

A photograph showing a person's hands holding a smartphone to scan a QR code on a kiosk. The kiosk has a sign that says "SCAN YOUR TICKETS HERE!". The background is dark and out of focus.

The Loyalty Highway: New On-Ramps for Engaging Patrons

Wed, March 30

Presented by



Eric Nelson
Client Engagement Officer



IT TAKES 21 DAYS
TO **BREAK** A
HABIT



Agenda

- Data Dive
- Loyalty On-Ramps
 - Different Journeys
 - Creative Pathways
 - Activities
- Questions and Discussion

COVID-19 Sector Benchmark

Real-time intelligence on the impact of our
changing world

Understand how you compare to an industry leading
benchmark of over 400 organizations across the North
America, the UK and Ireland.

[Join The Free Benchmark](#)

[Login Now To See Your Data](#)

**PURPLE
SEVEN**

**RG
ARTS**

In Partnership

NATIONAL
ENDOWMENT
for the
ARTS
arts.gov



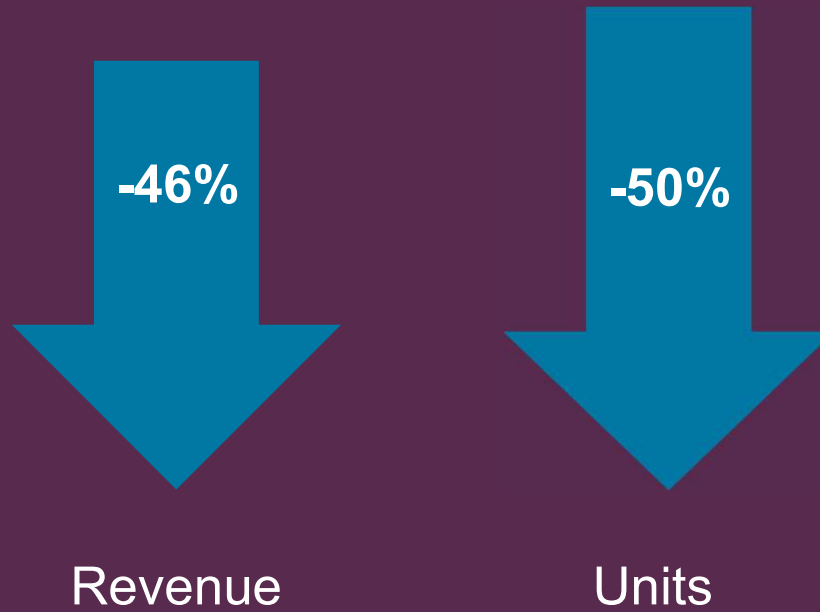
SMU | DataArts

This project is supported in part by the National Endowment for
the Arts through our partnership with SMU DataArts.

