

SOCTUG Meeting

Southern Ontario Tessitura User Group



October 30, 2014

1:30pm

Roy Thomson Hall

Toronto, ON



BILLY BISHOP GOES TO WAR



Thanks! - SOTUG Meeting Committee

- **Catherine Goodwin**, Harbourfront Centre
- **Emilie Goebel**, Tennis Canada
- **Fiona Buttars**, Toronto Symphony Orchestra
- **Jessica Jones-Deizel**, Kitchener-Waterloo Symphony
- **Karen Turner**, Toronto Symphony Orchestra
- **Peter Smurlick**, Roy Thomson Hall/Massey Hall
- **Sheila Kearney Miller**, Soulpepper Theatre Company
- **Tal Hebdon**, Young Centre for the Performing Arts
- **Wes Doerksen**, Roy Thomson Hall/Massey Hall



Tami Fox

Services & Community
Relations Specialist
Mount Horeb, WI



Don Youngberg

Vice President
Community
New Haven, CT

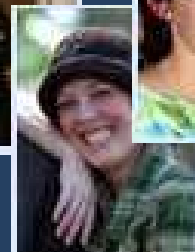
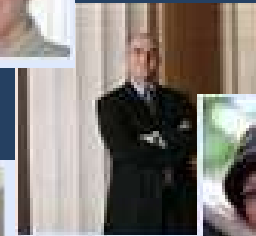
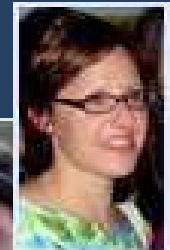
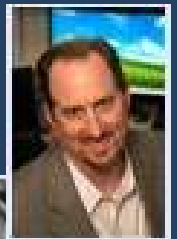
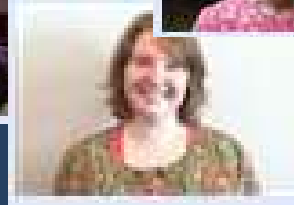
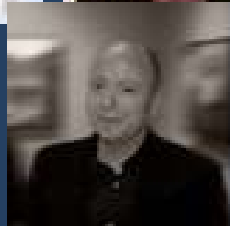
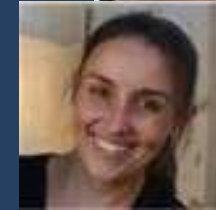
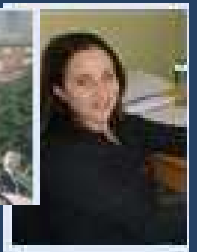
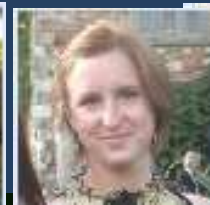
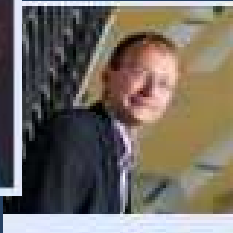
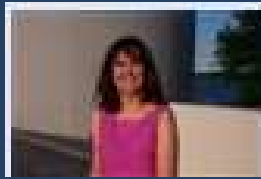


