



ASSOCIATION OF BRITISH ORCHESTRAS

HOSTED BY
**SOUTHBANK
CENTRE**
IN PARTNERSHIP WITH ITS
SIX RESIDENT ORCHESTRAS

INTERNATIONAL PARTNER



PRINCIPAL MEDIA PARTNER

CLASSIC *fm*

ABO Annual Conference

OPENING AFTERNOON – VISION, MISSION OR PURPOSE

14:30-15:15

Sophie Lewis

Anthony Roth Constanzo



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Vision

- What you hope to achieve in the future
- The overarching, long-term objective of your company
- Focused on the "why"

vs



Mission

- What you do now, and for whom
- How you will achieve your central goal
- Focused on the "how"



MISSION STATEMENT OF



Inspire and develop the builders of tomorrow.



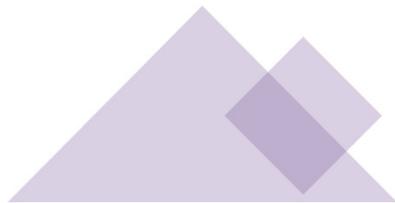
VISION STATEMENT OF



Create a better future through play.

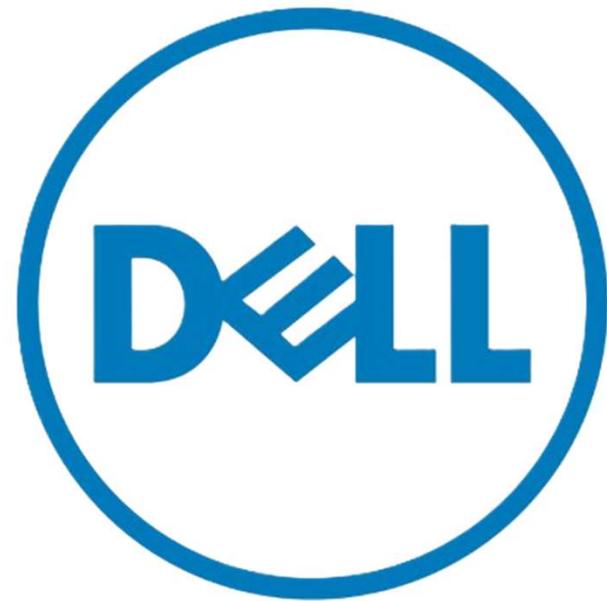








gro
UP

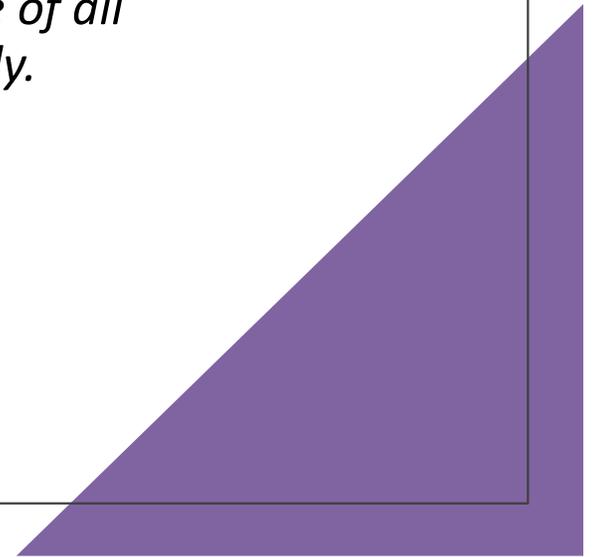


AVON

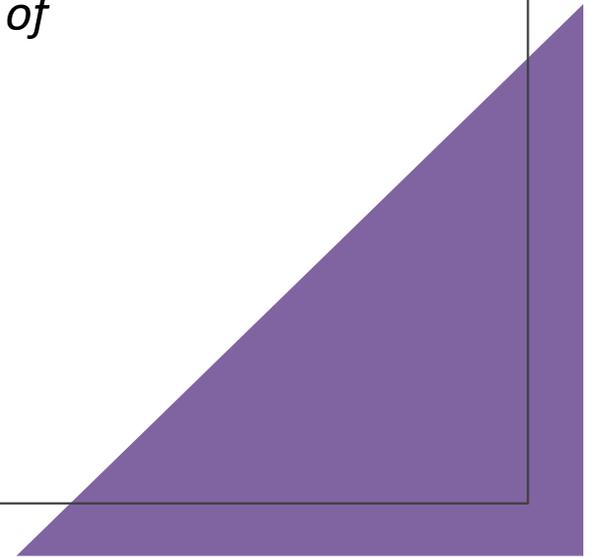


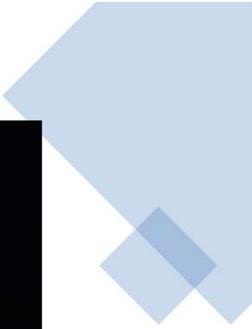


We are the UK's leading orchestral and operatic organisations creating world-class musical experiences—on stage, in learning, online and in our communities—opening access for people of all backgrounds, enriching lives locally and resonating globally.



We imagine a world where music knows no boundaries—where orchestras and opera ignite possibility, unite communities, and resonate across continents. Together, we shape the future of sound: fearless, inclusive, and transformative.





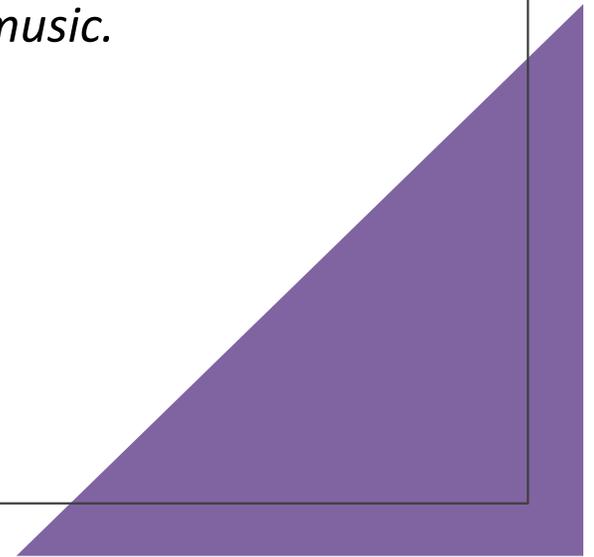
What is YOUR

JUST

CAUSE



To ensure music remains an essential force for humanity—ever-evolving, ever-accessible—so that generations to come can discover wonder, belonging and hope through orchestral music.



Resilient

Inclusive

Customer orientated





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