉ  
MUSIC DIRECTOR  
MARK ELDER CBE

THE HALLÉ STORY

GREAT HALL

Mark Elder Music Director and John Summers Chief Executive in conversation with Richard Morrison from *The Times* to find out why The Hallé topped his league table of British orchestras.

11.00 CHORUS MANAGERS DAY (until 17.00)

COMMITTEE ROOM 2

Led by Joseph Cullen Chorus Master London Symphony Chorus

11.15 NETWORKING BREAK

GREAT HALL

12.00 CLOSING SESSION

GREAT HALL

An opportunity for issues raised during the Conference to be pulled together and action points highlighted.

Hilary Boulding Director, Music Strategy, Arts Council England

Patrick Frederick ABO External Director & Chief Executive, Friends in the City

Michael Henson Chairman, ABO

Jaap Jong Director, Contactorgaan van Nederlandse Orkesten

Susannah Simons Head of Public Affairs & Outreach, BBC Radio 3

David Snead Vice President for Marketing, New York Philharmonic

Sally Taylor Director, London Centre for Arts and Cultural Enterprise

13.00 CLOSE

19:30 BRIDGEWATER HALL  
BBC Philharmonic Orchestra



Brahms Symphony No.2

R. Strauss *An Alpine Symphony*

Gunter Herbig Conductor

Complimentary tickets and glass of wine available to Conference delegates

MANCHESTER CAMERATA ROYAL NORTHERN COLLEGE OF MUSIC  
Manchester Camerata Ensemble

Mozart String Quintet in C minor K406

Spohr Sextet op.140

Schubert String Quintet in C major D956

Complimentary tickets, glass of wine and programme available to Conference delegates

21:30 ENDS

