

AUGUST 6-8 SANTA ROSA

HYATT REGENCY
SONOMA WINE COUNTRY



ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS

ACSO.ORG

HOSTED BY:



Wednesday, August 5

12:00 PM - 3:00 PM

Pre-Conference Workshop |
Building Brand Voice & Tone and
Your AI Copywriting Partner

Thursday, August 6

8:30 AM - 9:00 AM

Conference Orientation

9:00 AM - 10:00 AM

Exhibitor Showcase &
Welcome Coffee

10:15 AM - 11:30 AM

Breakout Sessions

1. Digital Media Across the Concert Experience
2. Navigating Administrative Disasters
3. Inside the Season Build

11:30 AM - 1:00PM

Emerging Professionals Brown
Bag Lunch

1:00 PM - 2:30 PM

Peer Forums Round 1

3:30 PM - 5:00 PM

Opening Plenary Keynote |
Emil Kang, Cultural Strategist,
Arts Leader, Educator, Consultant

6:30 PM - 8:30PM

Overture Party

8:30PM

LGBTQIA+ Happy Hour

Friday, August 7

9:00 AM - 10:15 AM

Breakout Sessions

1. Case Studies in Building Community
2. Building a Major Gifts Program That Performs
3. Musician Injuries

10:30 AM - 12:00PM

Flash Talks & Tech Demos

1:00 PM - 2:15 PM

Breakout Sessions

1. Ask the Union
2. Tools for Challenging Conversations
3. Fundraise and Friendraise through "Story-Listening"

2:30 PM - 4:00 PM

Peer Forums Round 2

4:00 PM - 5:30 PM

President's Reception
(invite only)

7:30 PM

Santa Rosa Symphony
Concert

Saturday, August 8

9:00 AM - 10:15 AM

Annual Meeting & Awards
Breakfast

10:30 AM - 11:45 AM

Breakout Sessions

1. Building a Fundraising Board
2. Why Program Notes?
3. Early Childhood & Youth Programming

11:45 AM - 1:30 PM

Closing Plenary & Luncheon

Keynote: **Gabriela Lena Frank**,
American Pianist and
Composer, in Conversation
with **Francesco Lecce-Chong**,
Santa Rosa Symphony Music
Director

Join 250+ performing arts professionals in the heart of California wine country for a conference that blends inspiration, meaningful networking, and real-world ideas.

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ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS

Empowering Our Music Community

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