

ABO CHAIRMAN,
SIMON CROOKALL
CHAIRMAN'S MESSAGE



It has been a decade since the *Association of British Orchestras' Annual Conference* has visited Liverpool, home of the Royal Liverpool Philharmonic Society. We have been welcomed back with traditional Liverpool hospitality and we shall enjoy the splendours of Liverpool Town Hall and the art deco magnificence of the renovated Philharmonic Hall.

Last year in Glasgow artistic considerations were very much at the heart of our debates. This year the pendulum has swung back to essential managerial, fundraising and personnel issues. However, we shall hear from **Gerard Schwarz**, the Liverpool Phil's dynamic *American Music Director* and be treated to **Max Bruch's** rarely heard secular cantata *The Song of the Bell*.

We are most grateful to our very generous supporters, *Liverpool City Council* and *North West Arts* and particularly to *Classic FM*, for all their help in making the Conference a success. We welcome delegates from the four parts of the United Kingdom and from four continents around the world. We welcome in particular international philanthropist **Alberto Vilar** and look forward to his keynote address.

Finally we are delighted that our Conference will be opened by **Baroness Blackstone**, *Minister of State for the Arts*.

The ABO Conference is about networking, learning, sharing and inspiring. If it isn't so for you please tell us! I urge you to take a full and active part in our proceedings.

Simon Crookall

ABO DIRECTOR,
RUSSELL JONES
DIRECTOR'S MESSAGE



I wanted to explain our thinking behind this Conference and why, as one who has been a delegate at ABO Conferences since 1988, we have made some changes. Each year we are challenged to provide value for money, relevance and novelty – this year I hope we have succeeded in improving all three. We deliberately set out to cover many more topics than usual. There are very few plenary sessions; numerous principal sessions and small workshop/clinic sessions that go into great detail on a very specific issue. We hope it provides value for money, not only in the quality of the experts speaking, but also in the range of sectors represented. We are very pleased that *Demos*, *EasyJet*, *Everton Football Club* and *The National Trust* are with us.

Whilst not choosing a catch-all theme this year, issues related to individual giving, corporate social responsibility and continuing professional development are well to the fore - issues that I hope will be further explored in the year ahead and progress reported next year. Networking is the life blood of a Conference and so we have facilitated individual meetings by listing delegates on our website from the moment they booked and by extending the time for tea, coffee and meal breaks.

My colleague **Adam Powell** (without whom the Conference could never take place) and I hope we have pulled together a stimulating weekend and we thank all those who have given their time and expertise to make it so.

