

***Patron Growth, 2015 Edition: An Integrated Approach to Sales,
Fundraising and Loyalty***

Tuesday, May 26, 2015 from 1:00pm to 6:00pm
Wednesday, May 27, 2015 from 8:00am to 12:30pm

Cleveland Convention Center
1 St. Clair Avenue, NE
Cleveland, OH

The American orchestra Patron Model was developed a decade ago by industry veterans David Snead and Paul Hogle in response to their epiphany that audiences are an orchestra's economic engine while philanthropy is its primary revenue.

Now taught in collegiate settings at the undergraduate and graduate level, and seminars across America, Australia, and beyond, the Patron Growth seminar is updated for 2015 while remaining grounded in the Patron Model, an institutional alignment which anticipates the evolving needs of patrons at every stage of their relationship, from ticket-buyer to annual contributor; subscriber to legacy donor.

The updated curriculum tackles how executive, marketing, and fund development staffs are working more as if they are a single unit, rendering the traditional monikers of "marketing" and "development" insufficient.

Patron Growth, 2015 edition will teach attendees how to attract, incentivize, and earn a relationship with patrons; practical strategies for developing a robust patron base; constructive linkages between traditional marketing and development functions; assessment tools to evaluate underlying sales and fundraising; and the fundamentals to build patron loyalty and engagement.

Taught by seasoned practitioners, the seminar is as rich in concepts as it is pragmatic.

For executive directors, marketing and development staff, trustees.

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

Patron
Growth

Tuesday, May 26, 2015

1:00-1:15pm

Welcome and Seminar Overview

1:15-1:45pm

Driving Forces: Why Orchestras Must Change

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

1:45-2:30pm

Understanding the Patron Model

- 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?
- How has it changed in a decade?

2:30-4:00pm

Practical Steps for Patron Development & Sales

- Marketing philosophy, strategy and tactics:
 - Customer knowledge
 - Running a subscription campaign
 - Selling single tickets
 - Buying media
 - Messaging
 - Staffing
 - Governance roles

4:00-4:15pm

Break

4:15-5:30pm

Practical Steps for Patron Advancement

- Annual fund campaign tactics:
 - Running an annual fund campaign at an orchestra
 - Staff, volunteer, and governance roles
 - Common pitfalls
 - Messaging
 - Staffing
 - Paul's Five Premises of how to engage a prospective donor
 - Requirements of Successfully Getting to and Making a Fundraising Solicitation

5:30-5:40pm

Homework Assignment

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.

5:40-6:00pm

Q & A

6:00pm

Adjourn

Wednesday, May 27, 2015

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 Lynchpins: Fundamentals to building Patron Loyalty & Engagement and a Killer Board

- Loyalty programs: theory, structure, and metrics
- The four roles & four work streams on an ideal Board member

League of American Orchestras

11:00-11:15am	<i>Break</i>
11:15am-12:30pm	Summary of Learning and Closing Discussion
12:30pm	Adjourn

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