THURSDAY 18 JANUARY 2007

10:00  REGISTRATION OPENS at MANCHESTER TOWN HALL
       BEES AREA

11:00  OFFICIAL OPENING
       GREAT HALL

       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 1

       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

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-Malik, 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

GUIDEAN 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

Philip Spedding, Senior Project Manager, The Moeceinas Initiative, Arts & Business

17:30

END
### 18.15
**MANCHESTER TOWN HALL**  
**SCULPTURE HALL**  
**CIVIC RECESSION** 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**  
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**

### 22:30
**ENDS**  
Bar open in Jurys Inn Hotel until c.01:00.
FRIDAY 19 JANUARY 2007

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 Schiedmeyer Celesta GmbH

10:45  NETWORKING BREAK
       BANQUETING & RECEPTION ROOMS

11:30  SESSION 5

MARKETING 1
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 Stubbbs  Education & Projects Manager, City of Birmingham Symphony Orchestra
David Sullin  Director of Policy & Programmes, Youth Music
Dr Susan Young  School of Education & Lifelong Learning, University of Exeter
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 Warne 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 CANBring 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.

M Balachandar Mridangam
Ruth Gibson Viola, Roberts String Quartet, RNCM
Paul Grennan Cello, Roberts String Quartet, RNCM
Patrik Jarolim Double Bass, RNCM
David Murphy Director, Sinfonia Verdi
Balu Raguraman Indian Violin
Daniel Roberts Violin 1, Roberts String Quartet, RNCM
Dorin Teaca Violin 2, Roberts String Quartet, RNCM

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 Ryan  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.
09:30  REGISTERATION 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, Contactorgan van Nederlandse Orkesten
        Susannah Simons Head of Public Affairs & Outreach, BBC Radio 3
        David Sned 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

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