Russell Jones

THE A TO Z OF CLASSICAL MUSIC

Dmitri **A**lexeyev, Sir Thomas **A**llen, Marin **A**lsoy, Vladimir **A**shkenazy, Matthias **B**amert, Cecilia **B**artoli, Yuri **B**ashmet, Joshua **B**ell, Boris **B**erezovsky, Howard **B**lake, Robin **B**laze, Andrea **B**ocelli, Barbara **B**onney, Douglas **B**ostock, Ian **B**ostridge, William **B**oughton, James **B**owman, Julian **B**ream, Gavin **B**ryars, Humphrey **B**urton, Riccardo **C**hailly, Michael **C**hance, Sarah **C**hang, Harry **C**hristophers, Nicholas **C**leobury, Stephen **C**leobury, Brad **C**ohen, Michael **C**ollins, Andrew **C**onstantine, José **C**ura, Paul **D**aniel, Carl **D**avis, Sir Colin **D**avis, Lynne **D**awson, Nikolai **D**emidenko, Peter **D**onohoe, Jonathan **D**ove, Jane **E**aglen, Ludovico **E**inaudi, Mark **E**lder, Michael **E**lliott, Renée **F**leming, Juan Diego **F**lórez, James **G**alway, Rumon **G**amba, Sir John Eliot **G**ardiner, Lesley **G**arrett, Daniele **G**atti, Véronique **G**ens, Angela **G**heorghiu, Jack **G**ibbons, Clive **G**illinson, Philip **G**lass, Evelyn **G**lennie, Roy **G**oodman, Clio **G**ould, Christopher **G**arren-Green, Slava **G**rigoryan, Raymond **G**ubbay, Andreas **H**aefliger, Chloe **H**anslip, Angela **H**ewitt, Klaus **H**eymann, Richard **H**ickox, Edward **H**igginbottom, Daniel **H**ope, Stephen **H**ough, Dmitri **H**vorostovsky, Steven **I**sserlis, Izzy, Paavo **J**ärvi, Karl **J**enkins, Emma **J**ohnson, Guy **J**ohnston, Aled **J**ones, Russell **J**ones, Leila **J**osefowicz, Andrew **J**owett, Tolga **K**ashif, Freddy **K**empff, Nigel **K**ennedy, Robert **K**ing, Thea **K**ing, Emma **K**irkby, Ralph **K**irshbaum, Magdalena **K**ožená, Katia **L**abèque, Marielle **L**abèque, Robert **L**ee, Jonathan **L**emalu, John **L**ill, Tasmin **L**ittle, Andrew **L**itton, Joanna **M**acGregor, Sir Charles **M**ackerras, James **M**acmillan, Christopher **M**altman, Sir Neville **M**arriner, Wayne **M**arshall, Andrew **M**anze, Paul **M**ccreesh, Nicholas **M**cGegan, John **M**claren, Midori, Viktoria **M**ullova, Anne-Sofie **M**utter, Sir Roger **N**orrington, Michael **N**yman, James **O**'Donnell, Craig **O**gden, Cristina **O**rtiz, Anne-Sofie **O**tter, Emmanuel **P**ahud, Roxanna **P**anufnik, Antonio **P**appano, Paco **P**eña, Alfredo **P**erl, Libor **P**ešek, Peter **P**hillips, Philip **P**ickett, Trevor **P**innock, Artur **P**izarro, Ross **P**ople, David **P**yatt, Patricia **R**ozario, John **R**utter, Andreas **S**choll, Gerard **S**chwarz, Howard **S**hore, Leonard **S**latkin, Soweto **S**tring Quartet, Kathryn **S**tott, Melvyn **T**an, Sir John **T**avener, Bryn **T**erfel, Jean-Yves **T**hibaudet, Michael **T**ilson Thomas, Yan **T**asman, Ian **T**racey, Thomas **T**rotter, Colin **T**weedy, Mitsuko **U**chida, Dawn **U**pshaw, Maxim **V**engerov, Roger **V**ignoles, Raphael **W**allfisch, Stephen **W**arbeck, Julian **W**ebber, David **W**helton, Willard **W**hite, John **W**illiams, John **W**illiams, Debbie **W**iseman, Hans **Z**immer, David **Z**inman

The big names in classical music talk to
Classic Newsnight every weekday evening at 6.30pm

CLASSIC *f*M
100-102 FM

AT A GLANCE GUIDETO THE 2003 CONFERENCE

FRIDAY 7 FEBRUARY

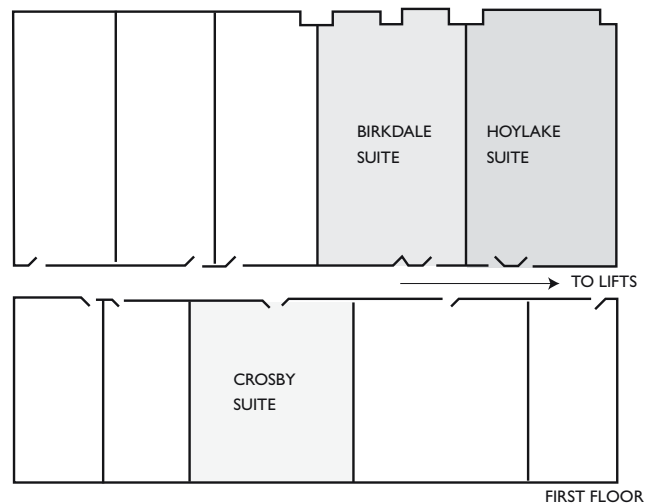
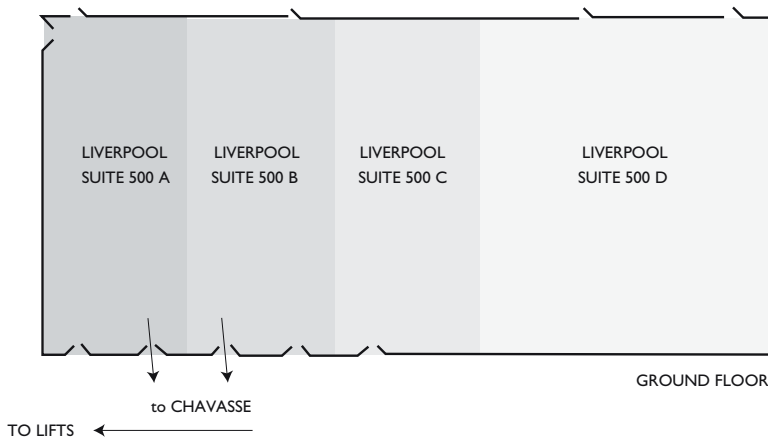
TIME	LIVERPOOL 500CD	LIVERPOOL 500A	HOYLAKE	BIRKDALE	CROSBY	CHAVASSE
12:00	REGISTRATION					TRADE EXHIBITION
13:00	WELCOME / OPENING					
14:30	CRITICAL ISSUES					
15:15						TEA COFFEE
16:00	MAXIMISING ARTISTRY	LOCAL AUTHORITIES	DATA PROTECTION	CONGESTION		TRADE EXHIBITION
17:00						
17:30	ABO SESSION					
18:45						IST TIME DRINKS
19:15	COACHES DEPART FOR LIVERPOOL TOWN HALL					

