New Audience Initiative
Howard Herring
President and CEO, New World Symphony
Alternate Concert Formats

Encounters

Pulse

$2.50 Mini

Journey (Extended Traditional)
$2.50 Mini-Concerts

- 30-minute concerts performed at 7:30 and 8:30 PM
- All tickets $2.50
- Short, live commentary by one or two musicians, accompanied by projection of complementary images and videos
Mini-Concert Findings
Encounters Findings
PULSE –
LATE NIGHT
AT NEW WORLD SYMPHONY

Amadeo Roldán was born in Paris to Afro-Cuban and Spanish parents. After studying music in Madrid, he moved to Cuba where he would become one of that country’s most active and influential musical figures. La Rebambaramba, his most popular work, is inspired by the music of French composers such as Debussy and Ravel, as well as by Afro-Cuban rhythm and sounds.
Pulse Findings
Comparing Format Effectiveness of Attracting New Patrons

% of first-time attendees by format

- Traditional: 12%
- Encounters: 26%
- Pulse: 41%
- Mini: 45%
Satisfaction Ratings

While longer programs can offer more variety, the value and impact derived from shorter concerts can be very strong.
Alternate Performance Formats Outperform Traditional Formats in Attracting New Audiences

(Paid Events in 2012-13 Season)
Alternate Performance Formats Outperform FREE Events in Attracting New Patrons

(2012-13 Season)

- Programming Mix
  - Alternate: 10 concerts/year
  - Free: 27 concerts/year

- New Account Generation
  - Alternate: 1104 new accounts generated
  - Free: 686 new accounts generated
Returning Audiences Within a Neural Network of Delivery Options
Current Format Experiments

• Educational formats
• Introductory concert formats
• Multi-disciplinary presentations
  • Theatrical presentations
  • Social formats
• Use of visual elements
Performance and Research Cycle

- Market, Advertise & Sell the Concert
- Redesign Content and Marketing Strategy
- Survey, Focus Groups and Analyze
- Event / performance
Charlotte Symphony Orchestra shared a link.

January 22

We're looking forward to partnering with The Light Factory-Contemporary Museum of Photography & Film this Friday at our SOLD OUT KnightSounds concert! They'll be displaying landscape works by local photographers. [http://www.lightfactory.org/](http://www.lightfactory.org/)

The Light Factory
www.lightfactory.org

Like · Comment · Share
Mix @ The Max: The Rite of Spring tonight was spectacular! ArtLabJ Dance was awesome, as was the RusCa Piano Duo. Thanks to Craig Fahle from WDET 101.9FM for hosting and everyone who made this #DSOMix such a great event.

Polly Piper I so love ballet Ellen - Natalie took me to Swan Lake at the Royal Opera House in Covent Garden, I will never forget it. Beautiful xx
HAPPY HOUR AT THE SYMPHONY

Steve Hackman, Conductor
Time for Three, Artists-in-Residence

Time for Three joins the ISO to perform their signature mash-ups. Doors open at 5pm with pre-concert music by DJ Helicon and complimentary food and drink samples. The concert begins at 6:30pm.

Participating Food & Drink Vendors:
Adobo Grill, Coca-Cola, E&J Gallo, Eddie Merlot's, Harry & Izzy's, Just Pop In!, PEARings, Starbucks, Sidney Frank Importing Co., Soupremacy, White Castle, Wilks & Wilson Elixirs

Songs include:
Chaconne in Winter
Firework
Beethovin at the Gallows
Little Lion Man
Cry Me a River
With or Without You
Selections from Stravinsky's The Firebird Suite

Tickets:
Advance - $25
Day of Event - $30
Concert, food and drinks included

Thursday, May 15, 2014, 6:30pm

THURSDAY, MAY 15
HILBERT CIRCLE THEATRE
Link to video:
https://www.youtube.com/watch?v=F2zYjh2k0yY&feature=youtu.be
Link to video:
First Fridays

Atlanta Symphony Orchestra

WE'LL ALWAYS HAVE PARIS

MAR 6
Thu: 8pm | Delta Classical
JONATHAN LEVNOFF
Flute Concerto WORLD PREMIERE
RAVEL: Pavane
DEBUSSY: Jeux
MOZART: Symphony No. 31, "Paris"
Robert Spano, conductor
Jeffrey Kahane, Flute

Skip Friday traffic and join the ASO for our shorter, hour-long FIRST FRIDAY concert. Early traffic-avoiding sophistication-pursuing, artful evenings begin at 5pm when the bar opens! Concert at 6:30.

$25

Mar 7
Fri: 6:30pm
JONATHAN LEVNOFF:
Flute Concerto
WORLD PREMIERE
RAVEL: Pavane
MOZART: "Paris" Symphony
Robert Spano, conductor
Jeffrey Kahane, Flute

Skip Friday traffic and join our first friday happy hour concert.

ELGAR: ENIGMA VARIATIONS | FEB 7 @ 6:30

New on-site bar open at 5pm
ReMix
Changes at NWS Resulting from Audience Research

• Encounters:
  • Audiences told us they were uncomfortable when the experience began with a long statement from Jamie Bernstein. They wondered whether they were at the right event. Now, we have a Fellow provide a short description of the evening and introduce Jamie.
  • Reception moved to post-concert instead of pre-concert
  • Name change from original title of “Symphony with a Splash”

• Pulse:
  • The audience was quick to say they wanted access to the play lists for the evening, both our repertoire and the DJ's choices. Now, we project them on our acoustic sails and provide a link for them to use after the experience.
  • Addition of acoustic set
  • Amplification in the hall
  • Use of IMAG
  • “Shhhhhhhhh” projections
  • Different DJs and more integration of DJ with orchestra
To make this work, you need:

An artistic director who believes in pursuing new audiences;

A staff that can be creative and clever within the development cycle;

Musical artists who understand the philosophy and are ready to deliver excellent performances and engage audiences informally before and after the concert presentations, and

Facilities that support your strategic goals.
Create your own new Format
Build A New Audience

• Identify a target audience that is of particular interest; a group from your community that is currently not part of the classical music audience.

• What adjustments would you make to your concert content and marketing to attract this group?
“Poetry (like a grand personality) is a growth of many generations---many rare combinations. To have great poets, there must be great audiences, too.”

-Walt Whitman

Ventures, on an Old Theme
In 1982, 13% of the U.S. adult population attended at least one classical music concert (22.1 million people).

In 2012, that dropped to 8.8% (20.7 million people).
What makes a great audience?

Size – bigger is better

Knowledge – informed leads to transformed

Participation – as listeners in surrounding social contexts

Relevance – shared experience meeting intellectual stimulation, emotional engagement, and aesthetic growth
Change of Culture that Builds Audiences

**Internal Changes:**
- Inclusive Teams
- Understanding of Media
- Advocacy by all members of the community

**External Changes:**
- Enhanced Brand
- Alternate Formats
- Social Media Use
Performance and Research Cycle

- Redesign Content and Marketing Strategy
- Survey, Focus Groups and Analyze
- Event / Performance
- Market, Advertise & Sell the Concert
“Music (like a grand personality) is a growth of many generations---many rare combinations. To have great music, musicians, and music institutions, there must be great audiences, too.”
For more information, contact:

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Or Visit:  www.nws.edu/research