

Orchestra Leadership Academy
Patron Growth and Advancement: 2013 Edition
An Integrated Approach to Sales, Fundraising, & Loyalty
June 17-18, 2013

The Hyatt Regency at the Arch in St. Louis
315 Chestnut Street, St. Louis, Missouri 63102

Our industry is undergoing a revenue renaissance: a culture of patron development is emerging which is requiring us to anticipate and foster the evolving needs of patrons at every stage of their relationship: from ticket-buyer to annual contributor; subscriber to legacy donor. Marketing and development functions are working more as if a single unit. Why? Because while music is our mission, the development of patrons is our primary business. This seminar is steeped in timeless fundamentals, and focuses on building audiences who donate and donors who attend concerts.

In this seminar participants will learn:

- About “ideal patrons” and how to attract, incentivize, and earn a relationship with them
- The driving, patron-based forces behind why orchestras must change
- How development of a patron is different from marketing and fundraising
- Practical strategies for developing a robust patron base – through the lens of the of the innovative *patron model*
- Constructive, no-nonsense linkages between traditional marketing and development functions, including board and volunteer leadership alignment
- Assessment tools to evaluate your underlying sales and fundraising acumen
- The Lynchpin: fundamentals to build patron loyalty & engagement

Faculty: Paul Hogle, executive vice president, Detroit Symphony; David Snead, vice president of marketing and communications, New York Philharmonic

Monday, June 17, 2013

1:00-1:15pm

Welcome and Course Overview (David, Paul)

Patron
Growth
& Advancement

1:15-2:15pm

Driving Forces: Why Orchestras Must Change (*David*)

Learn about an extensive set of statistics: from the PGI to the NEA to other kinds of data, that reveal how our patrons feel, how they are reacting, and insight from other industries.

2:15-3:30pm

Understanding the Patron Model (*Paul*)

- A conceptual framework:
 - *Patron Development & Sales* – defined as broad-based patron gateways, single tickets, low-end givers
 - *Patron Loyalty & Engagement* – defined as an intentional program of preferential experiences, service, and access through “personalized, one-to-many methods”
 - *Patron Advancement* – defined as one-to-one relationships with the Orchestra’s highest value patrons
- How is this model helping us re-think the traditional marketing-development organizational structure?
- How is the model manifesting itself in different ways at orchestras?
- What are some early successes?
- What are some challenges?

3:30-3:45pm

Break

3:45-5:45pm

Practical Steps for Patron Development & Sales (*David*)

- A crash course in the basics of marketing strategy and tactics:
 - Customer knowledge
 - Running a subscription campaign
 - Selling single tickets
 - Buying media
 - Messaging

5:45-6:00pm

Homework Assignment (*Paul*)

Consider a business you frequent – a club, a store, an airline, etc. Think about the reasons you continue to do business with them. Now, using your best executive thinking, consider the systems, training, and culture required to execute those reasons consistently. Describe in detail the reasons and the system.

6:00pm

Adjourn

Tuesday, June 18, 2013

8:00-9:00am

Homework Discussion: Your Loyalty Program Experiences

- At your tables, briefly discuss your ideas. Decide which one might be the most interesting
- Report out on one idea per table and discuss

9:00-11:00am

The Lynchpin: Fundamentals to build Patron Loyalty & Engagement (*David, Paul*)

Loyalty programs: Introducing theory and structure

11:00-11:15am

Break

11:15am-12:30pm

Summary of Learning and Closing Discussion (*David, Paul*)

12:30pm

Adjourn

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