



The Atlanta Chamber Players



THE ARTHUR M. BLANK
FAMILY FOUNDATION



Chamber Music in Atlanta

How many Chamber Music Ensembles
reside in Atlanta?

9-15

What's the problem?

- Ensembles have little or no paid staff
- Ensembles perform, on average, 2-3 times per year
- On average, ticket revenue only covers the musician's fees
 - Free or low-cost
- How do potential audiences find the music?

Goals

- To grow the audience for chamber music and to significantly increase the visibility of chamber music in our region.
- To create a comprehensive online calendar listing of professional chamber music events happening in greater Atlanta.

Partner Ensembles

- Atlanta Chamber Players, celebrating over 40 Years of music-making
- Bent Frequency, redefining the traditional music experience
- Chamber Cartel, dedicated to finding the rare, wonderful, imaginative, and beautiful in Contemporary Chamber Music
- Georgian Chamber Players, performing masterpieces of the chamber repertoire since 1984
- neoPhonia New Music Ensemble, promoting established contemporary music since 1996
- Peachtree String Quartet, Atlanta's premiere string quartet since 2012
- Riverside Chamber Players, providing artistic, educational, and cultural enrichment to diverse audiences
- *Sonic Generator, a hi-tech contemporary chamber ensemble in residence at Georgia Tech*
- *Terminus Ensemble, promoting new music by Atlanta-based composers*

Requirements

- Professional concerts
- Classical chamber music
- Ensemble only
- Small ensemble (2-10 members)
- Metro Atlanta region (Fulton, DeKalb, Cobb, Clayton, Gwinnett)

Launch of the Calendar

- Administrative Contractor
- Graphic Designer
- Ensemble Agreements

Graphic Design



Templates



ATLANTA CHAMBER MUSIC CALENDAR

An online listing of all professional, small ensemble classical music concerts
in Metro Atlanta. Visit ATLCMC.ORG for the full concert calendar.

APRIL

- | | |
|--|---|
| 02 Terminus Ensemble
SoundNow Festival of Contemporary Music
5:30pm, Georgia State, Kopleff Recital Hall
Tickets: Free | 07 Chamber Cartel
SoundNow Festival of Contemporary Music
Music of Aaron Jay Myers, Christopher Adler, Erin Gee
8:00pm, Tickets: \$10 |
| 03 Atlanta Chamber Players & neoPhonia
SoundNow Festival of Contemporary Music
8:00pm, Georgia State, Kopleff Recital Hall
Tickets: Free | 08 Clibber Jones Ensemble
SoundNow Festival of Contemporary Music
Chamber Rock Music
8:00pm, Eyedrum Art & Music Gallery, Tickets: \$7 |
| 04 Perimeter Flutes
SoundNow Festival of Contemporary Music
Works by Nicole Chamberlain, Nickitas Demos
7:00pm, Avondale Towne Cinema | 09 Bent Frequency
SoundNow Festival of Contemporary Music
John Luther Adams Retrospective
3:00pm, Rialto Center for the Arts, Tickets: \$20-\$50 |
| 05 Majid Aram + Pio for Two
SoundNow Festival of Contemporary Music
8:30pm, Eyedrum Art & Music Gallery
Tickets: \$7 | 22 Atlanta Chamber Players & neoPhonia
SoundNow Festival of Contemporary Music
8:00pm, Georgia State, Kopleff Recital Hall
Tickets: Free |
| 06 ???
SoundNow Festival of Contemporary Music
8:00pm, Tickets: Free | 22 Chamber Cartel
Music of John Luther Adams
8:00pm, Orpheus Brewing
Tickets: \$23 |
| 07 Bent Frequency
SoundNow Festival of Contemporary Music
John Luther Adams, <i>Sila: The Breath of the World</i>
12:00pm, Woodruff Park, Tickets: Free | 30 Georgian Chamber Players
8:00pm, Trinity Presbyterian Church
Tickets: \$20-\$22 |

MAY

- | | |
|--|---|
| 09 Atlanta Chamber Players
Blue Danube & a World Premiere
7:30pm, Shakespeare Tavern
Tickets: \$15-\$24 | 27 Chamber Cartel
World Premiere of <i>Several Hundred Drops of Water</i>
on an <i>Unfired Block of Porcelain</i>
by Anthony Donofrio
7:00pm, Tickets: \$10 |
|--|---|

ACMC is an initiative of the Atlanta Chamber Players.
Visit ATLCMC.ORG for the full concert calendar and further details.

The Calendar

10/26/2017

Atlanta Chamber Players - Guide to Chamber Music in Metro Atlanta



The Atlanta Chamber Music Calendar

A guide to all chamber music events in metro Atlanta

This website lists all the chamber music events happening in greater Atlanta, with links to information and tickets. Please [contact us](#), the Atlanta Chamber Players, if you have a concert or event you'd like added to the calendar. You can also follow the Calendar on Facebook: [facebook.com/ACMC](#) and on Twitter: [@ACMC](#)

[Click here](#) to see a list of the Official Partner Ensembles of the Atlanta Chamber Music Calendar.