statista 

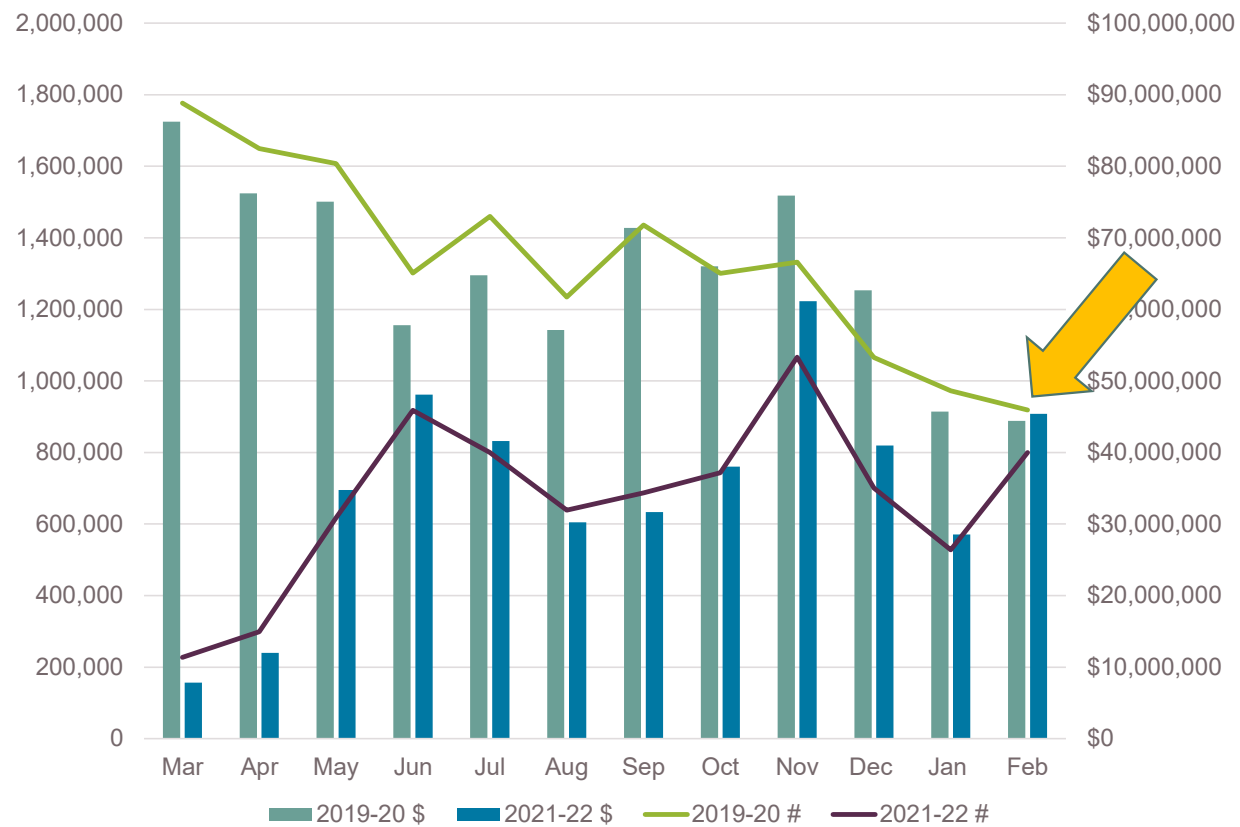
TRG Data Corner

12 Month Comparison – Mar 2019-Feb 2020 vs Mar 2021-Feb 2022
Tickets Sold in North America



Ticket Sales – 12 Month View NA

Mar 2019-Feb 2020 vs Mar 2021-Feb 2022



Ticket Sales Pre-Covid Vs. Pandemic Years

United Kingdom

■ 2019-20 ■ 2021-22



TRG Data Corner

112 Month Comparison – Mar 2019-Feb 2020 vs Mar 2021-Feb 2022
Donations in North America



Revenue

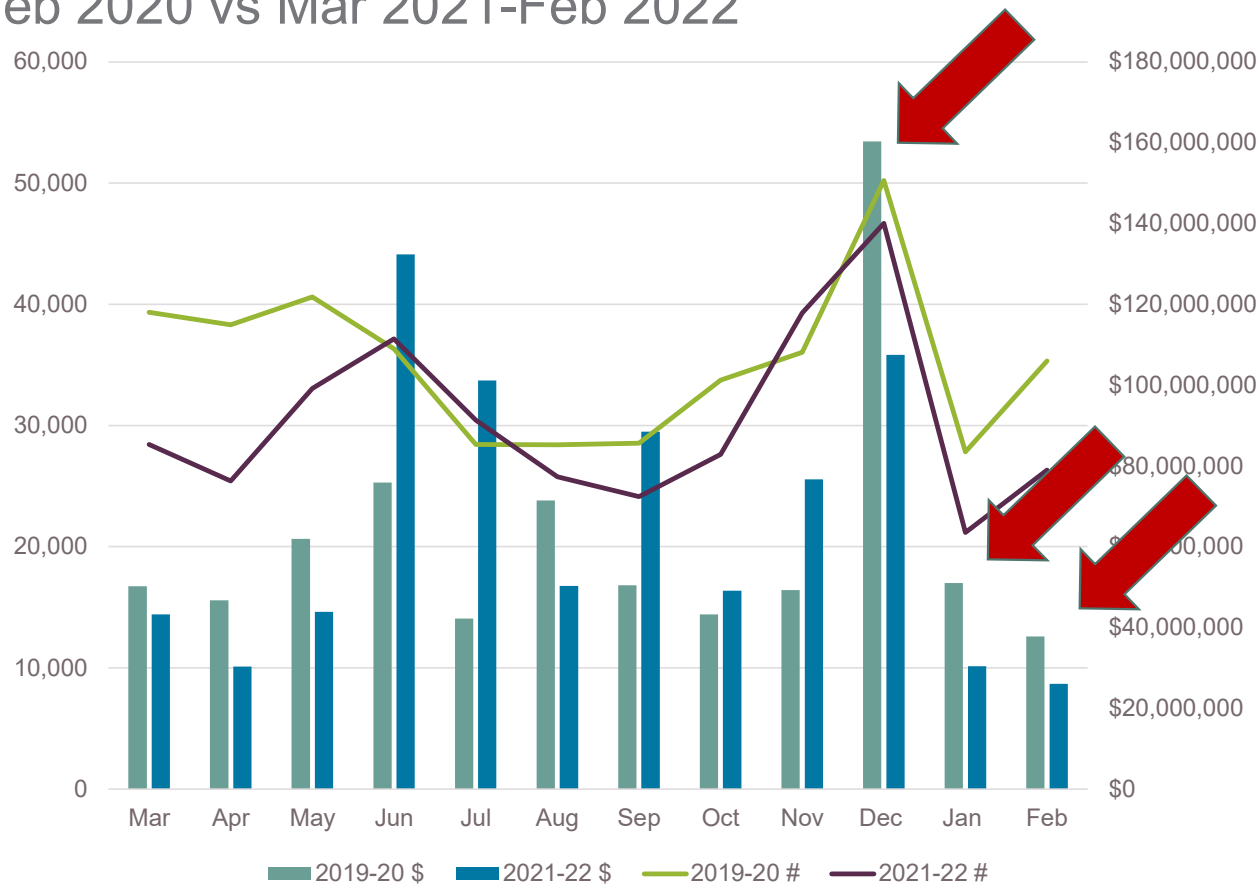


Units



Donations – 12 Month View NA

Mar 2019-Feb 2020 vs Mar 2021-Feb 2022





- ✓ Listen and listen *well*.
- ✓ Manage inventory to access *to deliver on your mission*.
- ✓ Before you press “send...”