Duane Woods

Implementation Specialist,
Web Products
London, ON



Owned by
Our Users

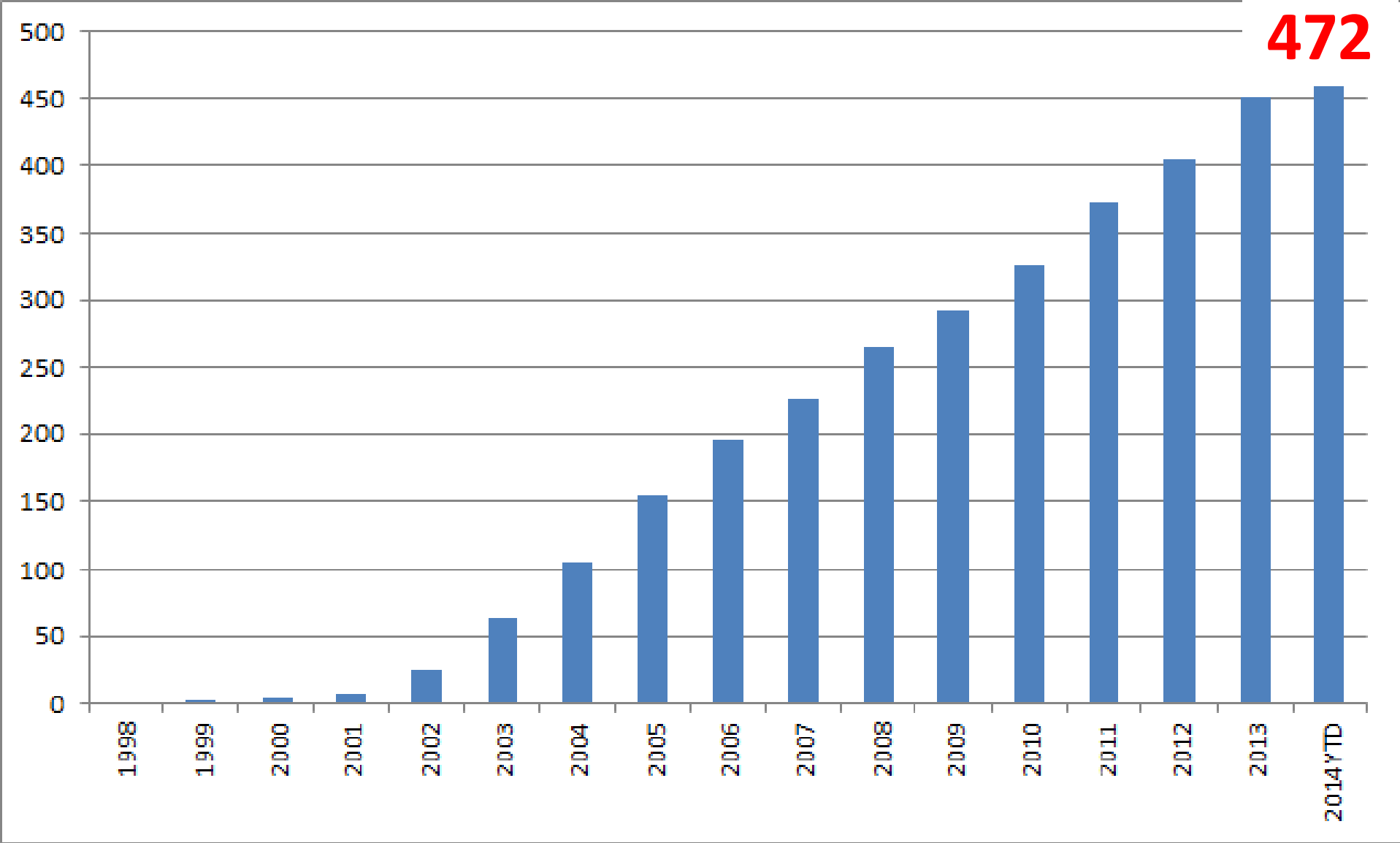




Jessitura
network

Nonprofit Serving Nonprofits

TESSITURA NETWORK ORGANIZATIONS



Southern Ontario Tessitura Members



Karen Kain
Artistic Director



The Global Leader for Arts & Cultural Technology + Services + Community

Southern Ontario Tessitura Members

- Stratford Festival 2002
- The National Ballet of Canada 2003
- Shaw Festival Theatre 2003
- Harbourfront Centre 2005
- Young Centre for the Performing Arts 2005
- Soulpepper Theatre Company 2005
- George Brown College 2005
- The Grand Theatre 2008

Southern Ontario Tessitura Members

- Kitchener-Waterloo Symphony 2008
- Canadian Tennis Association 2010
- Massey Hall/Roy Thomson Hall 2011
- Toronto Symphony Orchestra 2012
- Canadian Opera Company 2013
- ????? 2014
- ????? 2014
- ????? ?????

First Canadian Tessitura Licensee....



Stratford
FESTIVAL



The Tessitura Technology Roadmap Is...

