

Laura Adlers





Management Consultant

Laura Adlers has been the Executive Director of The Elora Singers and the Elora Festival, both under the artistic direction of Mark Vuorinen. She recently announced that she will step down to return to consulting.

Since 2019, Laura has navigated these organizations through the unique challenges of the pandemic, including: strategic planning, financial management, artistic administration, board development, marketing, fundraising, outreach programming and community engagement.

Laura has cultivated new regional, national, and international partnerships for The Elora Singers, including engaging the Singers' first international manager and the commissioning of new works by Canadian composers. During the pandemic, The Elora Singers and the Elora Festival produced online concerts which reached new international audiences and were offered to long-term care, retirement home, and social support service residents across Ontario as outreach initiatives. Under Laura's administrative leadership, the Elora Festival returned to live performances in July 2022 after a three-year absence, with a reimagined operational and staffing structure, including the hiring of arts management students for key production roles.

Laura has been an arts administrator and producer for almost thirty years. An avid choral singer herself, Laura is recognized for her work with Canadian and international choirs. She has a special interest and experience in arts funding program development through her past roles as National Program and Community Relations Director of artsVest™ with Business / Arts and consulting work with the Department of Canadian Heritage. She has served on the boards of several cultural institutions and has been invited to speak at conferences and universities about arts management practices. She continues to work as a consultant and produce special projects under the umbrella of The Adlers Agency.

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