SATURDAY 8 FEBRUARY

TIME	LIVERPOOL 500CD	LIVERPOOL 500A	HOYLAKE	BIRKDALE	CROSBY	CHAVASSE
09:00	BEYOND BUYING	TECHNOLOGY	VAT/GIFT AID 1		ARTS & CSR	TRADE EXHIBITION
09:45			VAT/GIFT AID 2	APPRAISALS 1		
10:30						TEA COFFEE
11:15	GERARD SCHWARZ					TRADE EXHIBITION
12:00	PRE-LUNCH DRINKS					
12:30	LUNCH					
14:00	ALBERTO VILAR					
14:45	PHILANTHROPY		A SOUND EAR 1	APPRAISALS 2	CULTURAL DIVERSITY 1	
15:30						TEA COFFEE
16:15	MANAGEMENT DEVELOPMENT	COMMUNITY 1	A SOUND EAR 2	ABCP/PRS	CULTURAL DIVERSITY 2	TRADE EXHIBITION
17:00						
18:15	COACHES DEPART FOR PHILHARMONIC HALL					

SUNDAY 9 FEBRUARY

TIME	LIVERPOOL 500CD	LIVERPOOL 500A	HOYLAKE	BIRKDALE	CROSBY	CHAVASSE
09:30	ARTS BASED TRAINING	STABILISATION				TRADE EXHIBITION
10:00				EMPLOYMENT LAW 1		
11:00						TEA COFFEE
11:45	MARKETING		COMMUNITY 2	EMPLOYMENT LAW 2		TRADE EXHIBITION
12:45						
13:15	OFFICIAL CLOSE					
13:30	LUNCH					



12:00

DELEGATE REGISTRATION OPENS

FRIDAY 7 FEBRUARY

13:00

LIVERPOOL 500 SUITE C & D

OFFICIAL OPENING & WELCOME DRINKS

Baroness Blackstone *Minister of State for the Arts* addresses the Conference following welcomes from **Simon Crookall** *Chairman, Association of British Orchestras* and **Michael Elliott** *Chief Executive, Royal Liverpool Philharmonic Orchestra*. The official opening is preceded by a drinks reception to welcome delegates to the 17th ABO Annual Conference and the City of Liverpool.

Welcome drinks sponsored by Amadeus Performance Equipment Ltd



14:30

LIVERPOOL 500 SUITE C & D

CRITICAL ISSUES FACING ORCHESTRAS

To open the Conference sessions, and to set the scene for the weekend, our distinguished panel give their own personal views on the critical issues facing orchestras at home and abroad.

- Hilary Boudling** *Music Director, Arts Council of England*
- Simon Crookall** *Chairman, Association of British Orchestras*
- Joseph Kluger** *President, Philadelphia Orchestra Association*
- Alberto Vilar** *President, Amerindo Investment Advisors Inc.*
- Derek Watt** *Managing Director, Symphony Australia*



15:15

CHAVASSE SUITE
TEA/ COFFEE

16:00

LIVERPOOL 500 SUITE C & D

MAXIMISING ARTISTRY FOR ORCHESTRAL ARTISANS

Highlighting the growing awareness of continuing professional development for orchestral players, this session explores ways in which the orchestral experience can be enhanced through opportunities for individual creativity beyond their existing role. What is the 21st century orchestral player going to be equipped and qualified to do beyond their role in the traditional concert format?

- George Caird** *Principal, Birmingham Conservatoire & Secretary, Federation of British Conservatoires*
- Clive Gillinson** *Managing Director, London Symphony Orchestra*
- Steve Pickett** *Education Director, Hallé Concerts Society*
- John Smith** *General Secretary, Musicians' Union*



LIVERPOOL 500 SUITE A

UNDERSTANDING LOCAL AUTHORITIES

Despite funding difficulties and the burgeoning demands made of them, local authorities continue to spend more on the arts than does central government. Given the wide ranging changes made to the ways in which we are governed beyond Westminster through greater autonomy for Scotland, Wales and Northern Ireland; the creation of English regional assemblies, chambers and development agencies and elected mayors, do we really understand local government and the possibilities and potential it affords our cultural life?