Churn

65%

Patrons are NEW

73%

NEVER RETURN

Churn Causes

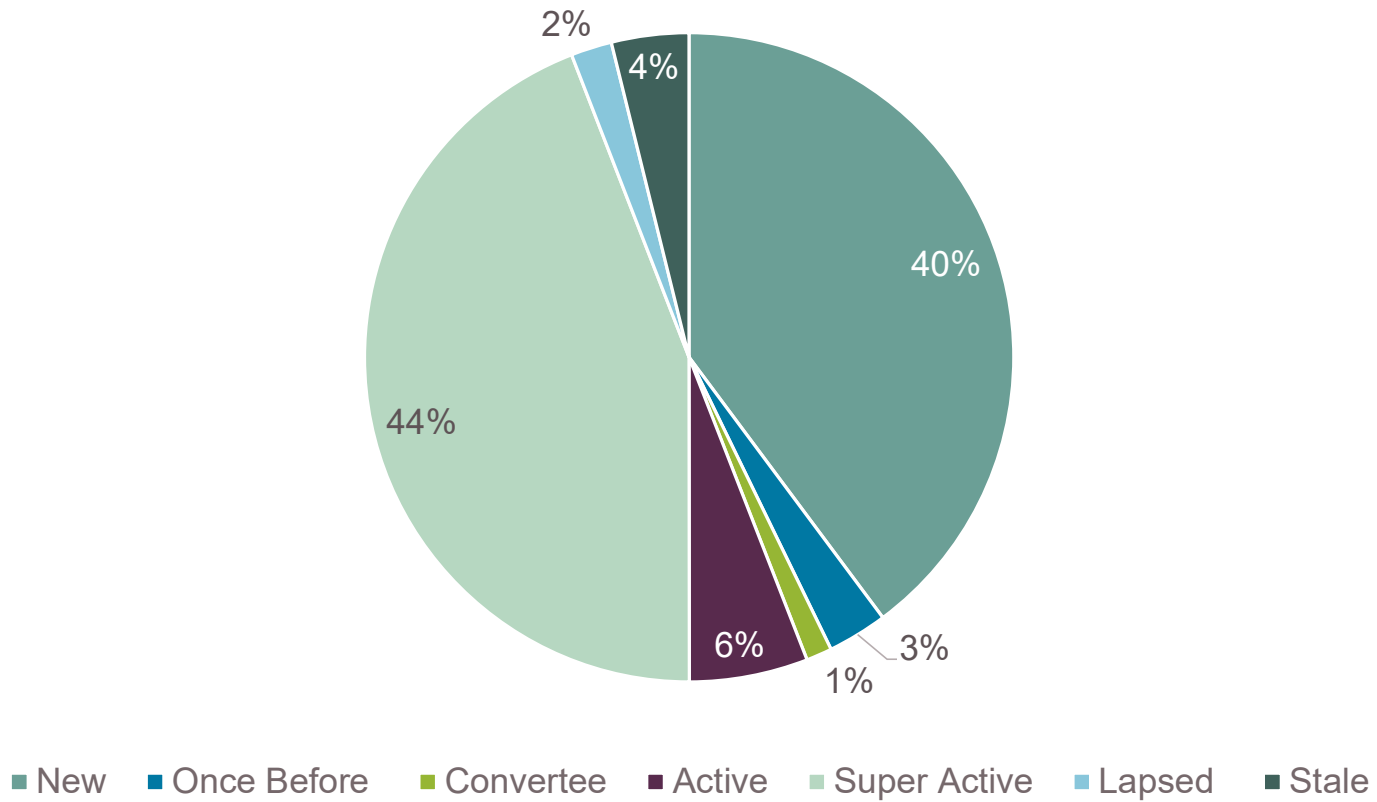
Experience Problems

We didn't ask, didn't listen,
and didn't follow-up

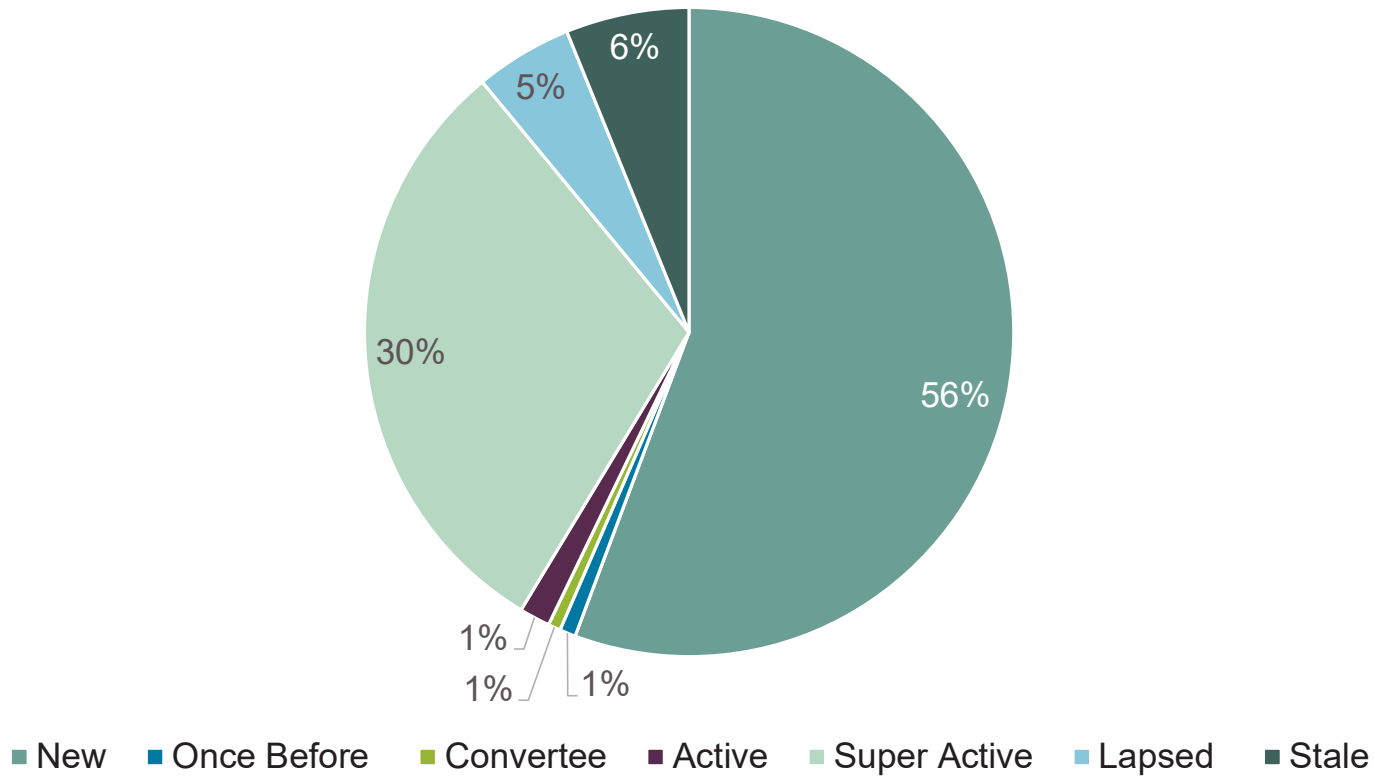
Wrong Invitation

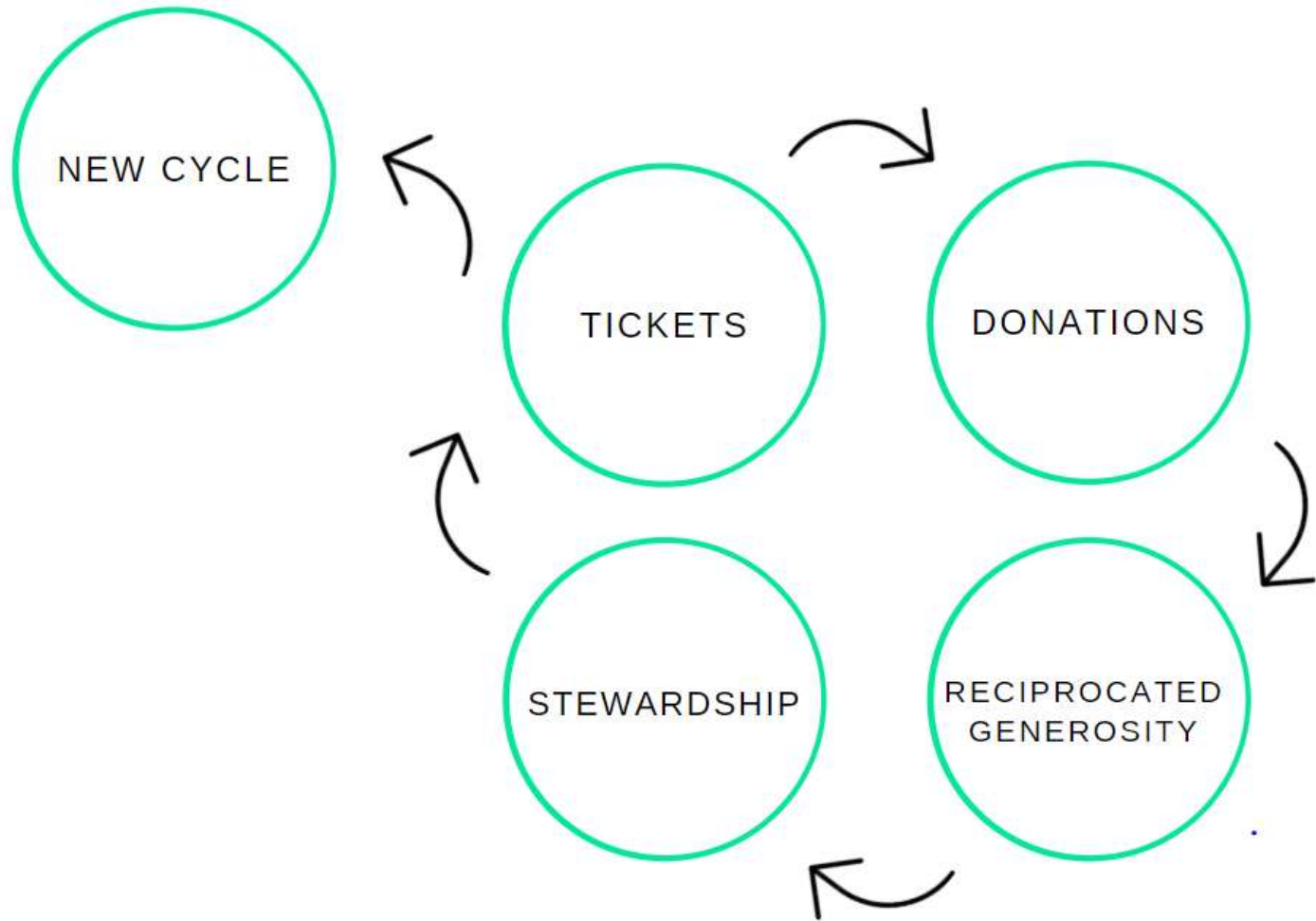
Overwhelmed, tried to
“instantpot”, didn't appeal,
and wrong matchmaking

Donations by Typology – 12 Months Pre-Pandemic



Donations by Typology – Last 12 Months





OUR WAY OF SAYING THANK YOU!

As we re-emerge from lockdown we would like to take this opportunity to warmly acknowledge your generosity and support again following this extraordinary time.

Your contribution has supported our on-going community programme throughout the pandemic, offering culture, creativity and connection to those from our community most in need. And you have made our re-opening plans possible, with the recovery fund helping to secure an exciting programme for the coming months. We can't wait for you to join us at our venues to celebrate and enjoy live culture and performance again!

To recognise your contribution to Wiltshire Creative and the difference you have made, **we are delighted to make you a complimentary part of our membership scheme at 'Producer' level for 2021**. This gesture of gratitude requires no action from you at this time.



Peoria Symphony Orchestra

Be Our Guest

Nearly 60% of U.S. adults would accept a free ticket to a classical concert if offered by a friend or family member.

The Knight Foundation

Be Our Guest!



