

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

AUDIENCE DEVELOPMENT

Somewhere out there....

PRESENTERS

Thanos Gkofas : National Theatre

Ed Gilbert : Wales Millennium Centre

Sarah Lomas : Mayflower Theatre

MODERATOR

Sofia Nazar-Chadwick : Nottingham Lakeside Arts

CONTENT PLANNERS

Kelly Enderwick : Southbank Centre

Alison Atkinson : London Philharmonic Orchestra

**National
Theatre**

Audience Development

Somewhere out there...



The National Theatre at a glance

- 4 Auditoria
 - Olivier (1125 seats)
 - Lyttelton (898 seats)
 - Dorfman (300 - 450 seats)
 - Temporary theatre (250 seats)
- 24 productions in 2014/15 – 987 performances
- 700,000 tickets issued – 90% capacity

The NT elsewhere

- 710,000 tickets issued in the West End
- 720,000 tickets issued for UK touring productions
- 775,000 tickets issued for International productions and touring
- 1.2m tickets issued for NT Live broadcasts

The old and the new

We had an insightful attitudinal segmentation since 2012 which couldn't be applied to Tessitura

Worked with Tonica to create a transactional - behavioural segmentation so that customers could be identified in Tessitura and in order to

- Place the audience and potential audience at the heart of communications planning
- Drive increased audience engagement

How we did it

Coded every production of the last 4 years:

- Genre
- Period
- Keywords such as Edgy, Topical, Intellectual, Entertainment

Added production rating

- Reviews
- Popularity of cast
- Popularity of play etc.

The segments are broadly in three groups

Intellectual Drama


Entertainment and Family

Edgy and Topical

NT News examples

National Theatre News

September Share




People, Places and Things now playing

A mesmeric trip into addiction, rehab and identity. The latest collaboration between the NT and Headlong following *Earthquakes in London* and *The Effect*, explores the complexities of addiction and recovery in our modern world.

[Take a look at this brand new production on stage](#)

Enter the intoxicating world of *People, Places and Things*.
[Book tickets](#)




Last chance to see *The Red Lion*

★★★★ 'A triumph' *Daily Telegraph*

Don't miss the chance to see Patrick Marber's critically-acclaimed new play *The Red Lion*, playing until 30 September in the Dorfman Theatre.
[Book tickets](#)

National Theatre News

September Share



★★★★★
'Fresh and wonderfully engaging'
Daily Telegraph


Opens next week: *Jane Eyre*

Following its premiere at Bristol Old Vic last year, Sally Cookson brings her celebrated production to the National. A fresh take on the classic novel, it uncovers one woman's fight for freedom and fulfilment on her own terms.

★★★★★ 'A remarkable performance of startling modernity.' *Guardian*

Take a look at the [company in rehearsal](#) and see costume designer Katie Sykes' [character illustrations](#)

Previews from 8 September
[Book tickets](#)



Last chance to see *The Beaux' Stratagem*

Don't miss this rich and sumptuous comedy before it finishes on 20 September.
Preview the production, [watch the trailer](#)

There are still plenty of £15 tickets to be had as well.
[Book tickets](#)

**National
Theatre**

Thank you

Thanos Gkofas

Senior Marketing Officer – Audience Insight

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**Upper Ground,
London
SE1 9PX**



CANOLFAN
MILENIWM
CYMRU
WALES
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CENTRE®

Community Card: Tessitura & Point-One Connectivity

Ed Gilbert

Marketing Campaigns Officer
ed.gilbert@wmc.org.uk

CREV·GWIR·IN·THESE·STONES
FEL·GW·YDR·HORIZONS
O·F·WR·NALS·AWEN·SING



Project Premise

Engage current
non-visitors in
our square-mile

Incentivise and
reward visits to
the Centre

Track activity –
grow them into
regular visitors

Use of Technology

Connect CRM &
ePOS for rounder
customer view

Issue swipe cards
for use across
Centre via ePOS
& Tess

Activity logged
and rewarded
accordingly

Other Uses

The same concept can
be applied to any
membership scheme

1. Easier administration
2. Better customer service
3. FOH activity logged in Tessitura
4. Rounder view of customer activity
5. Makes rewarding easier

PROMISE CARD

CASUAL VISITOR CARD?

DINERS' CARD?