- Anne Dolan** *Head of Local Government Liaison, Bournemouth Symphony Orchestra*
- Michael Elliott** *Chief Executive, Royal Liverpool Philharmonic Orchestra*
- Felicity Goodey** *Chair, North West Cultural Consortium & Director, North West Development Agency*
- Sue Isherwood** *Chairperson, NALGAO (National Association of Local Government Arts Officers)*
- David Richardson** *Director, Eastern Orchestral Board*

16:00-17:00 BIRKDALE SUITE

CONGESTION CHARGING - ARE YOU READY?

Friday 17 February 2003 is 'C-day' in London as drivers wishing to enter the central congestion zone will have to pay a £5 daily charge. **Cathy Graham** *Managing Director, London Sinfonietta* leads a discussion on the impact this and other similar plans across the UK may have on orchestras and the wider arts sector.

16:00-17:00 HOYLAKES SUITE

DATA PROTECTION - ARE YOU BREAKING THE LAW?

Peter Carey *Data Protection Consultant, Charles Russell, Solicitors* outlines the recent changes to the Data Protection Act which have wide-reaching implications, particularly for Development Departments of orchestras.

17:30-18:00

FRIDAY 7 FEBRUARY

LIVERPOOL 500 SUITE C & D TOWARDS A NEW ABO

Prior to the publication of the ABO's 2003/4 strategic plan, this brief session provides ABO members with an opportunity to hear the new Director's thoughts on the ABO's role in the future and to input into the latter stages of the consultation process.

Simon Crookall *Chairman, Association of British Orchestras*
Russell Jones *Director, Association of British Orchestras*

18:45

CHAVASSE SUITE FIRST TIME DELEGATES' DRINKS RECEPTION

ABO Chairman, **Simon Crookall** and his ABO Board colleagues welcome all those attending their first ABO Conference.

19:15

COACHES DEPART HOTEL FOR LIVERPOOL TOWN HALL

19:30

DRINKS RECEPTION AND CONFERENCE DINNER,

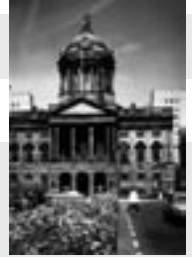
LIVERPOOL TOWN HALL Generously provided by Liverpool City Council featuring music from **Kirsty Ligterwood** *piano* and a string quartet comprising members of the **Merseyside Youth Orchestra**.



The City of Liverpool



LIVERPOOL
the world in one city



09:00

SATURDAY 8 FEBRUARY

LIVERPOOL 500 SUITE C & D

BEYOND BUYING AND SELLING - GOOD ARTISTIC AND BUSINESS PARTNERSHIPS

This two-part session opens with issues relating to a better understanding and communication between orchestras and artist managers. Are both sides really clear what they need from each other? Part two considers what can be done collectively by orchestras, artist managers, local authorities, promoters and funders to maximise the promoter network and increase the number of engagements for orchestras and artists.

James Brown *Managing Director, Hazard Chase and Chairman, International Artist Managers' Association*
David Butcher *Chief Executive, Britten Sinfonia*
William Culver-Dodds *Festival Director, Harrogate International Festival*
Howard Raynor *Group Chief Executive, Hallogen Ltd and Association of British Concert Promoters*
David Whelton *Managing Director, Philharmonia Orchestra*



CROSBY SUITE THE ARTS & CSR

Do the arts ignore corporate social responsibility at its peril or has business support for the arts been consigned to history? How can we assist our business and other funding partners in delivering their corporate social responsibility programmes to our mutual benefit? Does the orchestral sector still want business support and if so does it have any real understanding of how to get it in a post arts-for-arts-sake environment?

Susanne Burns *Director of Business Development, Royal Liverpool Philharmonic Orchestra*
Susannah Simons *Head of Public Affairs & Outreach, BBC Radio & Music*
Sally Taylor *Director, Arts & Business London*

LIVERPOOL 500 SUITE A TECHNOLOGY, NEW MEDIA AND THE ORCHESTRAL SECTOR

Philadelphia Orchestra President, **Joseph Kluger**, reprises his highly praised presentation to the *Salzburg Seminar-Alberto Vilar Project/ Critical Issues for the Classical Performing Arts: Symphonies* and is supported by a panel that will seek to look into the future at the possibilities and challenges the inevitable march of new technology and media will bring.