This card entitles you to two tickets to one of this season's PSO concerts listed inside!

Name _____

Address _____

Phone _____

E-mail _____

Tickets offered by: _____

To redeem, call 309.671.1096

- Create a pool of new patrons
- **Empowers Board Members to invite people in their networks**
- Lowers the barrier to entry
- **Captures patron data**

How its Different from Past “Invite a Friend” Efforts

1. New, Younger Board Members

Millennials have landed

Renewed energy

2. Tailored Journeys with Options

A follow-up ticket purchase would be great, but not the only pathway

Redeemed cards prompt a staff and Board Member strategy session

- Meet and greet at concert

- Next step invitation is driven by redeemer’s interests

124 YEARS
PEORIA SYMPHONY ORCHESTRA
George Stelluto • Music Director

FINAL DAY!

FLASH SALE: BUY ONE TICKET GET ONE FREE!
Incredible deal only available Thursday, October 7 through Saturday, October 9.

HERSTORY: A MUSICAL TRIBUTE TO BETTY FRIEDAN

GEORGE STELLUTO • CONDUCTOR
STEPHANIE ANN BOYD • COMPOSER-IN-RESIDENCE
MICHELLE DEYOUNG • MEZZO-SOPRANO
SIRENA HUANG • VIOLIN

**NOVEMBER 20, 2021
7:30 PM
PEORIA CIVIC CENTER THEATER**

INTRODUCTION BY MAYOR RITA ALI
NARRATION BY DEBORAH RUTTER, PRESIDENT
JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

CONCERT SPONSORS AND UNDERWRITERS:
 **ILLMORE FOUNDATION** Sid & Flo Banwart
 The Meredith Foundation
 This program is partially supported by a grant from the Illinois Arts Council Agency.