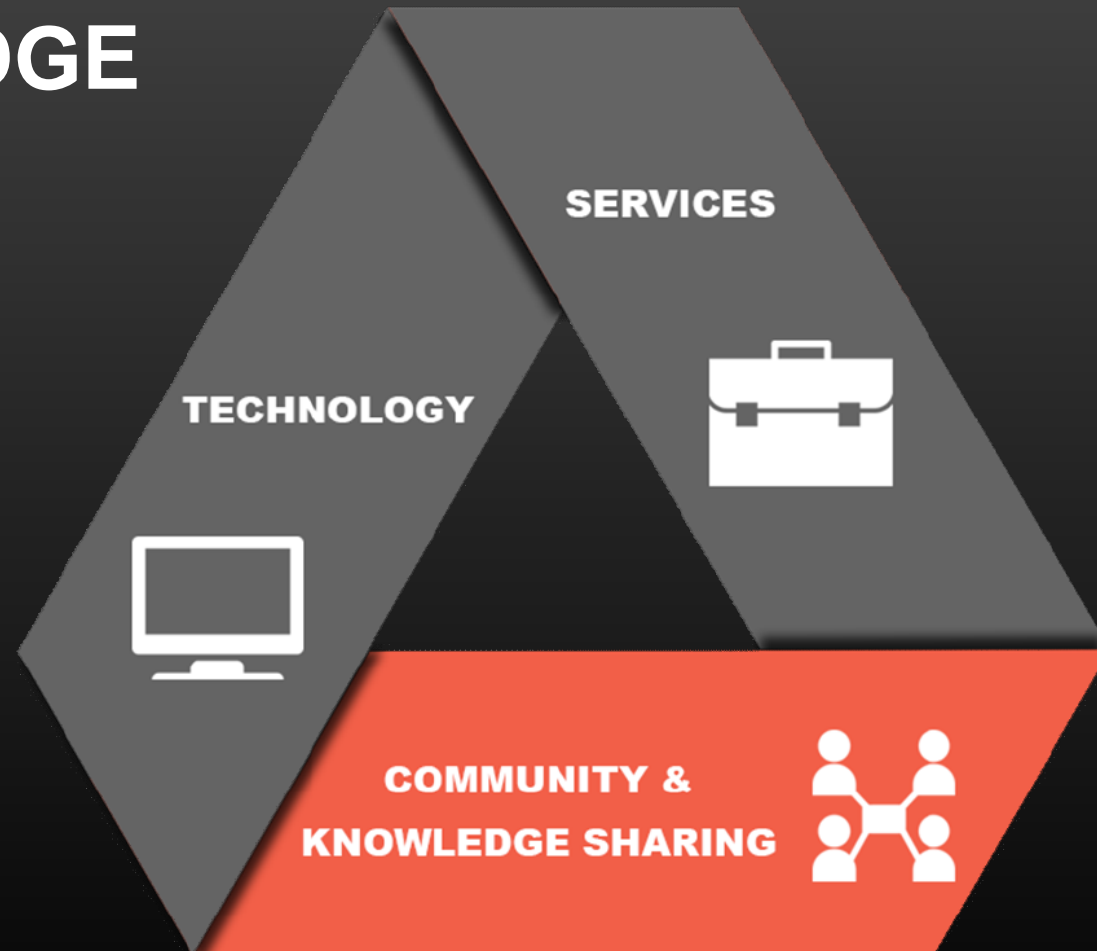
- Collection of major future capabilities
- Based on member input and other trends and initiatives



Member Advisory Committee



COMMUNITY & KNOWLEDGE SHARING





The Global Leader for Arts & Cultural Technology + Services + Community



Arts & Cultural Technology + Services + Community

+ Community

Global Tessitura Learning & Community Conference

TLCC

TLCC2014 – Conference Recap

- 4½ Days of Content
- 235 Content Breakout Sessions
- 4 Evening Networking Events
- 5 General Sessions
- 2 Day Executive Track
- 1367 Attendees



TLCC2014 – Southern Ontario Participation

- 43 Attendees from 9 organizations
- 11 People from 6 organizations participated in 24 roles as Presenters, Panelists, Moderators, Gurus & Content Planners
- 5 People from 4 organizations served on Planning Committee



Merci

TLCC2014 – Planning Committee Participation

- **Keith Gearing** (Admin & Finance)
- **Peter Smurlick** (Admin & Finance)
 - Massey Hall/Roy Thomson Hall
- **Trudy Watson** (Marketing)
 - Stratford Festival
- **Mohiuddin Faruqe** (IT)
 - National Ballet of Canada
- **Karen Turner** (Ticketing)
 - Toronto Symphony Orchestra



TLCC2014 – User Evaluations....

“What was the best part of the conference – and why?”

“Segmentation strategies were a big part of my focus, and I came away with a ton of them. Can we just crown Trudy Watson as the Queen of All Segmentation? (She'd die of embarrassment, but still!)”

Anonymous

**Shameless plug for
TLCC2015**

Global Tessitura Learning & Community Conference

TLCC2015

Global TLCC2015 – Grande Lakes, Orlando Florida August 16-20, 2015



Two Hotels: Ritz-Carlton & JW Marriott

- 5 Star and 4 Star Hotels
- Many direct flights to Orlando
- Guest room rate

US\$ 139/night

- Single/double/triple/quad
- 3 days pre/post conference





What makes TLCC2015 an unparalleled opportunity?
Breadth and depth of topics and participants. User driven.