Chaz Jenkins *LSO LIVE General Manager & Media Manager, London Symphony Orchestra*
Joseph Kluger *President, Philadelphia Orchestra Association*
Keith Miller *Director, Digital Pool Limited*
Brian Pidgeon *General Manager, BBC Philharmonic Orchestra*
John Smith *General Secretary, Musicians' Union*

09:00-09:45 & 09:45-10:30 HOYLAKE SUITE GIFT AID & VAT - DISPELLING THE MYTHS

Steve Hodgetts *VAT Partner, BakerTilly* guides you briefly through the realms of VAT and Cultural Exemption (following the recent EU ruling in favour of London Zoo) and provides a helping hand to ensure your organisation is making the most of Gift Aid.

09:45-10:30 BIRKDALE SUITE APPRAISALS - GETTING THEM RIGHT FIRST TIME

As part of the BBC's ground-breaking work on orchestral appraisals, **Siân Ferguson** *HR Adviser, BBC Scotland* and **Paul Hughes** *General Manager, BBC Symphony Orchestra* lead a discussion on where the programme is now, providing ample opportunities to share your own views on this important and sometimes sensitive issue. **This session will be repeated on Saturday at 14:45.**

10:30

CHAVASSE SUITE
TEA/ COFFEE

SATURDAY 8 FEBRUARY

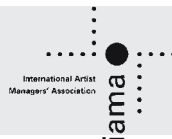
11:15

LIVERPOOL 500 SUITE C & D
GERARD SCHWARZ *Music Director, RLPO*
in conversation with *Natalie Whéen* *Presenter, Classic FM*



12:00

LIVERPOOL 500 SUITE C & D
PRE-LUNCH DRINKS RECEPTION
Sponsored by the International Artist Managers' Association



12:30

LIVERPOOL 500 SUITE A & B
LUNCH incorporating Specialist Manager Meetings



14:00

LIVERPOOL 500 SUITE C & D
KEYNOTE ADDRESS: ALBERTO VILAR
POSSIBLE SCENARIOS FOR THE NEXT WAVE OF FUNDING FOR THE ARTS AND HOW TO ADDRESS THEM

Celebrated philanthropist **Alberto Vilar** gives his assessment of the future direction of individual giving and his message for how European models of arts funding need to adapt.

14:45

LIVERPOOL 500 SUITE C & D
PHILANTHROPY AND INDIVIDUAL GIVING



The session will observe the UK environment for philanthropy and what needs to be done to improve our culture of giving and the skills and techniques that need to be acquired. A practical case-study on how The National Trust maximises its support from individuals will be presented.

- Russell Jones** *Director, Association of British Orchestras*
- John McLaren** *Chairman, Masterprize*
- Colin Tweedy** *Chief Executive, Arts & Business*
- Alberto Vilar** *President, Amerindo Investment Advisors Inc.*
- Justine Webb** *Major Donor & Trusts Manager, The National Trust*

14:45-15:30 HOYLAKES SUITE
A SOUND EAR & EU NOISE DIRECTIVE UPDATE

Health and Safety expert and author of *A Sound Ear*, **Alison Wright Reid** provides an opportunity to catch up on current and proposed noise legislation and will be available to deal with any specific queries you may have on hearing conservation and reducing risks in your organisation. Find out also about the ABO's programme of player and management training and the formation of specialist "noise teams". Copies of *A Sound Ear* and reports from the seminar in London on September 2002 will also be available. **This session will be repeated on Saturday at 16:15.**



14:45-15:30 CROSBY SUITE
CULTURAL DIVERSITY

An opportunity to consult **Beverley Mason**, an established expert in the field of Cultural Diversity, to understand the term's many definitions and how to create or measure your organisation's own policies. **This session will be repeated on Saturday at 16:15.**

14:45-15:30 BIRKDALE SUITE
APPRAISALS - GETTING THEM RIGHT FIRST TIME

This is a repeat of the session first run on Saturday at 09:45.

15:30

CHAVASSE SUITE
TEA/ COFFEE

Sponsored by Knowledge Services for Arts Management (*incorporating SAMS's books*)

SATURDAY 8 FEBRUARY

16:15-17:30

LIVERPOOL 500 SUITE C & D

MANAGEMENT DEVELOPMENT

Sporadically we are told that there is a crisis in management of orchestras (and the other arts, for that matter). Is that because the training of administrators (both before entry into the profession and thereafter) is inadequate? Or is it that the expectations for leadership are now impossible to be fulfilled except by those with super-human skills? And is there a danger that the alleged leadership vacuum is confused with a lack of skills in other aspects of orchestra management? Various bodies are attempting to address these issues, but could an overlap between initiatives just serve to muddy the waters? The ABO has committed itself to prioritising management training – for players as well as for administrators - but how can it be sure that any projects are relevant to the needs of the sector, likely to appeal to individual employees and complement what other organisations are doing?