Save the Date



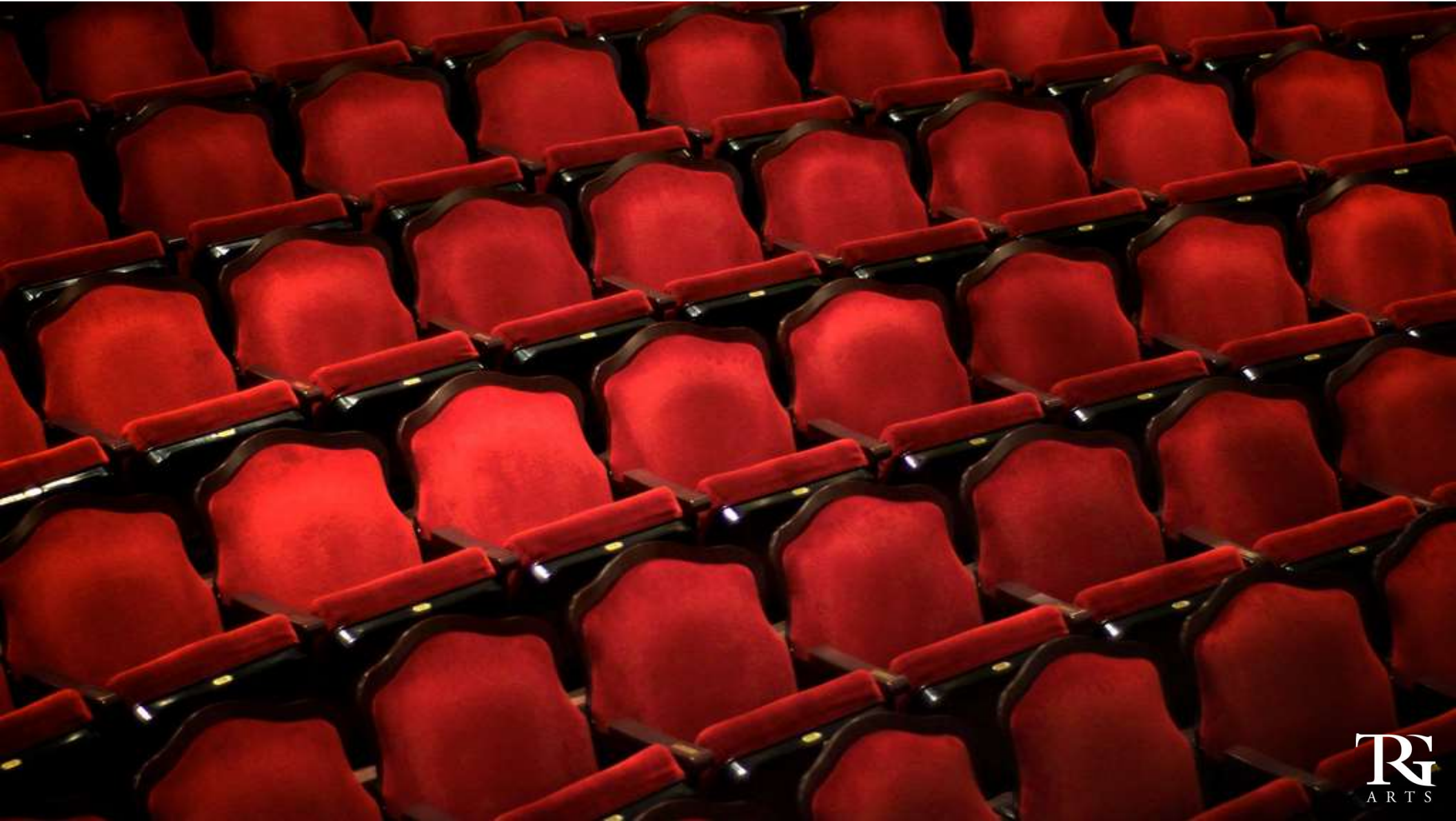
January 28, 2022



Maestro's
125 CLUB

ACTIVITY

What is the right “second date” invitation for first time donors or digital viewers?