Events are being added all the time, so check back often!

July 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	3	4 Independence Day!	5	6	7 6pm: Highlands Cashiers Festival : Roman Kim (violin) & Elizabeth Pridgen (piano)	8 5pm: Highlands Cashiers Festival : Roman Kim (violin) & Elizabeth Pridgen (piano)
9 5pm: Highlands Cashiers Festival : Vivaldi, Beethoven, Stravinsky	10 5pm: Highlands Cashiers Festival : Vivaldi, Beethoven, Stravinsky	11	12	13 5pm: Contemporary Music at Mammal Gallery	14 6pm: Highlands Cashiers Festival : Prokofiev, Rachmaninoff, Aronsky	15 5pm: Highlands Cashiers Festival : Prokofiev, Rachmaninoff, Aronsky
16 5pm: Highlands Cashiers Festival : "Musical Fireworks" with Piano Trio	17 5pm: Highlands Cashiers Festival : "Musical Fireworks" with Piano Trio	18	19 5pm: Sonic Adventures at Eyedrum with Najid Arelm	20	21 6pm: Highlands Cashiers Festival : "Beethoven's 6th"	22 5pm: Highlands Cashiers Festival : "Beethoven's 6th"
23 5pm: Georgia Musicals in Concert at Steinway, FREE 5pm: Highlands Cashiers Festival : Martinu,	24 5pm: Highlands Cashiers Festival : Martinu, Smetana, Dvorak	25	26 6:30pm: Franklin Pond Chamber Music at Sandy Springs Library	27	28 8pm: Highlands Cashiers Festival : Ariel String Quartet - Mozart, Widmann, Brahms	29 5pm: Highlands Cashiers Festival : Ariel String Quartet - Mozart, Widmann, Brahms 8pm: Chamber Carrel at

Email Marketing

ACP Recommends



A regular feature of our emails, the ACP recommends upcoming events of interest to our audiences.

**Bent Frequency, featuring soprano
Amy Petrongelli**

*Saturday, November 11, 2017 at 8pm
Kopleff Recital Hall*

Featuring Christopher Cerrone's *I Will Learn to Love a Person*, Dorothy Hindman's *Ript*, Daniel Felsenfeld's *Presidential Address*, and more.

Tickets are FREE and event is open to the public.
[Click here for info.](#)



Social Media

The screenshot shows the Facebook page for the Atlanta Chamber Music Calendar (@AtCMC). The page layout includes a top navigation bar with links to Page, Inbox, Notifications (4), Insights, Publishing Tools, Settings, and Help. The left sidebar contains the page name, profile picture, and a menu with links to Home, Events, About, Videos, Photos, Posts, Jobs, and Community, along with a Promote button and Manage Promotions link. The main content area features the page cover photo, a profile picture, and a list of upcoming events. The right sidebar includes a Learn More button, a list of people who liked the page, an About section with a Send Message button and website link, and a section titled People Also Like featuring other music-related groups.

Page | Inbox | Notifications **4** | Insights | Publishing Tools | Settings | Help ▾

Atlanta Chamber Music Calendar
@AtCMC

Home | Events | About | Videos | Photos | Posts | Jobs | Community

Promote
Manage Promotions 1

neoPhonia
new music ensemble

Oct 26 **NeoPhonia New Music Ensemble Concert**
Tomorrow 7:30 PM · Rialto Center for the Arts · Atlanta
You like Rialto Center for the Arts **Boost Event**

Oct 29 **Pavel Haas Quartet**
Sun 3 PM · Spivey Hall · Morrow
Rolando and 3 friends like this place **Boost Event**

Nov 4 **Alan Morrison & Friends**
Sat 3 PM · Spivey Hall · Morrow
Rolando and 3 friends like this place **Boost Event**

[See All](#)

Photos ▾

Learn More

William Ford and 3 other friends like this

About [See All](#)
Typically replies within a day
Send Message
<http://atcmc.org/> **Promote Website**
Community

People Also Like

- Gather Good**
Community
- Midtown Players Club**
Performance & Event Venue
- Atlanta Federation of Musicians**
Nonprofit Organization

The Results

- Email Marketing
- Social Media
- Audience Data
- A database is only as good as the information that feeds into it...

What did we learn?

- Patience is a virtue
- Other Chamber Ensembles are NOT competition
- Staying on the radar
- Collaboration is key
 - Compare size and scope
- Track the data!

Moving Forward

- Sustainability
 - Social Media vs Paid Advertising
 - Collaborations



Questions?