Andrew Bennett *International Promotion, Casa da Musica*

Duncan Fraser *Managing Director, way ahead europe limited*

John Holden *Head of Development, DEMOS*

Paul Smith *Director, Arts & Business North West*



LIVERPOOL 500 SUITE A IN THE COMMUNITY PART I

Opening with a short musical interlude from the Liverpool Philharmonic Community Choir under the direction of **Gareth Owen** with accompanist **Julie Topping**. This two part session enables delegates to learn about, question and discuss a number of current arts education, outreach and community initiatives from across the UK, including an update on the Arts Council of England's Creative Partnership initiative. *Classic FM* presenter, **Natalie Wheen** will probe and test the outcomes and perceived benefits of such initiatives and ask what long term legacy are we building, what evaluation are we undertaking and what lessons, if any, are we learning for the future?

Nick Birkinshaw *Associate Creative Director, Creative Partnerships (Merseyside)*

Andrew Burke *Education Officer, BBC National Orchestra of Wales*

Kathryn Hayes *Education Manager, Britten Sinfonia*

Karen Irwin *Head of LSO Discovery, London Symphony Orchestra*

David Sulkin *Head of Policy and Programming, Youth Music*

16:15-17:15 BIRKDALE SUITE

UPDATE ON ABCP/PRS COPYRIGHT TRIBUNAL

Robert Sanderson *Freelance Consultant and Peter Martin,*

Director, Projects and Finance, Askonas Holt Limited reports on the result of the action brought by the Association of British Concert Promoters, the ABO and others at the recent copyright tribunal hearing against the Performing Right Society in response to its doubling of performing right dues.



16:15-17:00 HOYLAKES SUITE

A SOUND EAR & EU NOISE DIRECTIVE UPDATE

This is a repeat of the session first run on Saturday at 14:45.

16:15-17:00 CROSBY SUITE

CULTURAL DIVERSITY

This is a repeat of the session first run on Saturday at 14:45.

THE BOARD GAME

Following last year's successful initiative in Glasgow the Chairmen of Boards of ABO Orchestras will come together to exchange information and share ideas. The day will be chaired by **Professor Peter Toyne**, the *RLPS* Chairman and facilitated by **Tim Stockil**, *Director of Creative Development, Arts & Business* and **Vivienne Tyler**, *Manager, Business in the Arts: North West*.


18:15

COACHES DEPART HOTEL FOR PHILHARMONIC HALL

SATURDAY 8 FEBRUARY

18:30

PRE-CONCERT DRINKS RECEPTION

Sponsored by the Royal Liverpool Philharmonic Orchestra  featuring jazz with RLPO member **Nigel Dufty** on bass and, *Director of Liverpool Philharmonic Youth Choir*, **Simon Emery** on piano



19:30

PHILHARMONIC HALL

Bruch *The Song of the Bell*
Royal Liverpool Philharmonic Orchestra and Choir
Gerard Schwarz conductor
Judith Howarth soprano
Bernadette Cullen mezzo soprano
Toby Spence tenor
James Rutherford bass



Tonight's concert is being recorded by BBC Radio 3 for later broadcast

CLASSIC fm

POST-CONCERT DRINKS RECEPTION

Sponsored by Classic FM

09:30

SUNDAY 9 FEBRUARY



LIVERPOOL 500 SUITE C & D

ARTS-BASED TRAINING SHOWCASE: AN UNTAPPED MARKET

British business spends £150 million pa on the arts sponsorship and support - it spends £20 billion on employee training. The theatre world has long exploited arts-based training but few orchestras have experimented with this often lucrative source of fundraising and relationship building with the business community. Arts-based training guru **Tim Stockil** will demonstrate, with the Ensemble of St. Luke's (comprising players from the RLPO), various techniques for supplying training support to businesses. **Stephen Carpenter**, City of London Sinfonia Chief Executive, will explain how it provides valuable income for the orchestra and real development for players. **Alexander Marks** and **Celia Goodwin** *Violins*, **Robert Shepley** *Viola*, and **Gethyn Jones** *Cello*

LIVERPOOL 500 SUITE A

STABILISATION: ONE YEAR ON

The Recovery and Stabilisation programmes have provided a breathing space for a number of orchestras. From those who have been through the process this session asked how is it working and will it prove to be a long term solution? The panel will also consider the role of consultants, the impact on the organisation and internal structures, the human cost and the implications for future grant-in-aid.