Virginia Symphony Orchestra

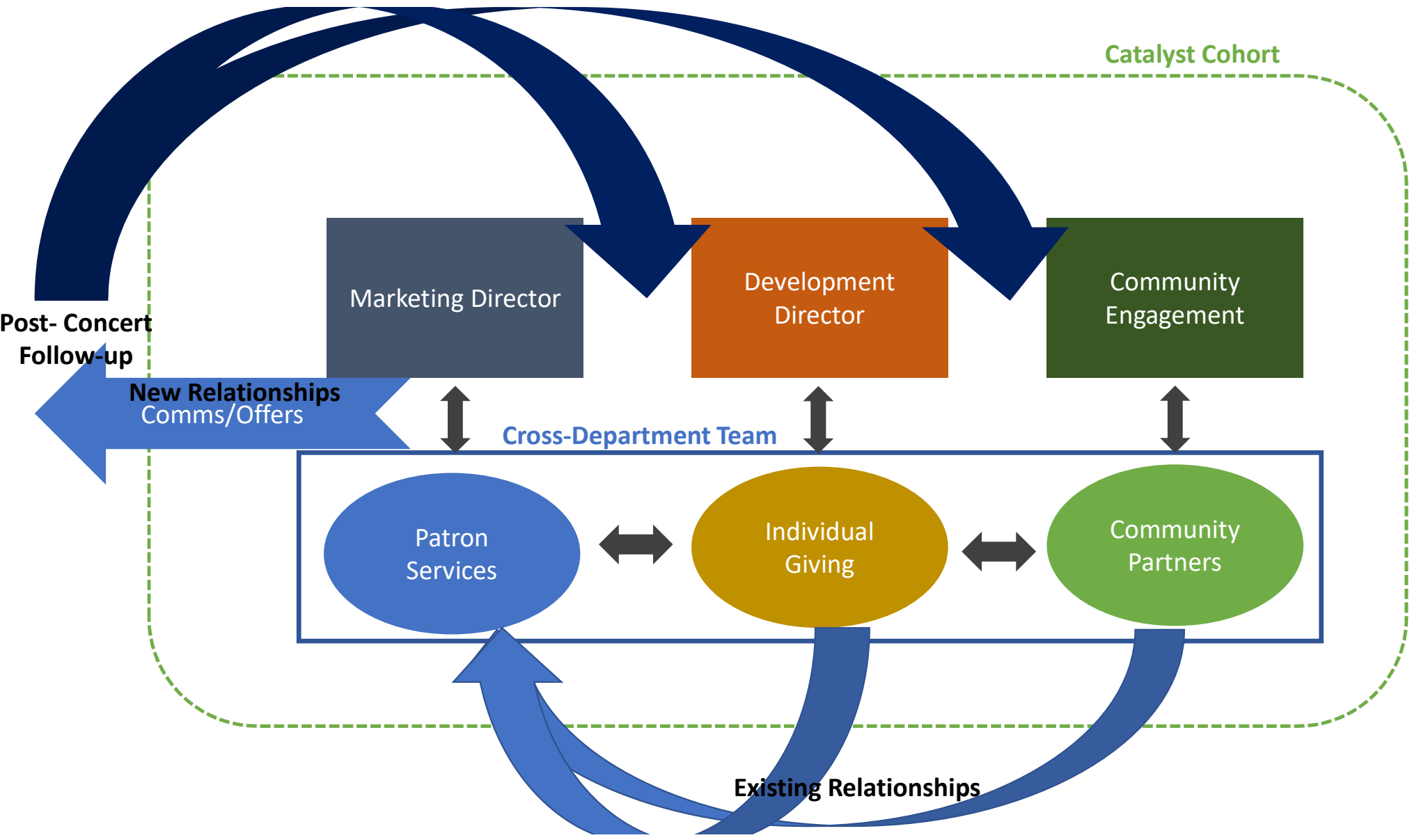
Inventory for Audience Building



APPROACH

- “Second Century Audiences Initiative”
- Allocate inventory specifically for Audience Building
- 40-80 seats depending on venue
- Sold by invitation
- Entry level pricing: \$20-\$25





The Music of the Bee Gees

Adam Turner, conductor February

This show offers all of the band's 70's disco hits from "Stayin' Alive" to "Night Fever" while embracing many of their early works.

3
Ferguson
7:00pm

4
Chrysler
7:30pm

Tchaikovsky Symphony No. 4

February

18
Ferguson
7:30pm

19
Chrysler
7:30pm

20
Sandler
2:30pm



Welcome new VSO Principal Guest Conductor and Norfolk native Thomas Wilkins leading the VSO in Tchaikovsky's Symphony No. 4, featuring violinist, Alexi Kenney and some of the most explosive brass and wind moments you'll ever hear.



"UPTOWN NIGHTS"

February

25
Ferguson
7:30pm

26
Chrysler
7:30pm

Byron Stripling, conductor and trumpet
Carmen Bradford, vocalist
Leo Manzari, tap

Byron Stripling is heralded as a "powerhouse trumpeter gifted with a soulful voice and a charismatic onstage swagger." He'll explore a magical world of song and dance popularized in the clubs of the '40s and '50s. Inspired by Harlem's famed musical hot spots like The Cotton Club and The Savoy, this swingin' night of musical sensations focuses on Harlem's heyday — a time when Duke Ellington's orchestra was the house band, and Cab Calloway, Ella Fitzgerald, and Ethel Waters showcased the classics! Thrill to the vocals of Carmen Bradford and the fancy footwork of tapdancer Leo Manzari.



Tickets start at \$25

Special offers available!

Contact our Sales Manager, Brooke Bates, at 757.213.1423 or bbates@virginiasympphony.org



ACTIVITY

How can you leverage your seating inventory in new ways to make new audiences feel welcome?

The background of the slide is a dense field of colorful M&M's candies in various colors including red, blue, green, yellow, orange, and brown. The candies are slightly out of focus, creating a soft, textured background. The text is overlaid on this background.

Before “Send” Remember Segmentation

