

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

DATA SHARING

**SHARED MARKET
NOT MARKET SHARE**

PRESENTERS

Richard Surgay : Nottingham Playhouse
Jackie Hay : Morris Hargreaves McIntyre
Amy Foley : Live Theatre

CONTENT PLANNER

Kelly Enderwick : Southbank Centre

DATA SHARING



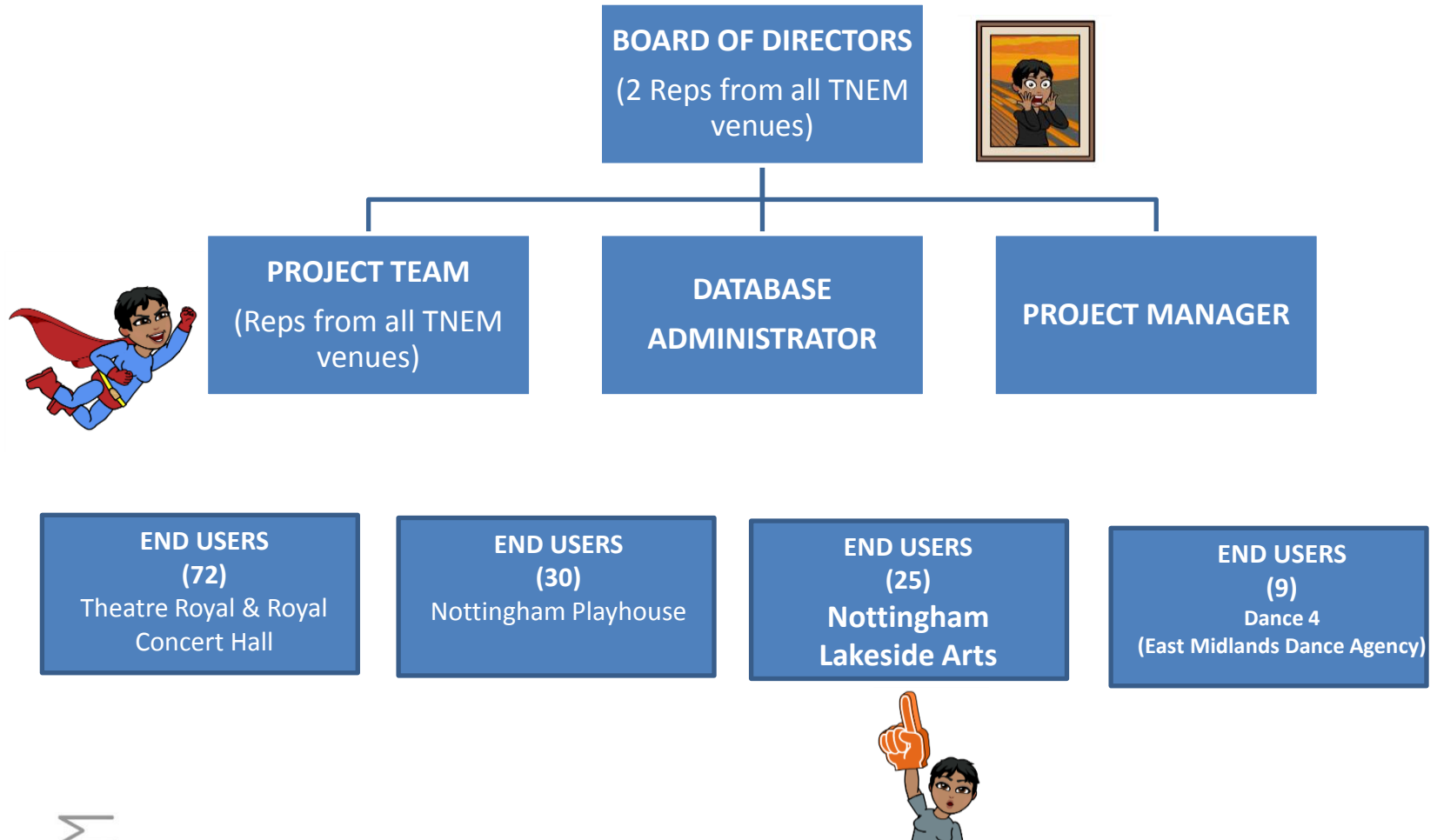
Rich Surgay

Nottingham Playhouse / TNEM

WHO ARE TICKETING NETWORK EAST MIDLANDS?



TNEM -STRUCTURE



THE CONFERENCE CONTRACTUAL OBLIGATION

BORING TABLE SLIDE! (BUT IT'S ONLY LITTLE)

AIMS	HOW WE DO IT
To deliver excellent service to our customers	Cross-selling, cross-marketing, online platform
To maximise shared resources	Training, staff, hardware, knowledge, tickets
To develop future use of & gain maximum benefits from the Tessitura application	Managing the priorities & expectations of the venues
To work collaboratively on audience development & data analysis projects	Sharing data, collaborate, work toward shared interests.
To engage and work collaboratively on marketing/cross-selling	Festivals, seasonal events, city-wide initiatives.



WHY WE'RE HERE

TO SHARE DATA OR MORE CORRECTLY,
MARKET INTELLIGENCE



NEAT 2014



Welcome to Nottingham's
world class arts festival
Thrilling, original, unmissable.

neat
Nottingham European Arts
and Theatre Festival 2014

Ten days of incredible events — premieres, pop-ups and performances.
A festival full of the best theatre, dance, film, music and art.

**FRIDAY 23 MAY —
SUNDAY 1 JUNE 2014**

www.neatfestival.co.uk [/neatfestival](https://www.facebook.com/neatfestival) [@neatfestival](https://www.instagram.com/neatfestival)

OPT-IN ACROSS CONSORTIUM

Constituents - Sir Roger Moore

ID: 4295760 DP Last Asked : Level: User ID: **rsurgav**
 Name: **Sir Roger Moore** Memb. Expiration: Entered: **13/10/2015** Batch: **59425**
 Const: 12-Month Giving: On Account: NP Ticketing

Roger Moore

General	Names	Contact Details	Constituencies	Relationships	Research	Attributes
History	Connections	Contributions	Transactions	Ticket History	Orders	Custom

Data Protection MailZNP

Organization	Last Asked Date
Playhouse	01/10/2015
Allow Mail: <input checked="" type="checkbox"/> Allow Phone: <input type="checkbox"/> Allow Email: <input checked="" type="checkbox"/> Allow SMS: <input checked="" type="checkbox"/> Allow 3rd Party: <input checked="" type="checkbox"/>	
Updated:	Created:
TNEM	01/10/2015
Allow Mail: <input checked="" type="checkbox"/> Allow Phone: <input type="checkbox"/> Allow Email: <input checked="" type="checkbox"/> Allow SMS: <input type="checkbox"/> Allow 3rd Party: <input type="checkbox"/>	
Updated:	Created:

ONLINE OPT IN

THANKS MARK @ TESS

We'd love to keep in touch!

We'd be delighted to keep you informed about all our latest news, shows, offers and for you to be the first to hear about upcoming productions, please let us know how you would like us to contact you.