- Multiple Genres
- Geographic diversity
- All sizes of organizations
- Variety of skill levels and experience
- Broad range of Interest Areas
- Across all Functions
- Peer-to-peer presentations
- Peer led discussions
- Staff led training
- Open sharing of best practices
- Access to key vendors
- Networking opportunities

Regional Tessitura User Groups

RTUGS

Regional User Meetings - Goals

- Provide opportunities for Tessitura organizations to continue the face-to-face sharing, learning and collaboration that happens at the Tessitura Learning & Community Conferences (TLCC)
- Give individuals who are not able (and may never be able) to attend TLCC a chance to experience some of the camaraderie of the global gatherings.

Tessitura Network Mission Statement

Tessitura Network enables and inspires arts and cultural organizations of all sizes to achieve their goals by providing continually innovated technology and comprehensive services that improve their efficiency and effectiveness, and by **fostering learning, knowledge sharing and community collaboration between peers and organizations.**

Tessitura Network Core Values

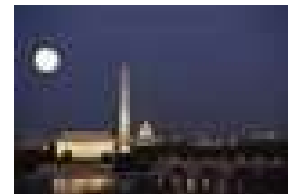
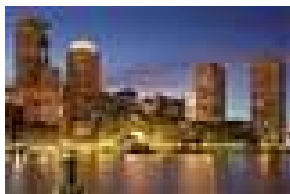
Collaboration, Innovation, Excellence, Egalitarianism & Community

- **Collaboration** – The Network reinforces collaboration, openness, mutual respect, discovery, and inspiration in all of its activities.
- **Community** – The Network is a member-centric, community driven organization that fosters a trusted environment for member and staff involvement and participation.

RTUGS – Opportunities to gather & collaborate between TLCCs



RTUGS – Opportunities to gather & collaborate between TLCCs



... and 13 (and growing) more TUGS



SOTUG at TLCC2014

SOTUG – What's in a name????



Southern Ohio Tessitura User Group

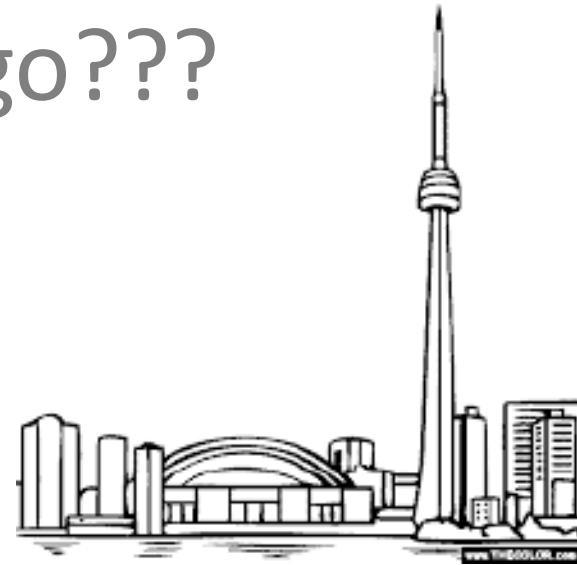
- SOTUG? 
- Ohio–Indiana–No. Kentucky

OINKTUG

SOTUG – What's in a logo???



SOTUG – What's in a logo???



Jessitura's INNOVATOR SERIES™

Business Insights in Arts and Culture

Jessitura
network



Tessitura's Innovator Series on YouTube!



The banner features the Tessitura Network logo on the left, which consists of a stylized 'T' inside a red circle. To the right of the logo, the text 'Tessitura network' is written in a mix of black and red fonts. Below this, the tagline 'The Global Leader for Arts & Cultural Technology + Services + Community' is displayed in a smaller black font. On the far right of the banner, there are two social media icons: a red 'T' icon for the website and a blue Twitter bird icon.



Videos from Our 1st Live Event



Jessitura's
INNOVATOR
SERIES™

Next Webinar:
5 November, 2014

Jessitura's
INNOVATOR
SERIES™

Business Insights in Arts and Culture



Tom O'Connor, Director of Marketing and Audience Development
Roundabout Theatre Company
Shifting the Media Mix: Distinguishing the Baby from the Bathwater



Rich Bradway, Associate Director of E-Commerce and New Media
Boston Symphony Orchestra
All About HENRY: BSO's Online Performance History Database



Limor Tomer, General Manager of Concerts & Lectures
The Metropolitan Museum of Art
The Opposite of Fear



'Like' us on Facebook

- Updates, news, conversation and more...





Keep Talking.
#tessnet



Your Community.
#tessnet



#tessnet

SOCTUG Meeting Southern Ontario Tessitura User Group



Thank

You