

League of American Orchestras  
2013 National Conference

**Marketing, Groups 1 - 2**  
**Constituency Meetings**  
Constituency Liaison: Melanie Thibeault  
*mthibeault@americanorchestras.org*

**Tuesday, June 18**

1:30pm - 3:15pm  
Mills 8, 4<sup>th</sup> Floor

**Wins, Losses, and Updates**

This is why we love Conference! Come gather with your colleagues to talk about what's been working (and what hasn't) over the past year.

**Wednesday, June 19**

2:00pm – 3:00pm  
Grand Hall B, 4<sup>th</sup> Floor

**The Patron Model: A Perspective Examined**

Has the Single Patron Model been a success or not? A fact or a fad? This session will explore two perspectives on the issue.

*Paul Hogle, executive vice president, Detroit Symphony Orchestra; Nicki Inman, vice president of patron engagement, Memphis Symphony Orchestra; Sherri Prentiss, vice president of marketing, Cincinnati Symphony Orchestra; David Snead, vice president, marketing and communications, New York Philharmonic*

*(Shared with Development, Groups 1-2)*

3:00pm – 4:00pm  
Mills 8, 4<sup>th</sup> Floor

**Research Rebooted: Turning Your Audiences into Innovation Partners**

The old wall between marketing and the artistic 'product' that orchestras offer—the concert experience—is starting to show some cracks. As more ensembles ask questions about relevance and innovation, marketing people are helping their organizations think more responsively and creatively about audience engagement. Enter audience research 2.0, a new set of tools for making audiences and communities your partners in creating relevance. Join us for a conversation with three leading arts researchers about research methods that can shift the dialogue within your organization and help you develop engaging experiences for both new and existing audiences.

*Alan S. Brown, principal, WolfBrown; Peter Linett, chairman & chief idea officer, Slover Linett Audience Research; Kate Prescott, president, Prescott & Associates*

ORCHESTRAS

**Thursday, June 20**

8:30am – 9:30am  
Mills 8, 4<sup>th</sup> Floor

**Findings from the New World Symphony**

For the past five years the New World Symphony (NWS) has been presenting and researching alternate performance formats and their ability to attract and engage new audiences. This past season, the initiative expanded to include research with five U.S. orchestras also presenting alternate concert formats, and research of NWS' first time ticket buyers from prior seasons. The results of their research, marketing, and PR efforts will be presented.

*Michael Frisco, director of marketing, New World Symphony; Craig Hall, vice president for communications, New World Symphony*

9:30am – 10:30am  
Mills 8, 4<sup>th</sup> Floor

**Driving Brand Loyalty Through Complete Customer Satisfaction**

This principle has guided Enterprise Holdings Corporation from a basement start-up in 1957 to an industry leader today with \$15.5 billion in annual revenue, 74,000 employees, and a fleet of 1.3 million vehicles. From its beginning, Enterprise has remained firmly committed to a core philosophy that providing superior service creates customer satisfaction and builds long term brand loyalty. To ensure this commitment is never compromised, Enterprise created a unique program called the *Enterprise Service Quality index* (ESQi), allowing the company to effectively measure customer satisfaction and tie it to customer loyalty. The success of ESQi has led to the development of similar programs used by many other top tier companies.

Presented by Pat Farrell, Chief Marketing Officer, this presentation covers the keys to ESQi and how it has helped drive Enterprise's remarkable performance, including:

- A "manage-what-you-measure" approach,
- Linking exceptional customer service to brand loyalty,
- Using data and analytics to enhance and personalize the customer experience,
- Connecting the bottom line with customer satisfaction and employee opportunity,
- And building lifelong customer relationships.

*Patrick T. Farrell, chief marketing officer, Enterprise Holdings Corporation.*

*Name badges for this event generously provided by TALASKE | Sound Thinking*