Reignite relationships with audiences

5 Truths for 2022 Summary



1 New Convenience

An intense reliance on digital has elevated expectations, particularly around convenience. "Now" and "near me" are no longer enough - now consumers also expect in-the-moment personalized value



2 New Escapes

Consumers are embracing the flexibility and control virtual living provides, but they still want balance in real-life experiences. Now they are choosing new escapes, both leaning into, and away from, their virtual lives



3 New Me, New We

Consumers have a renewed focus on self from beyond simple self-care to wellbeing, self-sufficiency, and transformation. Now they want to share this new self with others



4 New Priorities

Consumers are more clear on their individual priorities, focused on what's important, and filtering of what's irrelevant. Now they feel empowered to protect the new behaviors and boundaries they've created



5 New Accountability

Consumer values underlie their choices and expectations. Now they want brands to take action, not just responsibility, and lead on sustainability, diversity, and privacy efforts

Join the TasteMAKERS

HAWKTAIL TasteMAKER SOCIAL

November 23 | 9:00 pm | \$15
featuring Wilderness Trail Distillery



**NORTON
CENTER
FOR THE ARTS**
CENTRE COLLEGE

Patrons Want
Horizons
Broadened and
Unique
Experiences

Lesser Known/Unique Artists

Includes Social Gatherings

Sales are Growing

ACTIVITY

What can you offer your customers in a campaign to encourage reactivation?



Shaping the future of your organization begins here.

1.
**Schedule a
Call**

Our free strategy sessions are no-pressure conversations designed to uncover the challenges you are facing and provide industry-leading insight.

2.
**Have a Free Strategy
Session**

During our time together, we will discuss the goals that you have alongside what types of engagement makes the most sense.

calendly.com/trgarts-ericnelson

3.
**Start Reshaping Your
Organization**

Once you and your team have settled on an engagement, we will begin formulating the next steps and timeline to reshape your organization for a thriving 21st century.

