

Tessitura 2012 UK Conference Schedule

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FRIDAY 9 NOVEMBER

Royal Shakespeare Theatre and Swan Theatre					The Clore Learning Centre					RSC Offices
RST Stage	Ruinart Circle Bar	Upper Circle Bar	Swan Reading Room	Colonnade	Room 1	Room 2	Room 3	Reception	Meet at Sponsor desks in Colonnade	
Breakfast pastries, fruit, tea and coffee. Registration and meet the sponsors										
08:30-09:30					Sponsors & Information hub					
09:30-10:00	Welcome Jack Rubin (Tessitura Network) and Catherine Mallon (RSC)				Sponsors & Information hub					
10:15-11:15	Brave New World: mapping the digital landscape for fundraising DEV Join W. Joe DeMiero from POP for an in-depth look at what's working – and what isn't – in digital fundraising at arts organizations from around the world.	Data Quality Insight IT / MKT / GEN Join Capscan for a question and answer session on better data capture and storage	Digital challenges and innovation IT (ROH / Tessitura / Birmingham Hippodrome) Presentations of digital challenges and fresh thinking. TNEW, Tessitura as a CMS; iPads for customer service.	"It's hard to reconcile" FIN (RSC) A presentation on how the RSC reconciles Tessitura to their finance system.	Sponsors & Information hub	If I had a magic wand.....! GEN (RSC) An open discussion to work through some common areas that restrict departments such as Education, Press, Retail and Catering from using the system. Are there alternative processes or ways that people have used Tessitura creatively that can help?	"I did receive fair speechless messages" MKT / BOX (RSC / Sage Gateshead) Email Marketing including email ticket offers	Shakespeare's text workshop GEN / EDU (RSC) A non-Tessitura moment for all - no prior knowledge of Shakespeare needed. Come and join in a practical workshop that demonstrates how we use rehearsal room techniques to unlock Shakespeare's language. (SHORTER REPEAT OF THURSDAY SESSION)	Box Office Laboratory Open Session BOX Ticketing set up and trouble shooting lab hosted by RSC's Sales & Ticketing Department	
11:15-11:30	Tea and coffee break - Swan Bar	Tea and coffee break - Swan Bar	Tea and coffee break - Swan Bar	Tea and coffee break - Swan Bar	Tea & coffee break - Swan Bar	Tea and coffee break - Clore Loft	Tea and coffee break - Clore Loft	Tea and coffee break - Clore Loft	Tea and coffee break - Clore Loft	
11:30-12:30	mail2 Email Marketing System - Case Studies IT / MKT / DEV (Lynch2) Join Lynch2 to hear the success stories of organisations who are using mail2, and to discover more about the next generation email solution that redefines the future of email marketing to your patrons.	Creating Popup and Flex Constituent Headers GEN (Tessitura Network)	Lies, damned lies and statistics MKT (RSC / National Theatre) The true value of audience insight and how to get started		Sponsors & Information hub	IT Crystal Ball IT / POP From social commerce to digital wallets to tablets and interactive touch screens to distributing opera content to internet connected TVs – what will the next few years look like in the digital landscape? Join us for a rousing discussion, where Rob Greig, Chris O'Brien and Joe DeMiero will share their ideas and insights on what's to come. Moderated by W. Joe DeMiero from POP	Revenue Management, Dynamic Pricing (and why you shouldn't 'Forget about the Price Tag') BOX / MKT / DEV (Baker Richards, Pitlochry Festival Theatre, Birmingham Hippodrome) As Dynamic Pricing continues to gather pace in North America, are we missing a trick in the UK? This session will demonstrate just how powerful Revenue Management can be, including pricing theory, insights from behavioural economics and case study examples. We'll also consider the circumstances under which we should (or shouldn't) be doing dynamic pricing and, for those organisations where it might be appropriate, offer some hints and tips for getting it right.	Education success stories! EDU (Manchester Royal Exchange + Cheltenham Festivals) Mini case-studies about how two different organisations have tackled Tessitura from an education perspective and the successes and challenges they have faced - this will be an open conversation and opportunity to ask questions of organisations who are at different stages of their journey	'Maximising your Investment' IT FIN Join Albany Software to take a look at the implementation and benefits of running Paperless Direct Debits in your organisation, includes information on the validation process.	Mini Magic GEN (Birmingham Hippodrome) Tips and Tricks to get the most from Tessitura
12:30-13:30	Lunch Sponsored by Experian QAS in the Swan Bar and Scott Foyer Bar (please check your delegate badge)									
13:30-14:30	"Facts are stubborn things, but statistics are more pliable." T-Stats and Dashboards (RSC / Tessitura Network)	CSI (Customer Service Issues) BOX / MKT / DEV / Customer Care Open discussion hosted by the RSC		"I greatly fear my money is not safe" FIN (RSC and Baker Tilly) VAT on Tessitura. A session on how RSC deal with VAT on Tessitura, followed by a talk by a VAT specialist from Baker Tilly.	Sponsors & Information hub	Data, data everywhere.....! EDU (RSC) How we have used data imports to transform our knowledge of schools and how this has affected our long-term project work plus influence marketing activity. Some of the mistakes we made along the way and how we plan to keep on top of schools data in the future	PCI - Achieving the impossible IT Customer payment card security is something we all take extremely seriously, but PCI requirements can tie us in knots. Discuss it from different perspectives with the Southbank Centre, our QSA partners Sec-1 and TNSI.	Heard it through the grapevine: communications across departments DEV Hear from Manchester Royal Exchange, Tonica and the RSC about the way Tessitura is used to communicate across an organisation with particular focus on the Ladder of Engagement, segmenting the database to define 'ownership' of key groups, cost benefits of this practice and a couple of case studies to demonstrate communications to a variety of different constituent groups.	"If this be magic, let it be an art" - Trends in Social Media MKT / IT (RSC) Short presentation and open discussion	
14:30-14:45	Tea and coffee break - Swan Bar	Tea and coffee break - Swan Bar	Tea and coffee break - Swan Bar	Tea and coffee break - Swan Bar	Tea and coffee break - Swan Bar	Tea and coffee break - Clore Loft	Tea and coffee break - Clore Loft	Tea and coffee break - Clore Loft	Tea and coffee break - Clore Loft	
14:45-15:45	Data quality - capture, deduplications and merging GEN / IT / MKT / BOX (RSC / Experian QAS)			Finance Discussion FIN An opportunity to sit down and have a talk with fellow finance people about current issues and developments	Sponsors & Information hub	Architecture from web to database IT With many different ways to configure your Tessitura system we will have a variety of examples from the Tessitura community discussing the pros and cons of each.	Memberships, Rank and File: how to recruit and steward members DEV / MKT Tessitura talks you through the membership functionality within Tessitura, we hear from Sage Gateshead about their use of membership with top-up ticket asks and gift voucher memberships, and the RSC talks through the process of creating and managing their newly-launched modular corporate membership scheme.	Supporting the performances EDU / BOX (RSC) How we set up education events on Tessitura, what infrastructures we have implemented to ensure communications with schools are as simple as possible plus how we use custom reports for administrative tasks as well as marketing activity	NSCAN Ticket Scanner Demonstration GEN / IT / MKT / DEV	
15:45-16:00										
16:00-16:30	Closing What next with Tessitura? V12 update Jack Rubin, Andrew Recinos									
16:45 - 17:15	Theatre Tour of the RSC Sign up for these at registration. Limited places available!									