Nottingham Playhouse

- E-mail
- Post
- Phone

Update

Ticketing Network East Midlands (TNEM) preferences

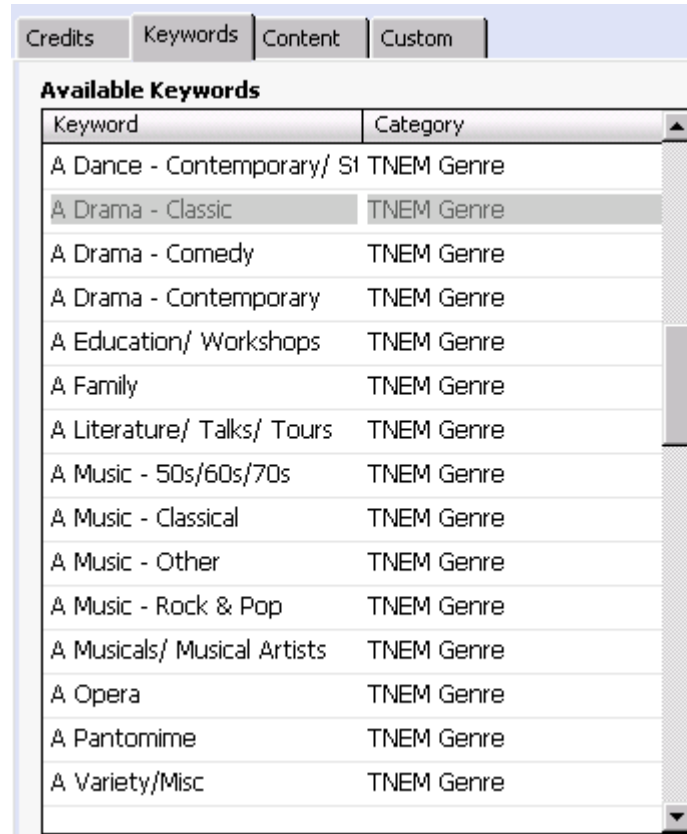
TNEM is made up of Theatre Royal and Royal Concert Hall, Nottingham Playhouse, Nottingham Lakeside Arts & Dance4

- E-Mail
- Post
- Phone

Please enter your payment information

GENRE – FOR CROSSOVER

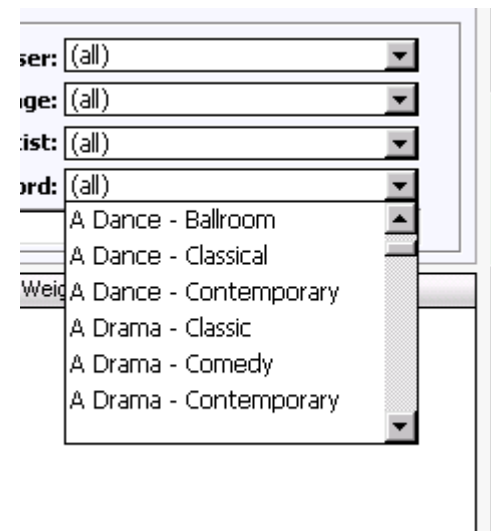
Productions Elements > Production Season & Performance Tab



The screenshot shows a software interface with a tabbed menu at the top containing 'Credits', 'Keywords', 'Content', and 'Custom'. The 'Keywords' tab is active, displaying a table titled 'Available Keywords'. The table has two columns: 'Keyword' and 'Category'. The 'A Drama - Classic' row is highlighted.

Keyword	Category
A Dance - Contemporary/ SI	TNEM Genre
A Drama - Classic	TNEM Genre
A Drama - Comedy	TNEM Genre
A Drama - Contemporary	TNEM Genre
A Education/ Workshops	TNEM Genre
A Family	TNEM Genre
A Literature/ Talks/ Tours	TNEM Genre
A Music - 50s/60s/70s	TNEM Genre
A Music - Classical	TNEM Genre
A Music - Other	TNEM Genre
A Music - Rock & Pop	TNEM Genre
A Musicals/ Musical Artists	TNEM Genre
A Opera	TNEM Genre
A Pantomime	TNEM Genre
A Variety/Misc	TNEM Genre

Ticket Orders > Product Search



The screenshot shows a 'Product Search' dropdown menu. The menu is open, showing a list of options. The 'A Drama - Contemporary' option is selected and highlighted. The menu items are: A Dance - Ballroom, A Dance - Classical, A Dance - Contemporary, A Drama - Classic, A Drama - Comedy, and A Drama - Contemporary.

ser: (all) [v]
age: (all) [v]
ist: (all) [v]
ord: (all) [v]
A Dance - Ballroom [v]
A Dance - Classical [v]
A Dance - Contemporary [v]
A Drama - Classic [v]
A Drama - Comedy [v]
A Drama - Contemporary [v]

MWAH-AH-AH-AH!

Log On to TNEM-APP01\TESSIT_LIVE\Impresario

Jessitura

User ID:

Password:

User Group:

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I HAVE THE POWER!!!

(good pic, no?)

USING LISTS FOR COMPARISON

New List

Criteria Operator Value Search Household

List	Has	(1 value selected)	<input type="checkbox"/>
List	Has	(1 value selected)	<input type="checkbox"/>

OR

Criteria Operator Value Search Household

Replace Individuals Add Associations Add Individuals Add Groups Keep/Replace Original Delete

Replace Individuals with Primary Household

Leave the individual constituents as selected by the list criteria
 Replace individual constituents with their primary household, if one exists

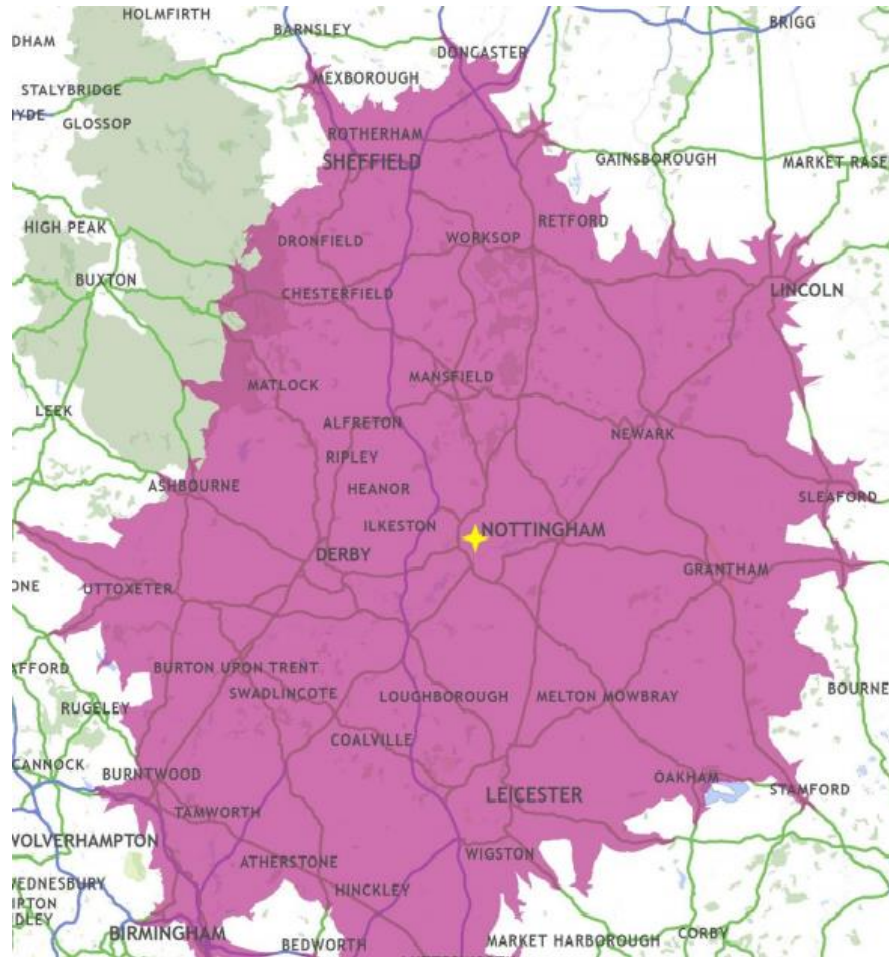
Show Query
Validate Query
Manual Edit



the audience agency

BASED ON SPIRIT NOTTINGHAM DATA

60 MINUTE DRIVETIME



AND THE RESULTS

Not enough time to discuss all the findings here but some headlines.



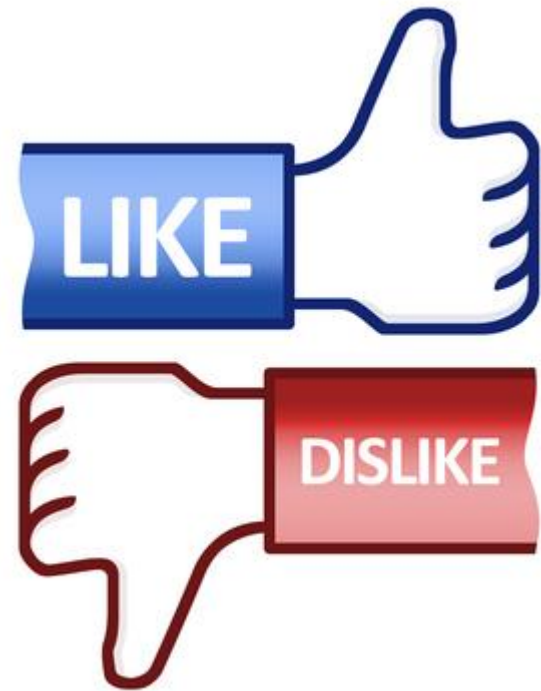
LOYALTY

Customers pick their brand and generally stick to it



CROSSOVER

Again, customers generally stick to what they know



GOING FORWARD



TNEM Quarterly
newsletter
generating

SNAZZY HUH?