Michael Elliott *Chief Executive, Royal Liverpool Philharmonic Orchestra*

David Pratley *Director of Stabilisation, Arts Council of England*

Susan J Royce *Consultant to the Arts Council of England*

John Summers *Chief Executive, Hallé Concerts Society*



10:00-11:00 BIRKDALE SUITE

EMPLOYMENT LAW ESSENTIALS

With April 2003 heralding new employment law provisions concerning 'family-friendly' working, the resolution of individual disputes at the workplace, equal treatment for fixed-term employees amongst other matters, **Sarah Jane Turcan** from *Charles Russell, Solicitors*, provides an update on the Employment Act 2002 and its implications for both employers and employees. Sarah is joined by **Elaine Baines** *Administrator, City of London Sinfonia* to report on the latest developments of working time regulations and new discrimination laws and the impact these will have on the orchestral sector.

This session will be repeated on Sunday at 11:45.

11:00

CHAVASSE SUITE
TEA/ COFFEE

SUNDAY 9 FEBRUARY

11:45

LIVERPOOL 500 SUITE C & D

NEW PERSPECTIVES IN MARKETING

Whilst budget airlines, radio stations and even football clubs have re-written the text book on buying and selling, have arts organisations, and orchestras in particular, been left behind? Do new selling techniques apply to our promotions? Which ticketing, pricing and advertising structures are transferable to the orchestral sector?

Helen Dunnett Marketing Manager, Royal Liverpool Philharmonic Orchestra

Sarah Gee Director of Communications, City of Birmingham Symphony Orchestra

Andy Hosie Head of Marketing, Everton Football Club

Roger Lewis Managing Director and Programme Controller, Classic FM

Ruth Start Marketing Manager, North West, easyjet



HOYLAKE SUITE IN THE COMMUNITY PART II

This second session enables delegates to learn about, question and discuss a number of current arts education, outreach and community initiatives from across the UK. *Classic FM* presenter, **Natalie Wheen** will probe and test the outcomes and perceived benefits of such initiatives and ask what long term legacy are we building, what evaluation are we undertaking and what lessons, if any, are we learning for the future?

Anita Crowe Director, Artistic Planning, Royal Liverpool Philharmonic Orchestra

Rt Rev Dr James Jones Bishop of Liverpool

Julian Knight General Manager, New London Orchestra

Gavin Reid General Manager, Manchester Camerata

David Sulkin Head of Policy and Programming, Youth Music

11:45-12:45 BIRKDALE SUITE

EMPLOYMENT LAW ESSENTIALS

This is a repeat of the session first run on Sunday at 10:00.

13:15

LIVERPOOL 500 SUITE C & D

OFFICIAL CLOSE AND LUNCH

2004 CONFERENCE DETAILS REVEALED!



We are delighted to announce that the Bournemouth Symphony Orchestra will be hosting the 18th ABO Annual Conference, to take place at the De Vere Royal Bath Hotel, Bournemouth, 23-25 January 2004 and including a concert featuring **Shostakovich** *Symphony No.5* and **Beethoven** *Piano Concerto No.5 in Eb Major, 'Emperor'* under the baton of music director **Marin Alsop** with soloist **Emanuel Ax**.

Speakers and sessions are already being planned, details of which will be posted at www.abo.org.uk in due course.

To register for updates on next year's event, please e-mail your details to conference@abo.org.uk



Bournemouth **Symphony Orchestra**



CONFERENCE TRADE EXHIBITION

The trade exhibition is open throughout the Conference in the Chavasse Suite, where you will find represented the organisations listed below.

AMADEUS PERFORMANCE EQUIPMENT LTD

Great Beech Barn, Kane Hythe Road, Battle, East Sussex TN33 9QU
Tel 01424 775867 Fax 01424 775866
Conference Contacts:
Anne Holliday *Managing Director*
anne@amadeus-equipment.co.uk
Robin Tyndale-Biscoe *Principal Consultant*
robin@amadeus-equipment.co.uk

ARTIFAX SOFTWARE LTD

38 Waterloo Road, Epsom, Surrey KT19 8EX
T 0870 321 8181 F 01372 743390
Conference Contacts:
Nina Kaye *Director*
admin@artifaxsoftware.com
Hubert Wölbitsch *Director, Wölbitsch & Partners*
admin@woelbitsch.com

BLACK CAT MUSIC

Bankside House, Vale Road, Tonbridge TN9 1SJ
T 01732 367123 F 01732 367755
Conference Contact:
Sharon Simpson *Senior Sales Executive*
sharon.simpson@blackcatmusic.co.uk