Envisaged Process

1. CARD ISSUED BY US

- Initial test groups: 150 individuals (Community, Promise, Admiral Staff) & 40 Group Leaders
- Card Numbers as supplied by P1
- Card number identifies user as one of the above categories
- Then gives registered users access to private area of website for offer info etc

2. CARD ACTIVATED BY CARD HOLDER

- Card holder activates via online portal created by us linking to Tess that links to P1 Membership module
- Account set-up in Tess ideally
 - Base-level data collected at this stage – we don't want to put people off registering at this stage
 - First Name, Last Name, Email address, Mobile Phone Number, DPA
- Full reporting on activity via standard Tessitura and T-Stats tools

3. ON ACTIVATION

- Data available in Tess for extraction and standard reporting
- Card readable through P1 tills. Activity logged manually through Tess at front desk if card is presented?

Activation Comms Process

1. CARD ISSUED

With communication piece detailing benefits

2. CARD ACTIVATED

Portal – wmc.org.uk/activation

3. ON ACTIVATION

Triggered Wordfly Email / Wordly SMS: welcome – click here for latest offers and card user guide etc

4. ONLINE PRESENCE

Members area maintained with latest offers, card user guide
User Account to include points current total

Ongoing Comms Process

REGULAR ECOMMS

- Monthly e-communication with forthcoming month's offer (detail on website)
- Mailer to include current points balance

Points Collection

10pts (£1) credited on activation, then...

PASSIVE ENGAGEMENT

Via self administered swipe at fixed points at Centre
(max 1 swipe per zone per five hours – based on P1 parameters)

- Swipe at Glanfa Stage = 1pt (10p)
- Swipe at Exhibitions = 1pt (10p)
- Swipe at Hufen or ffresh = 1pt (10p)

10pts (£1) credited on activation, then...

COMMITTED ENGAGEMENT

Via community / CL team member via laptop

- Workshop Attendance = 10pt (£1)
- Ticketed Performance = 10pt (£1) initially across discounted and full price tickets

Points Redemption

- Balance to be used within first year of card used (this may be out of scope - based on P1 parameters)
- Points for Passive Engagement cease after twelve months: assumption we're testing is that card holder would be regular visitor by then
- Committed Engagement points awarded for duration of card life
- Balances can be redeemed at Hufen, in ffresh or against Guided Tours or selected ticketed events: we need to identify this at On Sale stage
- Card swiped and redeemed in P1 – recorded in Tess for ITJ purposes
- Booking process really simple: in person show card for ticket at ticket office (pending Tess V12 understanding)



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WALES
MILLENNIUM
CENTRE®

Ed Gilbert

Marketing Campaigns Officer

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Mayflower Theatre

Audience Development

Dance & Local Residents

Mayflower
Theatre

Mayflower
Theatre



The Dance Challenge!

- Increase in dance companies from 5 in 2012 to 12 in 2015 (that's from 30 performances up to 55!)
- Less traditional, more contemporary repertoire



Dance Audience Development

- Introduced a dance brochure
- Presenting the new alongside the traditional and well known
- Offer linked incentives on new products
- Offer 'Risk Free'



Mayflower Theatre **Dance Season 2014/15**

TICKET OFFER: We know you love dance, so make it a season and see more...

Book tickets for two of the following shows:

- West Side Story
- Dance 'Til Dawn
- Riverdance
- Matthew Bourne's: **Swan Lake**
- Northern Ballet: **A Midsummer Night's Dream**
- English National Ballet's: **Coppélia**
- Edward Scissorhands**
- Carlos Acosta: **On Before**

Terms and Conditions apply to offer and it can only be booked over the phone. If you have already purchased tickets to the above shows, you can still take advantage of this offer, please call the box office.

Then get tickets for only £5.00 for one of the following shows:

- Cirque Éloize: **Cirkopolis**
- Grupo Corpo: **Sem Mim & Parabelo**
- Compagnie Káfig's: **Boxe Boxe**

The Risk Free deal allows you to try some contemporary dance and if you don't like it we will give you a credit against another show. You must notify the Front of House Manager on the evening to be eligible for the credit against your account.

RISK FREE

Box Office: **02380 711811**

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Engaging our neighbours

- City centre venue surrounded by blocks of flats
- Regular complaints about noise



Engaging our neighbours

- Offered complimentary tickets on a choice of opening nights



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QUESTIONS.....

- Don't forget to tell us who you are and where you are from

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CONTACT DETAILS

- **Thanos Gkofas : National Theatre**
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ed.gilbert@wmc.org.uk
- **Sarah Lomas : Mayflower Theatre**
sarah.lomas@mayflower.org.uk

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WHAT'S NEXT?

- **Venue Tour starts at 6.05pm – meet in the Royal Concert Hall foyer**
- **Content Planning Committee meet up is 7 – 7.30pm in RED at the Crowne Plaza Hotel**
- **Evening Networking welcome drinks served from 7.30pm and food served at 7.45pm – don't forget your dancing shoes!**