TNEM
TICKETING NETWORK EAST MIDLANDS

NOTTINGHAM LAKE SIDE ARTS

THEATRE ROYAL CONCERT HALL

Nottingham Playhouse

DANCE4


NEWS ABOUT NOTTINGHAM ARTS & CULTURE

Dive into a new season of events this autumn in Nottingham


As the summer comes to an end, we've got plenty of events happening across Nottingham to help keep you entertained if the weather forces you in doors!

With [Nottingham Playhouse](#), the [Theatre Royal](#), [Lakeside Arts](#) and [Dance4](#) all launching packed programmes of new events this season, make sure you check out their websites to get the latest news on what's on this autumn.

Read on for our top picks for October and November below...



The Rubenstein Kiss
Nottingham Playhouse
Fri 3 Oct 7.30pm



Sunday Supplements
Dance4's new-style artist sharings
Theatre Royal Concert Hall, Nottingham
Sat 10 Oct 7.30pm

IF YOU HAVE ANY QUESTIONS:

Richard Surgay

Customer Relations Manager

richards@nottinghamplayhouse.co.uk

0115 947 4361

Data sharing – shared market, not market share

or

*Seeking The Unusual Suspects
in your Audience*

Tessitura European Conference

Nottingham, November 2015



Nesta...

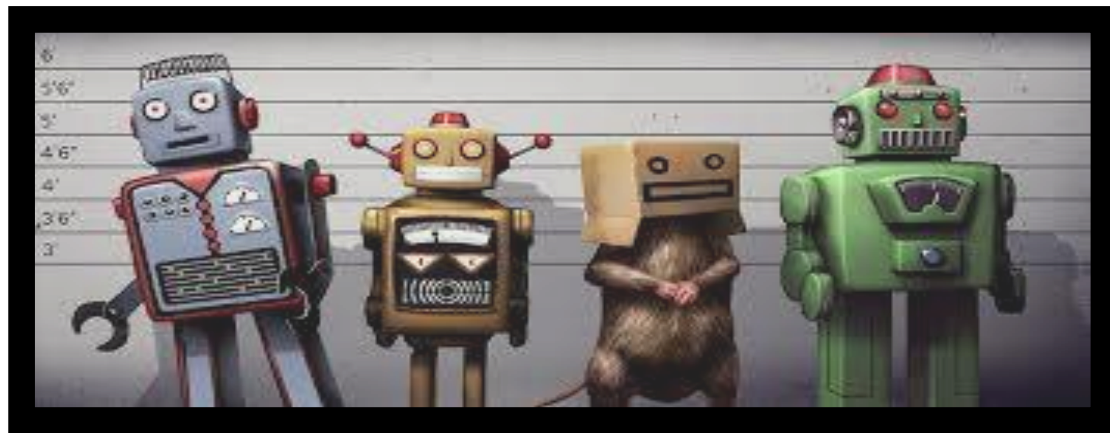


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**ARTS COUNCIL
ENGLAND**



Arts & Humanities
Research Council





Who: Newcastle Gateshead Cultural Venues (NGCV)

BALTIC

Life
A centre for world-class science

DANCECITY ©
Dance for the North

live
theatre

N
NORTHERN
STAGE

Sage
Gateshead

seven stories
National Centre for Children's Books

TYNE & WEAR
archives &
museums

THEATRE
ROYAL

TYNDESIDE
CINEMA

morris
hargreaves
mcintyre

TARIFF ST

Nesta...

ARTS COUNCIL
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NGCV



Arts & Humanities
Research Council

Home



NewcastleGateshead Cultural Venues is a collaboration between 10 building-based cultural producers operating 20 venues across visual arts, performing arts, music, dance, film, writing and literature, heritage, archives and museums and science communication in North East England.

This website explains how and why we are working together and also shares some documents that we have generated that may of practical use to others in the cultural sector.

About us



Impact



Work



Supporting young creative talent - Random Acts

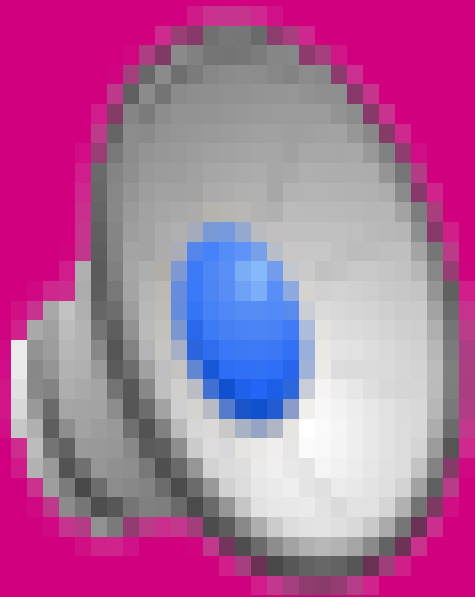


What: the research questions

Can a Data Commonwealth unlock the potential of less engaged audiences?

Can segmentation and profiling insight be used to increase engagement?

What works? Which propositions, strategies and techniques are most effective?



The barriers to sharing data

Political will

Legal

Technical

The market

It's not about market share, it's about **a shared market**



NETFLIX



Nesta...



Supported by
**ARTS COUNCIL
ENGLAND**



Arts & Humanities
Research Council

Data protection and privacy:



- ◆ In the Warehouse: data protection is attached to each organisation's policy
- ◆ In the Commonwealth: full consent with privacy lock
- ◆ Research indicated there was a high level of trust with individual arts organisations