BLÜTHNER PIANO CENTRE

8 Berkley Square, London W1J 6EE
T 020 7753 0533
Conference Contact:
John Howard *Education and Sales Consultant* johnbthoward@aol.com

CO:CREATE

19 Great William Street, Stratford-upon-Avon, CV37 6RY
T 01789 262333 M 07961 171201
Conference Contacts:
Maggie Banks *Managing Director*
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Claire Scott *Associate*

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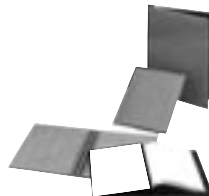
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THE ABO'S 17TH ANNUAL CONFERENCE WOULD NOT HAVE
BEEN POSSIBLE WITHOUT THE GENEROUS SUPPORT OF :

Classic FM
Liverpool City Council
North West Arts Board
Royal Liverpool Philharmonic Orchestra

THE ABO WOULD ALSO LIKE TO THANK:

Michael Elliott and all the team at the Phil
Alison Nairn at the *Liverpool Moat House Hotel*
Stephen Gibbs and his team at *Liverpool Town Hall*
Richard Nield at *Saville Audio Visual*
Laurence Watt at *Charles Russell, Solicitors*

**James Harvey, Katherine Littlefield, Joe McCann, Louise Matthew,
Owen Mortimer and Chris Wright** for their time, dedication
and hard work as committed ABO volunteers and all participants
throughout the Conference.

Kate Bone, Typographic Design – 07946 581 759



**North West Arts Board is delighted to welcome
the Association of British Orchestras Conference back to our region.**

The North West is home to some of the most vibrant classical music in the world. Three international symphony orchestras - the Hallé, the Royal Liverpool Philharmonic Orchestra and the BBC Philharmonic - and a successful chamber music sector (including the Manchester Camerata and Northern Chamber Orchestra) are at the heart of the largest pool of classical musicians outside London. In addition, throughout the region, there exists a thriving voluntary sector which includes many choral societies and ensembles.

Music education and training in the region is delivered through many partners, individuals, organisations, local authorities and major renowned institutions such as the Liverpool Institute of Performing Arts, Royal Northern College of Music and Chetham's School of Music .

Now that North West Arts Board has joined with the Arts Council and the other nine Regional Arts Boards, a new dynamic national organisation has been created which will be stronger and better able to serve the arts, both regionally and nationally. For example, new more integrated ways of working, with common and simplified funding schemes across the country, are being developed and there is to be additional funding for the arts, rising to an uplift of £75 million per annum by 2005-6.

North West Arts Board will always play an important role in supporting and promoting music throughout the region, with funding, advocacy and advice.



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**YOUR 'CUT OUT AND KEEP'
GUIDE TO ABO EVENTS IN 2003**

2003

Wed 19 February	Board Meeting
8-16 March	National Orchestra Week (Across the UK)
Thu 20 & Fri 21 March	ARCHIVISTS' MEETING (Birmingham)
Wed 26 March	EDUCATION MANAGERS' MEETING (Birmingham)
Wed 9 April	MARKETING MANAGERS' MEETING
Tue 29 April	Board Meeting
Wed 30 April	ORCHESTRA & CONCERT MANAGERS' MEETING
Tue 6 May	FINANCE MANAGERS' MEETING
Wed 14 May	DEVELOPMENT & SPONSORSHIP MANAGERS' MEETING
Wed 21/Thu 22 May	ABO Spring General Meeting
Mon 2 June	CHAMBER ORCHESTRA MANAGERS' MEETING
Tue 8 July	Board Meeting
Tue 9 September	Board Meeting
Wed 10 September	Where Do I Start?
Wed 24 September	EDUCATION MANAGERS' MEETING
Tue 7 October	Annual General Meeting
Wed 8 October	ORCHESTRA & CONCERT MANAGERS' MEETING
Tue 14 October	Brass Tacks Marketing
Wed 15 October	MARKETING MANAGERS' MEETING
Tue 28 October	Brass Tacks Finance
Tue 4 November	Board Meeting
Wed 5 November	FINANCE MANAGERS' MEETING
Tue 11 November	Brass Tacks IT & Web Development
Wed 12 November	DEVELOPMENT & SPONSORSHIP MANAGERS' MEETING
Tue 25 November	Brass Tacks Fundraising

2004

23-25 January 2004	18 th Annual Conference (Bournemouth) Hosted by the Bournemouth Symphony Orchestra
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To receive further information on particular meetings and courses, please e-mail your details to info@abo.org.uk specifying your choice of event(s). All events take place in central London locations unless otherwise specified.

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