



Masterwork Chorus Messiah Debrief Session
March 21, 2009
1:00 p.m. – 4:30 p.m.
[Bernards Township Library](#)
Program Room B
32 South Maple Avenue, Basking Ridge, NJ

OBJECTIVES

- Decide on a course of action for Masterwork's upcoming Messiah season.
- Set framework for upcoming chorus strategy sessions.

AGENDA

- 1:00 Welcome; define meeting objectives
- Masterwork has a change in front of us because change has happened to us. Our Carnegie Hall performances are no longer the money-makers they were in the past, and it is unreasonable to think they will be in the future.
 - We need a process to help us make right decisions and choose the correct course of action. We will spend time today learning an approach, applying that approach to one of our most pressing issues, coming up with a recommended course of action, and setting up additional strategy sessions during which other issues will be prioritized and courses of action determined.
- 1:15 Opening exercise: Thinking about the holiday season and Messiah, what does Masterwork do best?
- 1:45 Presentation: Masterwork Chorus Messiah Review/Marketing Assessment
- 2:45 Group exercise: Getting to the critical issue
- 3:15 Review of group recommendations/Group consensus on conclusions
- 4:00 What comes next?
- Presentation on some of the issues ahead of us.
 - Set dates for next two strategy sessions.
- 4:30 Adjourn