Venues' data



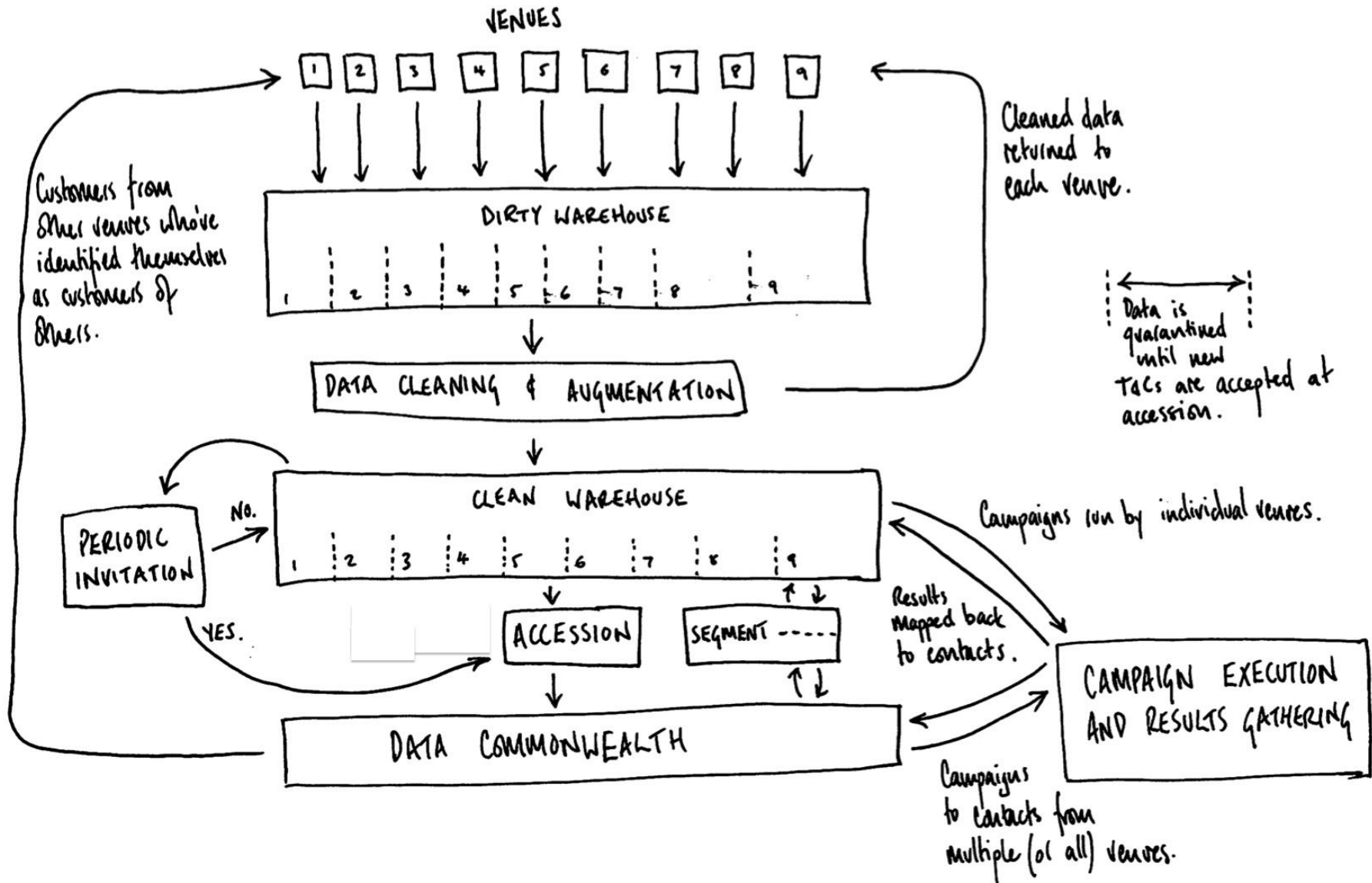
Data warehouse



The Technology

NGCV BIG DATA PROJECT

5 March 2014



KEEP THIS TO YOURSELF...



BALTIC

DANCECITY ©
Dance for the North

Life live
theatre

N
NORTHERN
STAGE

seven stories
National Centre for Children's Books

Sage
Gateshead

TYNE & WEAR
archives &
museums

TYNESIDE
CINEMA

We've teamed up with our friends at nine leading cultural venues to create The Insider - a new invite list that'll bring you the best exhibitions, shows, events and a special offer or two.

It might be a screening at Tyneside Cinema, a private view at BALTIC, a backstage tour at Live Theatre, Northern Stage or Dance City, a family day at Seven Stories or Discovery Museum, winter ice-skating at Centre for Life or a special event at Sage Gateshead.

It's completely free to join - you can [Register here](#).

We won't bombard you with emails. But we will make sure that you always get The Insider knowledge. Before everyone else finds out.

The Insider invitations

NORTHERN STAGE
FORMERLY NEWCASTLE PLAYHOUSE



Hand Picked for you

Dear [Firstname]

There's a list that gets you exclusive, personal invitations to exhibitions, shows and events at cultural venues across Newcastle Gateshead. It's called The Insider.

Join up and tell The Insider what you like and you'll get personal invitations to special events, hand picked for you.

It might be a screening at the Tyneside Cinema, a VIP upgrade at Stage Gateshead or a private view at the Laing Art Gallery. Or a special event here at Northern Stage.

Joining is free and it's really easy, just [click here](#).

We hope you enjoy it.

Many thanks,

Amy Fawdington
Director of Communications and Sales
Northern Stage

Northern Stage, Barras Bridge, Newcastle Upon Tyne, NE1 7RH

How: Putting the 'R' back in CRM:

- ◆ Cleaned, segmented, profiled and data protected
- ◆ Awareness, past attendance and future propensity for every Consortium member
- ◆ Past attendance and future propensity for each artform
- ◆ Age, location, family status, age of children
- ◆ Culture Segment
- ◆ Level of Engagement – propensity to join, donate and volunteer

The
INSIDER

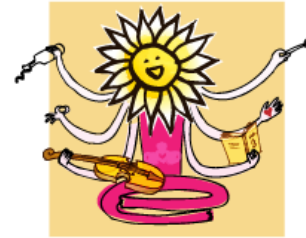
Data insight – Culture Segments



Essence
discerning
spontaneous
independent
sophisticated



Stimulation
active
experimental
discovery
contemporary



Expression
receptive
confident
community
expressive



Affirmation
self-identity
aspirational
quality time
improvement



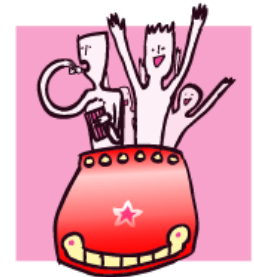
Release
busy
ambitious
prioritising
wistful



Enrichment
mature
traditional
heritage
nostalgia



Perspective
settled
self-sufficient
focused
contented



Entertainment
consumers
populist
leisure
mainstream

mhminsight.com/segmentme

Essence

Essence are well-educated professionals and highly active cultural consumers. The arts are essential to them; and they will always make time in their busy lives for cultural experiences. They enjoy a broad range of artforms at venues across New York City and beyond.

They are sophisticated, discerning and well informed. Firmly independent and confident in their own tastes they actively avoid the mainstream. Culture is something they experience with or without others; a source of self-fulfillment and challenge – a means of experiencing life.

Key demographics (AA NY)

- Typically older adults: often with grown-up children
- More likely to work in the creative industries and education
- Less likely than many other segments to be a member of a religious organization

Attitudes and Interests (AA NY)

More interested in...
 Subsidizing the arts in a good use of funds
 Open to philanthropy for arts/culture organizations
 Use for today
 Spiritual person
 First to know
 Read poems back aloud
 Arts & culture essential
 Happy doing my own thing

Less interested in...
 Celebrate their sports achievements, public parks, just
 These parks, markets, historical events, new & old parks
 They prize quality and artistic integrity above all else, and will actively avoid works they perceive to be amateur or populist. Instead they prize themselves on being the first to discover little-known names; and will pursue their artistic interests regardless of what others think.

Essence prides themselves on the breadth and sophistication of their tastes and they particularly enjoy activities which they perceive to be "intellectual". They recognize the importance of supporting the arts at both a personal and a political level.

Venues visited in the past 12 months (AA NY)

23rd Street	1%
137th Street	1%
Other geographic areas	41%
New York Public Library	38%
Radio City Music Hall	37%
Metropolitan Museum of Art	37%
Boone Zoo	19%
Central Park Zoo	19%
American Museum of Natural History	19%
Museum of Modern Art	19%
South Street Seaport Museum	1%
Lincoln Center for the Performing Arts	1%
New York Aquarium	4%
New York Botanical Garden	1%
Brooklyn Botanic Garden	1%
Intrepid Sea Air Space Museum	1%
New York Sports Club	1%
Carnegie Hall	1%
JMAA	1%
None	2%

How does Essence find out about cultural activities in NY? (AA NY)

Essence values word of mouth, press and print media...
 This is the segment most likely to read the New York Times.
 Essence is most likely to use specialty magazines to inform their cultural activities.
 18% (vs 1%)

Word of Mouth	24%
Broadcast media	16%
Press	20%
Internet	17%
Direct mail: print	4%
Social networks	4%
Direct mail: e-newsletter	4%
Outdoor advertising	2%
Member org. content	2%
Other	2%

For	15%
Teen	15%
New York Times	29%
WJZ	22%
WABC	14%
The New Yorker	11%
New York Magazine	10%
Time Out NY	10%
NYC	10%

1 Audience Atlas New York (AA NY) is a representative survey covering the New York Metropolitan Statistical Area, the total population of which is 13.6m.

Essence (AA NY) and NYT

...read the New York Times...
 ...read the New York Times...
 ...read the New York Times...

Why does Essence engage with NYT (person)

It's not just the content that appeals, but the way it's presented. They are more likely to see the news on their phone or tablet than on a computer. They are more likely to see the news on their phone or tablet than on a computer. They are more likely to see the news on their phone or tablet than on a computer.

Barriers to using NYT (person)

Segment most likely to cite...
 Segment least likely to cite...
 Segment most likely to cite...
 Segment least likely to cite...

How Essence perceives NYT (Person)

How does Essence learn about NYT programming? (Person)

Direct mail: print	1%
Direct mail: e-newsletter	1%
Outdoor advertising	1%
Member org. content	1%
Other	1%
Word of mouth	4%
Press	1%
Internet	1%
Social networks	1%
Other	1%

Essence perceives NYT as...
 - More positive about NYT and NYT as a non-profit cultural institution
 - More likely to see the news on their phone or tablet than on a computer.
 - More likely to see the news on their phone or tablet than on a computer.

Communicating with the Essence segment

How Essence would recommend NYT to people like them:

- It's a really wonderful institution and we're so glad to see it. It's a really wonderful institution and we're so glad to see it.
- Check New York for the culture (showing), directly related others
- It's a New York institution and we're so glad to see it. It's a really wonderful institution and we're so glad to see it.

Essence needs to continue to be the source of engaging with the arts and culture and their education, especially for culture and diverse and ethnic folks meaning to help them to compete for their time and work to help their equity over other venues.

They are able to live 'well' in media, but their engagement and appreciation levels, might be lower and opportunities and potential for their engagement and appreciation.

Key proposition:
 Foster their independence as an intellectual of tastes.
 Focus on the program rather than social aspects.

Essence is most likely to...

Approach colleagues to encourage corporate support for NYT (very likely)
 Provide funding for building fund a capital campaign (very likely)

Essence is least likely to...

Attend a fundraising event for NYT (very likely)
 Volunteer their time for NYT (very likely)

Essence would give more to...

I would make a greater donation than NYT (strongly - tend to agree)
 My office is publicly engaged (strongly - tend to agree)

77% give to community, arts or cultural organizations of local identity (vs 1%)

The right message

Essence

It is artistic
The creative team has credentials
Seriously high quality
Not mainstream entertainment

Expression

It will be a great live experience
It will be immersive, emotional escapism
Everyone will enjoy it together
It will be something to discuss

Affirmation

One of the better things on at the moment
It's had good reviews. It will be worth it
It is modern & relevant (but not 'out there')
It will be something to tell others I did

Enrichment

Familiar themes or features
It will be well done and enjoyable
The evening out will be a success
It offers good value

Stimulation

New, unusual, different
Like nothing you've seen before
Best kept secret - see before they catch on
It offers new perspectives

Release

It will be a relaxing night out
It's a guaranteed pleaser
The theatre / area has everything needed
Online booking is quick, easy & free

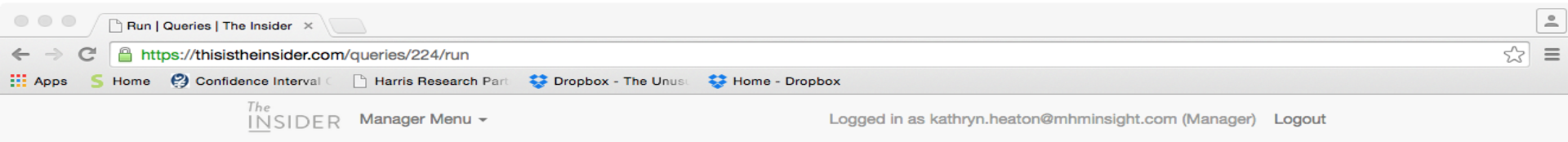
Perspective

It will be a special occasion
It's nice to do something out of the ordinary (occasionally)
It will be interesting, engaging & spark the imagination

Entertainment

It's popular
It's a great night out
It's got a celebrity in it
It will be fun

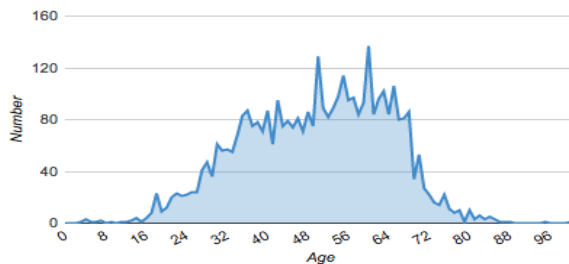
Early results, learnings and insights



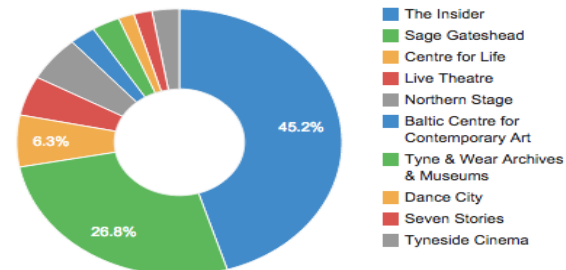
Contacts

11,512

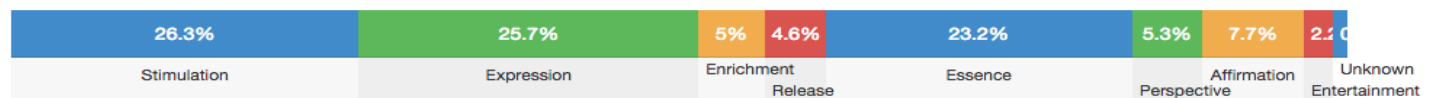
Age Spread



Origin Organisation

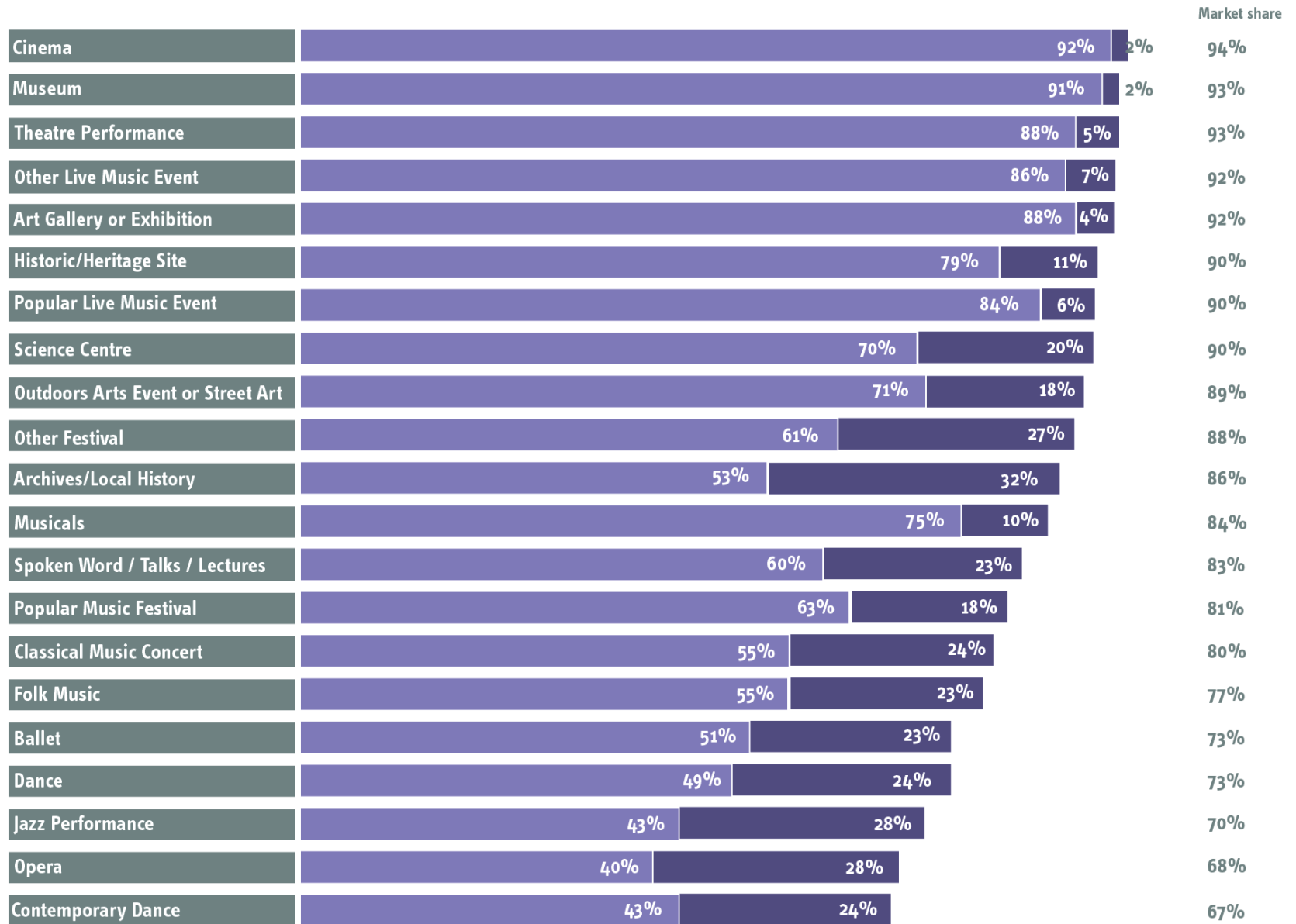


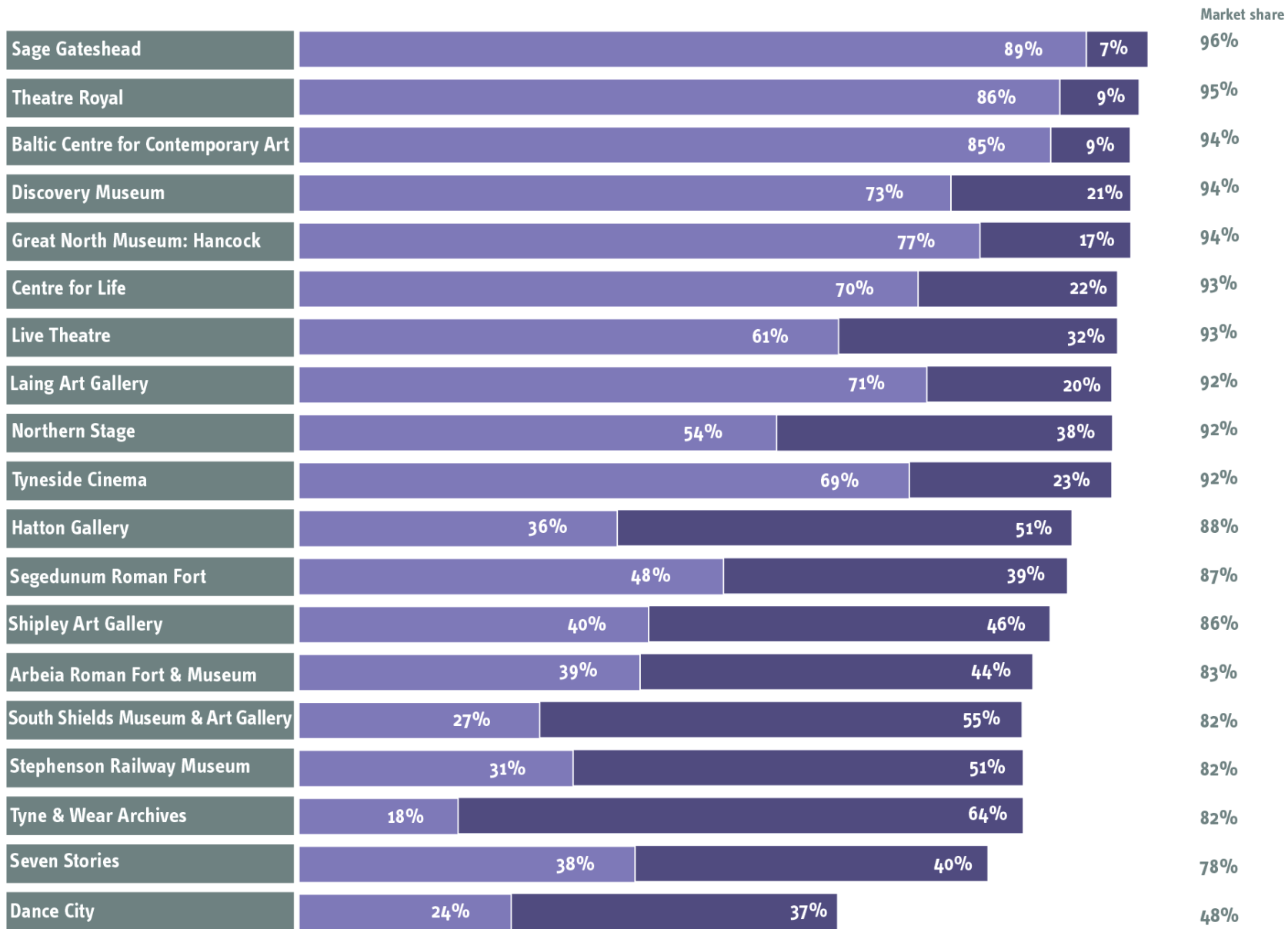
Culture Segments



The Insider: by the numbers

- **20%** crossover in audiences
- **179,738** emails sent
- **8%** conversation rate
- **14,558** members in *The Insider*





Visited
 Never visited but would

Campaign case study: BALTIC

- ◆ Developed a private tour to make the Unusual Suspects more engaged and comfortable
- ◆ Optimised communications for target segments = Expression + Stimulation
- ◆ Testing different copy and images = social aspects vs art focus

BALTIC



An Evening of Art and Wine at BALTIC

Friday 24 April 2015 / 18.30-20.30

Enjoy a Friday evening of Art and Wine at BALTIC Centre for Contemporary Art, Gateshead. Start the evening with an intimate drinks reception overlooking the River Tyne where you will be introduced to Alessandro Vincentelli, Curator of Exhibitions and Research at BALTIC. Following a few nibbles and a glass of wine or a drink of your choice, Alessandro will take you on a tour of an exhibition of delicate paintings by Tony Swain currently on show in BALTIC's Level 2 Gallery.

This Glasgow based artist uses sections of delicate newspaper that are pieced together as a canvas for his paintings of fragmented landscapes and abstract patterns. Using acrylic paints, he fixes these 'works on paper' directly to the gallery

BALTIC



An Evening of Art and Wine at BALTIC

Friday 24 April 2015 / 18.30-20.30

Alessandro Vincentelli, Curator of Exhibition and Research at BALTIC Centre for Contemporary Art, invites you to an Evening of Art & Wine. This intimate event will explore the works of Glasgow based artist Tony Swain, currently on show in his Level 2 Gallery exhibition, *Undetailed Progress*.

Join Alessandro and other art-loving Insider members for a pre-tour drinks reception; enjoy a few nibbles and a glass of wine or drink of your choice before Alessandro leads you on a private tour of the exhibition, where you will be given an insight into the artist career and methods. Swain uses sections of delicate newspaper that are

Results of the BALTIC campaign

“Response to *The Insider* emailer was phenomenal”

Head of Communications, BALTIC





Learnings from the campaign

“...it was really interesting to see how we got a great response from people who’d never signed up to our mailing list **so they just weren’t engaged with us in that way and now they are!**”

So we’ll listen to our audiences more and include more of a social element ... Because the event was so successful, we’ll also look more closely at what the public wants in future.”

Campaign case study: Dance City



I'm Anthony Baker, Artistic Director at Dance City. I'd like to invite you to a special 'Insiders Only' event '*An Introduction to Dance*' at Dance City on Friday 24 April. This will be followed by Scottish Dance Theatre's exciting and award winning double bill '*Winter, Again*' and '*Dreamers*' performed in our theatre.

In this pre-show event we'll get together for a relaxed, informal and social event lasting around 45 minutes from 6.30pm. During the event I'll say a few words about contemporary dance and tell you a bit more about the performance to help you get the most out of the show. Drinks and snacks will be provided.

At 7.20pm I'll then take you through to the theatre to find your seats ready to see Scottish Dance Theatre's exciting new double bill.

You'll love our intimate theatre space. Made especially for dance, wherever your seats you're close to the action and will be able to see dance at its best.

new piece by Norwegian Choreographer Jo Strømngren. It will take us on a journey through the cycle of the darkest, coldest season with underlying questions and mysterious happenings. Think *'The Killing'* meets *'Twin Peaks'*.

There will then be a short interval where they prepare the theatre for the second performance and we can refresh drinks and have a short break. After the interval we'll head back into the theatre for *'Dreamers'* by Slovakian Choreographer Anton Lachky. This piece explores links between reality and surrealism for people who dare to dream while not being asleep.

At the end of the show (around 9pm) if you wish to stay in your seats for an extra 15 minutes you can hear more about the works from the dancers in our post-show talk which I will be leading.

We hope you'll be able to join us.





Feedback

“... we had a really successful event. We attracted a small number of people who hadn't been to dance before. **They were really engaged and had a very positive and personal experience and interaction with us.**

We were able to give a very rich level of engagement **Feedback on the night was extremely positive.** We'll definitely replicate the model and run similar sessions in future to help engage those new to dance. “

Marketing Manager, Dance City



Nesta...



Supported by
**ARTS COUNCIL
ENGLAND**



Arts & Humanities
Research Council

The Insider – by the numbers

72%

increase in email open rates

Tyneside Cinema: Test Drive Campaign

“The connection [to] the bar with the cinema – great beer to start with and then a great movie. Next time we’ll even have dinner.” Affirmation

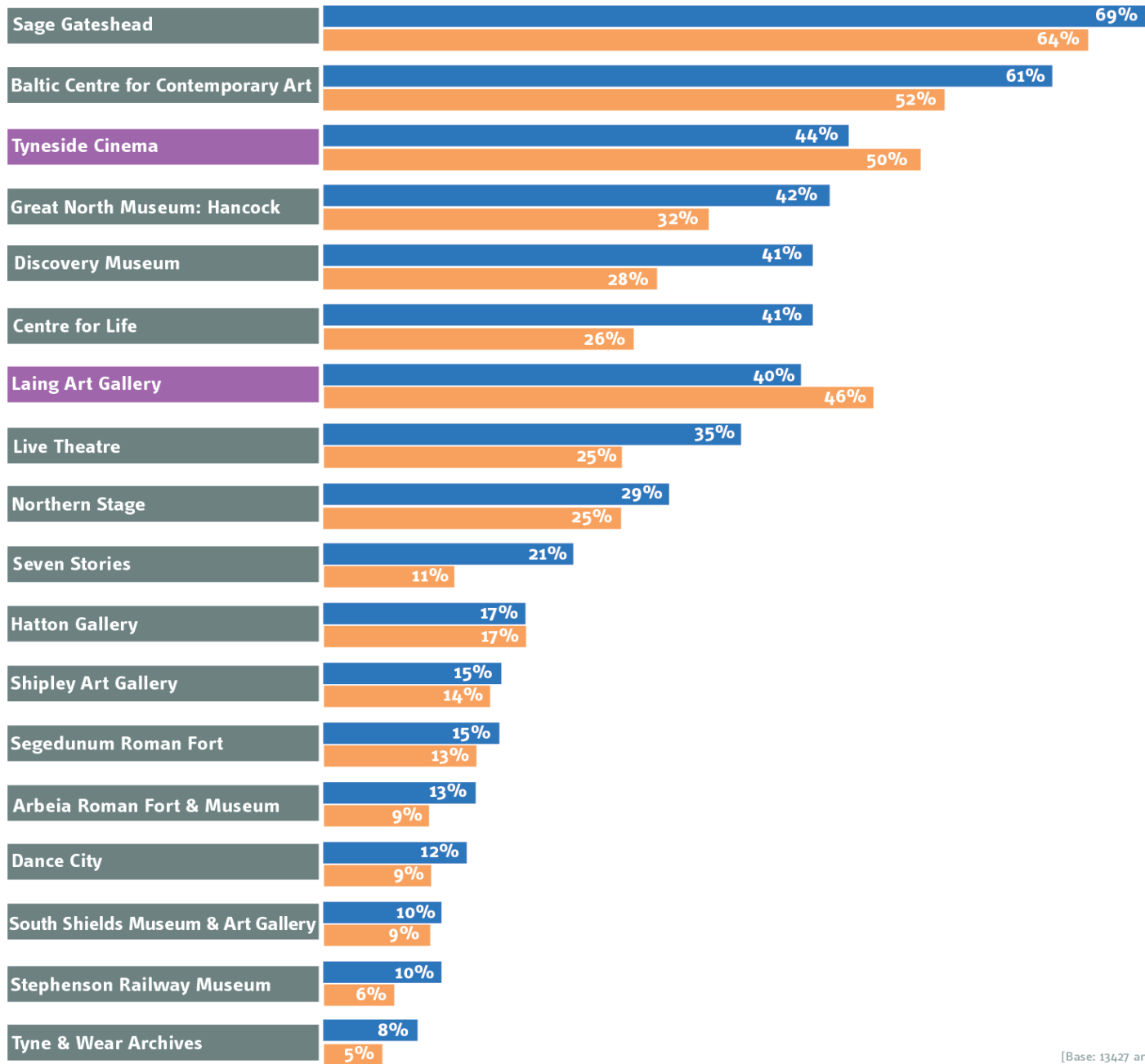
“First visit was quite impressed really; comfortable seats, nice coffee bar. Pleasant staff and ... both enjoyed the film.” Expression

“The atmosphere. Friendly staff but also wonderful surroundings that I was free to explore.” Essence

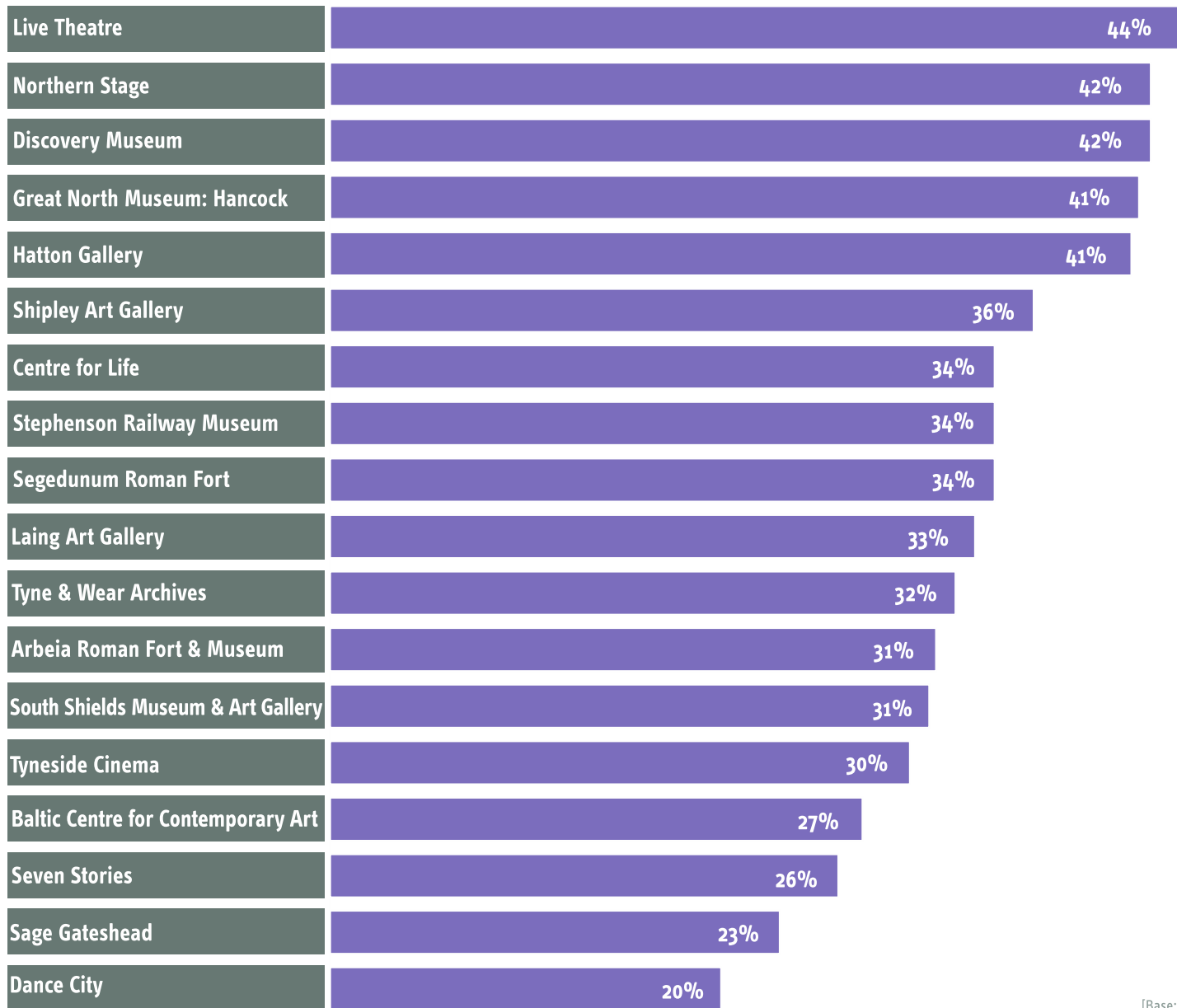
Tyneside Cinema: **Test Drive Campaign**

- ◆ **45%** loved the experience and would return soon
- ◆ **45%** liked the experience and would probably visit again in next 12 months

NGCV Venues - Visited in last three years vs. visited in last six months

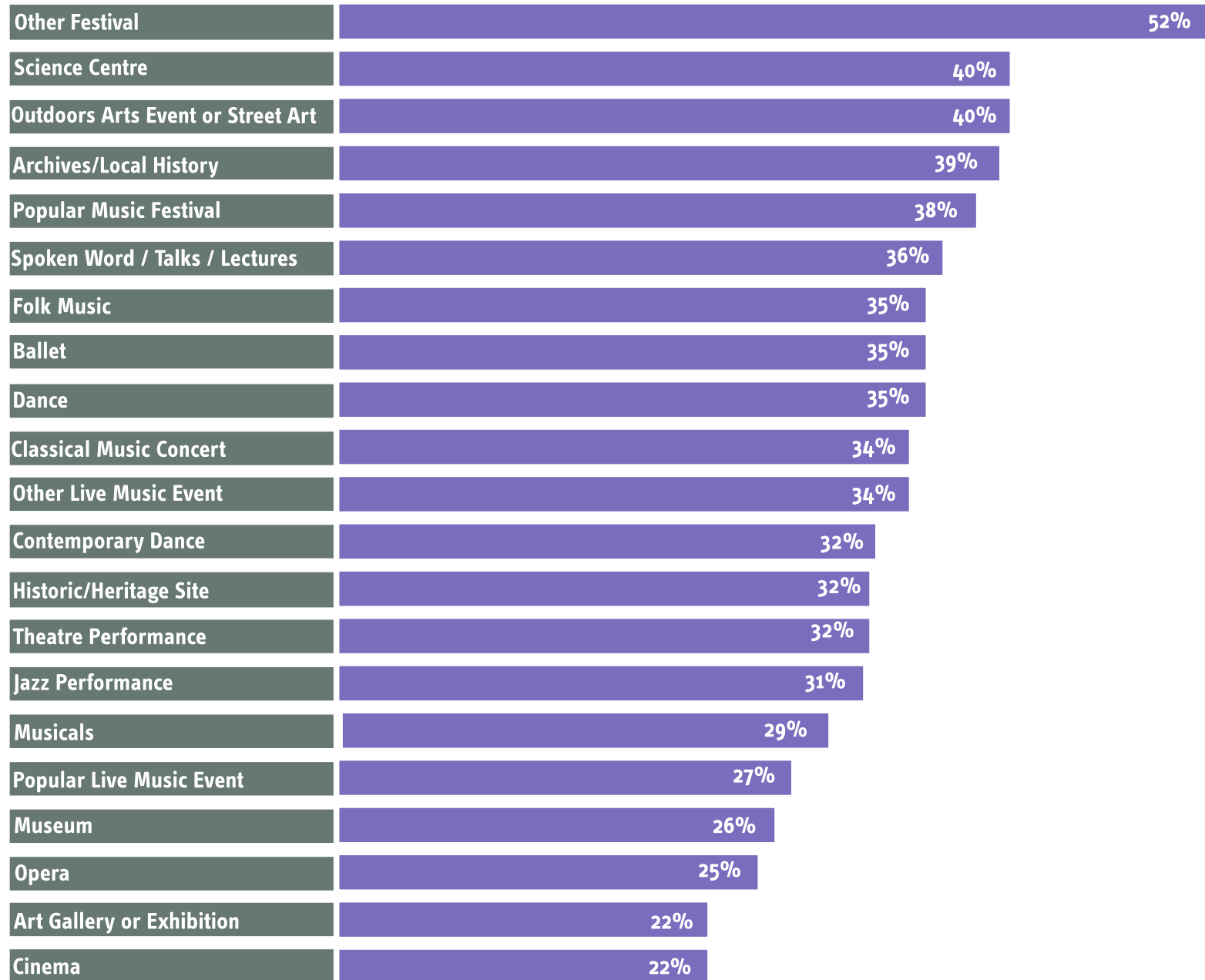


NGCV Venues - More Likely to visit



[Base: 955]

NGCV - More likely to visit artform



Learnings

“The opportunity (with Culture Segments) for everyone **to talk with a common language about our audiences is pretty priceless.** And the fact that we can compare our Baltic audiences to the regional picture gives us a much richer of language of insight and understanding - so that’s **a real win-win for us**”.

Head of Communications, BALTIC



Results: learnings and insights

As arts organisations we need to:

- ◆ Embrace segmentation, targeting and personalisation
- ◆ Constantly experiment with our audiences to see what works
- ◆ Learn to love the infrequent attenders
- ◆ Work together to develop a shared market for culture

For more

◆ www.thisistheinsider.com

◆ www.native.co.uk

Amy Foley – Live Theatre

Amy.foley@live.org.uk

www.live.org.uk

@LiveTheatre

Jackie Hay – Morris Hargreaves McIntyre

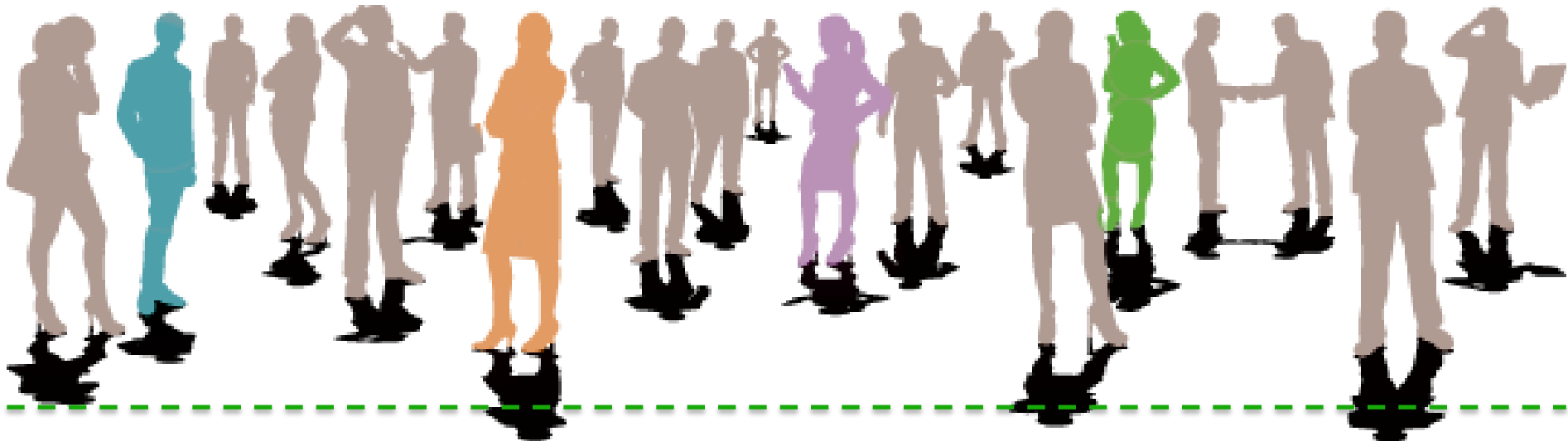
jackie.hay@mhminsight.com

www.mhminsight.com/culturesegments

@mhminsight



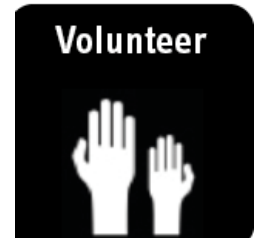
MHM RELATIONSHIPS



Automated web app that collects Relationship data and writes it back to any database.



+



Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

QUESTIONS?

- Please tell us who you are and where you are from....

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

WHAT'S NEXT?

🕒 BREAK 3.05PM – 3.20PM

You will find refreshments in or near all conference rooms. We suggest that you move to your next session before finding a drink.

🕒 NEXT SESSION : 3.20PM – 4.20PM