

DC Tessitura Community - February 17, 2021 2PM

Date and Time:

17 February 2021 - All items on the board
19:58 (UTC+00:00)

Facilitator:

Tessitura Community 2

Attendees:

Jolene Robichaud , Kevin Holmes, Smithsonian Associates, Isaac Evans, Isaac Evans, Patrick Joy (he/him/his), Isaac Evans, Sarah Straub, Patrick Joy, Joy Johnson, Helen Aberger, Hilary J- Studio , Morgan Tucker, Signature Theatre, Colleen, Josh, Seth Ghitelman, Isaac Evans, Joy, Shakespeare Theatre, Mary Finnerty, Rosemary, Jennifer Thomas, Emily, Jen Buzzell, Steven Dawson, Michelle , Erin Phillips, Brian Graham, Hayley McGuirl, Allison A

Summary:

Actions:

Learnings:

Topics discussed:

Subscriber Communication: Streaming

Votes: 12

Suggested by: Michelle

Comments:

- Tessitura Community 2
Studio - announced late Jan all streaming - have sent a mass email and are calling folks. Lots of confused subscribers - what are you saying to folks?
- Tessitura Community 2
Tutorials on how to view on a TV are helpful.

- Tessitura Community 2
Expect to do more hand holding than necessary
- Tessitura Community 2
Olney has these resources available on their YouTube page if you'd like an example
- Tessitura Community 2
Create scripts for your box office with most common issues to help troubleshoot
- Michelle
Issues with vimeo and Roku
- Tessitura Community 2
<https://www.olneytheatre.org/about-us/blog/how-connect-your-device-tv>
- Michelle
Subscribers opting into virtual season instead of rolling over automatically

What the heck should we expect for sales of virtual programs (#s \$s)

Votes: 10

Suggested by: Jen Buzzell

Comments:

- Tessitura Community 2
Signature is having some success with sales both member and single tickets but is wondering what others are seeing
- Tessitura Community 2
Olney has done some shows throughout the pandemic - had some early success but Christmas Carol was expected to do better than it did.
- Tessitura Community 2
Roundhouse pleasantly surprised by subscribers sticking with them. National press is helping with sales.
- Tessitura Community 2
time watched is an interesting thing to take a look at
- Tessitura Community 2
education offerings seem to be reaching a wider audience

Creating unique and engaging virtual opportunities for donors

Votes: 8

Suggested by: Colleen

Comments:

- Tessitura Community 2
sending donors craft packs and swag
- Tessitura Community 2
drop offs to sponsor's homes pre-show similiar to what they would receive at a reception
- Tessitura Community 2
Sig is seeing success with making events that are normally in person virtual

How to maintain staff cohesion with all the remote work

Votes: 8

Suggested by: Seth Ghitelman

Comments:

- Tessitura Community 2
Arena does a coffee break zoom on Mondays. Sent survey to see what others are looking for as well.
- Tessitura Community 2
Jack Box games over Zoom is an idea
- Tessitura Community 2
Studio increased meetings to help with communication cross departmentally
- Tessitura Community 2
EDI work has helped connect folks
- Tessitura Community 2
Ask Me Anything meetings hosted by different departments
- Tessitura Community 2
Sig Social Committee organizes events

Tessitura 16 preparedness

Votes: 6

Suggested by: Kevin Holmes, Smithsonian Associates

Comments:

- Tessitura Community 2
Would like Tess come in and chat about v16 with DCTC
- Tessitura Community 2
More specific timeline within 6 months
- Tessitura Community 2
https://www.tessituranetwork.com/en/Support/Documentation/Tessitura_v16
for more information

Has anyone leveraged memberships like a flexible subscription model?

Votes: 6

Suggested by: Sarah Straub

Comments:

- Tessitura Community 2
Ford's does do this and Jennifer Thomas can connect someone with her team
- Tessitura Community 2
KC has some membership models based on price types and access
- Tessitura Community 2
Memberships can get messy fairly easily so make sure that you keep them clean if you plan to use for subscriptions
- Michelle
Shifting to memberships may be easier with V16
- Tessitura Community 2
If you're switching over to memberships make sure you are on top of whether it's living on household or individuals.
- Tessitura Community 2
Erin Phillips is happy to chat with anyone about memberships!

Engaging Furloughed Staff

Votes: 4

Suggested by: Isaac Evans

Comments:

- Tessitura Community 2
Tessitura Associates program is available for furloughed staff
<https://www.tessituranetwork.com/en/Community-and-Events/Associates/Welcome>
- Tessitura Community 2
some organizations are not allowed to chat with their furloughed staff

Topics voted on but not discussed:

Video hosting services for pre-recorded video (alternatives to Vimeo)

Votes: 2

Suggested by: Kevin Holmes, Smithsonian Associates

Comments:

Anybody created their own TNEW pre-cart procedure?

Votes: 2

Suggested by: Tessitura Community 2

Comments: