

**TESSITURA
EUROPEAN
CONFERENCE**

DUBLIN 2016





DIGITAL INNOVATIONS & EXPECTATIONS

Keeping Up with the
Geek on the Street

- **MODERATOR**

Rhodri Morgan : Roundhouse

- **PANEL**

Louise Halliday: Royal Albert Hall

Bruce Wood: Sadler's Wells

Joe McFadden: Royal Opera House

- **CONTENT PLANNERS**

Ruth Harris : Royal Shakespeare Company

Lloyd Stringer : Donmar Warehouse

William Gregg : Philharmonia Orchestra

Share your favourite
content and photos!

#TECDublin16





Royal Albert Hall

EMBEDDING DIGITAL IN A HERITAGE ORGANISATION





- Moving from transaction to relationships
- Understanding our customers' needs
- Giving excellent customer service
- Surprising and delighting visitors

**INSPIRING ARTISTS
AND AUDIENCES
WORLDWIDE WITH THE
MAGIC OF THE ICONIC
ROYAL ALBERT HALL,
CREATING LIFE-ENRICHING,
UNFORGETTABLE
EXPERIENCES
FOR EVERYONE**

REACH AND ENGAGEMENT

388
Events in the
main auditorium

691 Events
beyond the
main stage

1.6M
Tickets issued

150,000
reached
through
Education

55,000
tour visitors

8.6M
Visits to
website

500,000
Email
subscribers

238,000
Facebook
likes

140M
FB page
impressions

101,000
Twitter
followers



DIGITAL STRATEGY

- To sell more tickets, with less waiting
- To create new opportunities for more interaction in more places
- To tell the full story of the Hall



DIGITAL COMMS

- Website
- Email
- Social channels
 - Moving Customer Services to contact centre.
Creating conversations.
 - Content which has
 - Newsworthiness
 - Novelty
 - Name (celeb)
- On site



ON SITE

Challenges

- Grade I listed building
- Lack of space
- No wifi
- Culture - it's all about LIVE

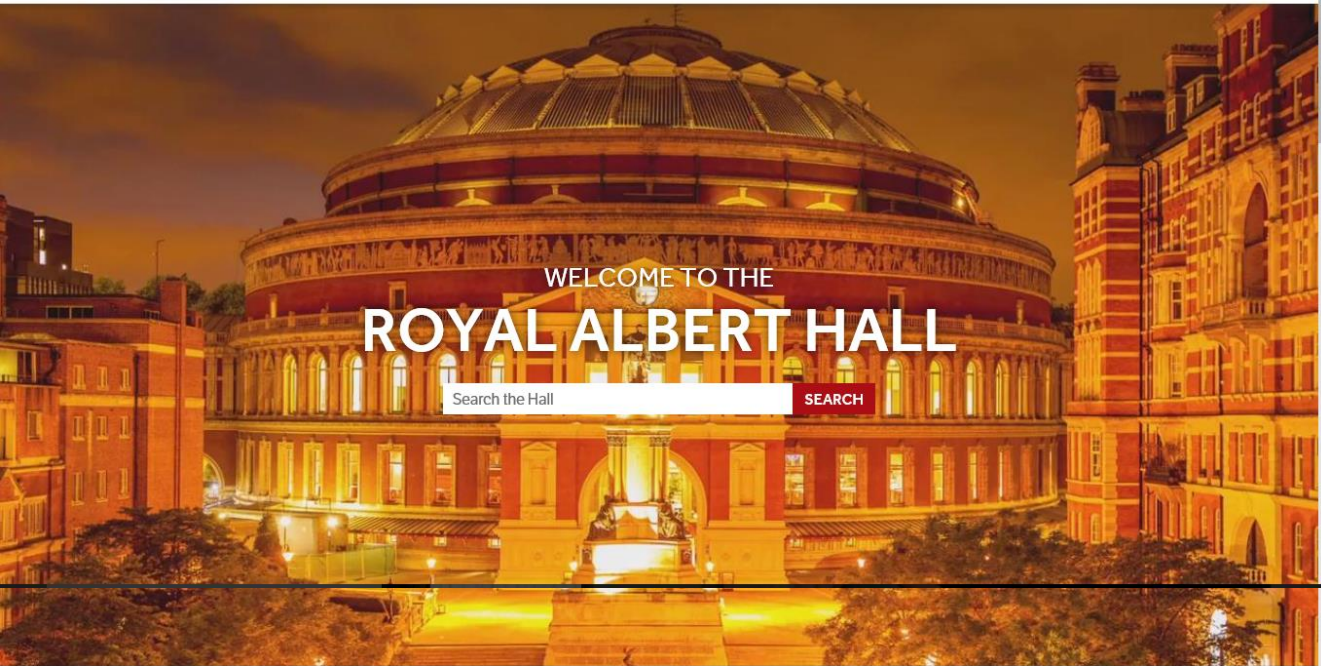


DESIGN PRINCIPLES

1. Be open to all
2. Consider more than just the auditorium
3. Design once, use lots
4. Embed our hi(story) in experiences
5. Consider the value
6. Make data driven decisions
7. Empower our staff
8. End to end experiences
9. Extend the sphere of the Hall



WEBSITE



WELCOME TO THE ROYAL ALBERT HALL

Search the Hall SEARCH



FILMS WITH LIVE ORCHESTRA

[MORE INFORMATION](#)



BBC PROMS 2016

[BROWSE SEASON](#)



CARO EMERALD

Wednesday 12 April 2017

[BOOK NOW](#)



MICHAEL MORPUGO'S WAR HORSE

Thursday 27 October 2016

[BOOK NOW](#)



WELCOME TO THE ROYAL ALBERT HALL

Search the Hall SEARCH



IMAGINING THE FUTURE OF MEDICINE

Monday 21 April

[BOOK NOW](#)



WEST SIDE STORY

Fri 4 July — Sun 6 July

[BOOK NOW](#)



INSPIRING CREATIVITY

Encouraging appreciation of the Arts and Sciences

[LEARN MORE](#)



SUPPORT THE CHARITY

The show can't go on without you

[DONATE NOW](#)

MAY							JUNE																								
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED							
29	30	31	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29

SEPTEMBER							
SUN	MON	TUE	WED	THU	FRI	SAT	SUN
07	08	09	10	11	12	13	14

UNRIVALLED HISTORY OF PERFORMANCE

Royal Albert Hall

WHAT'S ON | PLAN YOUR VISIT | ABOUT THE HALL | SUPPORT THE HALL

WHEN WOULD YOU LIKE TO GO?

When would you like to go?

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Royal Albert Hall

WHAT'S ON | PLAN YOUR VISIT | ABOUT THE HALL | SUPPORT THE HALL

Home / About the Hall / Our history / Explore Our History / The 1960s

1960s

Find out more about events at the Royal Albert Hall during the 1960s.

< Share this



For over 60 years the Institute of Directors annual convention has been synonymous with the Royal Albert Hall, and has attracted world leaders, change makers and some of the most iconic speakers from the business arena to its famous stage to forward-think and gain a competitive insight into the issues facing the business community. Prime Ministers, entrepreneurs, sporting legends and even astronaut Rusty Aldrin have spoken at the event.

WEBSITE

- More tickets, less waiting
 - 77% more tickets in first hour of on-sale for BBC Proms than 2015)
- More interaction in more places
 - Responsive / multi-device
- Telling the full story
 - News, history, events driving to deeper content



MORE TICKETS, LESS WAITING



Sabrina Rochemont Very good experience today! Joined waiting room after 10 mins, with 5k people ahead of me. Took about 35 mins to get into booking area. Plan accepted, very very happy prommer 🥳🎧🎵

Like · Reply · 🍊 2 · 7 May at 10:04



Doug P

@potterwigham



Follow

@bbcproms email took about five minutes. Very impressive booking system better than even previous excellent years!



Rob Watkins

@robwatkins



Follow

After a nervous wait in the queue had a surprisingly smooth @RoyalAlbertHall Prom purchase. Good job!



Sarah Jennifer

@MsSarahJennifer



Follow

I've actually got 'em! Logged in to my proms plan & had to confirm payment! Excellent @RoyalAlbertHall 🍷👍😊 thank you

BBC Proms Team @bbcproms

@MsSarahJennifer Don't worry, there are still loads of tickets available to book! #BBCProms



Claire Draycott In and out in record time (new improved system?), John Wilson Orchestra, Rattle and Strictly booked!

Like · Reply · 7 May at 11:42



Graham Lee All booked by 9.40am.... a personal best by a considerable margin! Now, the long wait for the Proms to begin...

Like · Reply · 🍊 2 · 7 May at 09:45



Howard Wilde My computer shut down mid-queue! But then I restarted and it had held my place. How cool is that? Box seat for Mahler 7: let the good times rattle.

Royal Albert Hall Retweeted



Deb Bishop @BishopDeb · May 7

Yay! Proms tickets queued for & bought within 30mins!! Took 4 hours last year :-/ Fab job @bbcproms @RoyalAlbertHall #cellofest #bbcproms



2



9



Royal Albert Hall Retweeted



Peter @oysterman55 · May 7

Looking forward to @bbcproms and breakfast right now. Got through the queue in a personal best. Good luck everyone else. @RoyalAlbertHall



1



5



Royal Albert Hall Retweeted



caspari @caspari · May 7

Congrats @bbcproms and @RoyalAlbertHall . Tickets done by 0930 so much better than last year. Stick with it if you are waiting



2

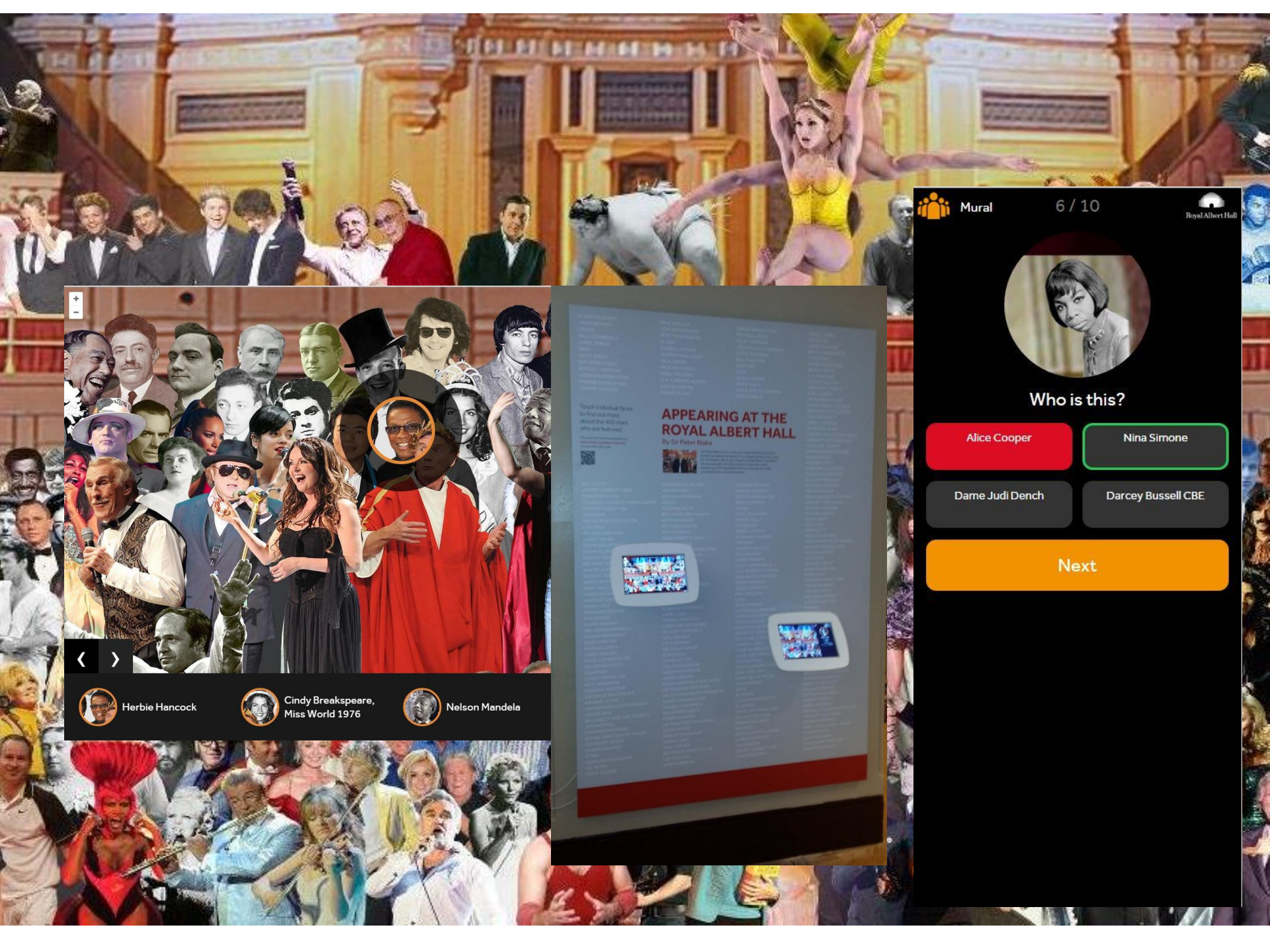


6



LESS WAITING ONLINE BUT...





Herbie Hancock Cindy Breakspere, Miss World 1976 Nelson Mandela

Touch individual faces to find out more about the 400 stars who are featured

APPEARING AT THE ROYAL ALBERT HALL

By Sir Peter Blake



Who is this?

Alice Cooper

Nina Simone

Dame Judi Dench

Darcey Bussell CBE

Next

TELL THE FULL STORY



'Twas the Night Before Christmas
359,556 total views

Possibly the best Christmas Card ever!

What a splendid thing you've all done! I loved it. Thank you. Happy Christmas

Fabulous - and it's the story we read every Christmas Eve to our children (now aged 13 and 10!) Merry Christmas x

What a festive surprise. Thank you so much and a "Merry Christmas to you all." This really is a WOW!

BRILLIANT! Happy Christmas to you all!


Merry Christmas to all from the Royal Albert Hall... and its stars of 2015

 Posted on Wednesday 16 December 2015 by Matt Griffin
Performance Music Charity Education About The Hall


[← Share this](#) [Comments](#)

A host of stars who have taken to the **Royal Albert Hall's** stage this year have contributed to a special Christmas message to thank everyone who has helped to make 2015 such an incredible year for the world's most famous stage.

BE HUMAN!

 **Royal Albert Hall**
1 April · 🌐

An exciting new scientific project is launching at the Hall today!



Royal Albert Hall partners with CERN to bring hadron collider to the UK

The 145-year-old building will be used as a scaled-down version of CERN's Large Hadron Collider

ROYALALBERTHALL.COM

👍 Like 💬 Comment ➦ Share

👍 🤔 🤖 You and 1.4k others Top comments ▾

THE IDEA

The idea came after **Prof. Brian Cox**, the 'rock star physicist', suggested the venture when he appeared at a live orchestral screening of *Interstellar* last year.



As it transpired, Cox's suggestion was actually a joke, but by the time this was realised, the Hall had fully constructed the **Small Halldron Collider**.

TRANSFORMING THE HALL

Transforming one of the Hall's corridors into a state-of-the-art particle collider is no simple task, and staff have been busy making adaptations to create the ideal conditions for physics to work.



FIND WAYS TO ENGAGE NEW AUDIENCES



MINECRAFT'S GOT TALENT!!



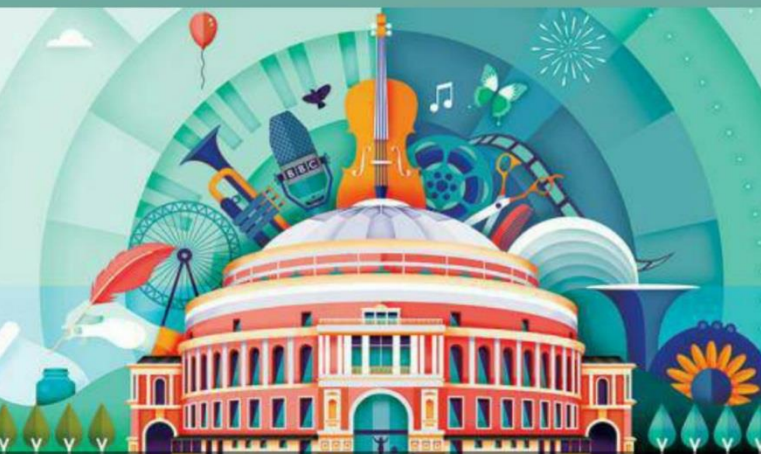
TheDiamondMinecart // DanTDM

Subscribe 12,753,968

5,709,747 views



Royal Albert Hall



WELCOME TO THE 2016 BBC PROMS



SIR ROGER NORRINGTON (...)



MIRGA GRAZINYTE-TYLA (...)



IN CONCLUSION

- Define your goals – 3 or 4 things
- Find out what makes your audience tick
- Create some design principles (and stick to them)
- Keep referring back to your goals
- Exploit your strengths
- Be true to your brand
- (but push the boundaries a little)



THANK YOU

Louise Halliday

Head of Marketing and Communications

Royal Albert Hall

www.royalalberthall.com



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API and Agencies

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ELLS

London Dance and Ballet Tickets

ALL EVENTS

BY DATE

OPENING SOON

LAST CHANCE TO SEE



Merchants of
Bollywood



ZIK'R



Marie Chouinard —
Double Bill



LA Dance Project —
Mixed Bill



Natalia Osipova — Sidi
Larbi Cherkaoui /
Russell Maliphant /
Arthur Pita



Hofesh Shechter
Company —
barbarians



Paco Peña Flamenco
Dance Company —
Patrias



Swan Lake



Alexei Ratmansky's
CINDERELLA



Body. Dance. Nation.
City.



Book Hofesh Shechter Company — barbarians Tickets at the Sadlers Wells, London

Hofesh Shechter Company — barbarians Photo Gallery and Images



Hofesh Shechter Company — barbarians news

[Review: Motown Is A Lively, Easy-Going Show, With Legendary Music](#)

About Hofesh Shechter Company — barbarians

Sadler's Wells Associate Artist Hofesh Shechter's caustic and thrilling trilogy returns: three wildly different takes on intimacy, passion and the banality of love.

Revealing Shechter's choreography at its most elegant and intimate, **the barbarians** in love opens the evening. Six white-clad figures move as one to the strains of an ecclesiastic baroque score. This world is soon exploded in **THE bAD**, when innocence is lost, and its trance-like dub-step grooves transition into the final piece, a darkly emotional duet.

"A fascinating, volatile evening, as cerebral as it is crazy" - DAILY TELEGRAPH

Featuring world-class dancers and a powerful score, this is the ultimate visceral experience, from the creator of the modern classic *Political Mother*.

BOOK TICKETS:

[Book now!](#)

Booking from 06 July 2016
to 08 July 2016

— or —

[Make Group Booking](#)



Hofesh Shechter
Company — barbarians
at
[Sadlers Wells](#),
London

Rosebery Avenue, Islington
London

EC1R 4TN

[Seating plan](#)



Information

Hofesh Shechter Company — barbarians information





Running time: 1 hr 55 mins
(including one 20 min interval)
6-8 July 2016.

Next Available Performances

- [Wednesday 6th July 19:30](#)
- [Thursday 7th July 19:30](#)
- [Friday 8th July 19:30](#)

Please select Hofesh Shechter Company — barbarians performance

2 tickets are available for Hofesh Shechter Company — barbarians on the following dates:

Booking progress	 Select performance	 Select seats	 Order review	 Secure Payment
------------------	--	--	--	--

 previous month	July 2016 	next month 
--	---	--

				FRI 1 No available tickets	SAT 2 No available tickets	SUN 3 No available tickets
MON 4 No available tickets	TUE 5 No available tickets	WED 6 19:30	THU 7 19:30	FRI 8 19:30	SAT 9 No available tickets	SUN 10 No available tickets
MON 11 No available tickets	TUE 12 No available tickets	WED 13 No available tickets	THU 14 No available tickets	FRI 15 No available tickets	SAT 16 No available tickets	SUN 17 No available tickets
MON 18 No available tickets	TUE 19 No available tickets	WED 20 No available tickets	THU 21 No available tickets	FRI 22 No available tickets	SAT 23 No available tickets	SUN 24 No available tickets
MON 25 No available tickets	TUE 26 No available tickets	WED 27 No available tickets	THU 28 No available tickets	FRI 29 No available tickets	SAT 30 No available tickets	SUN 31 No available tickets

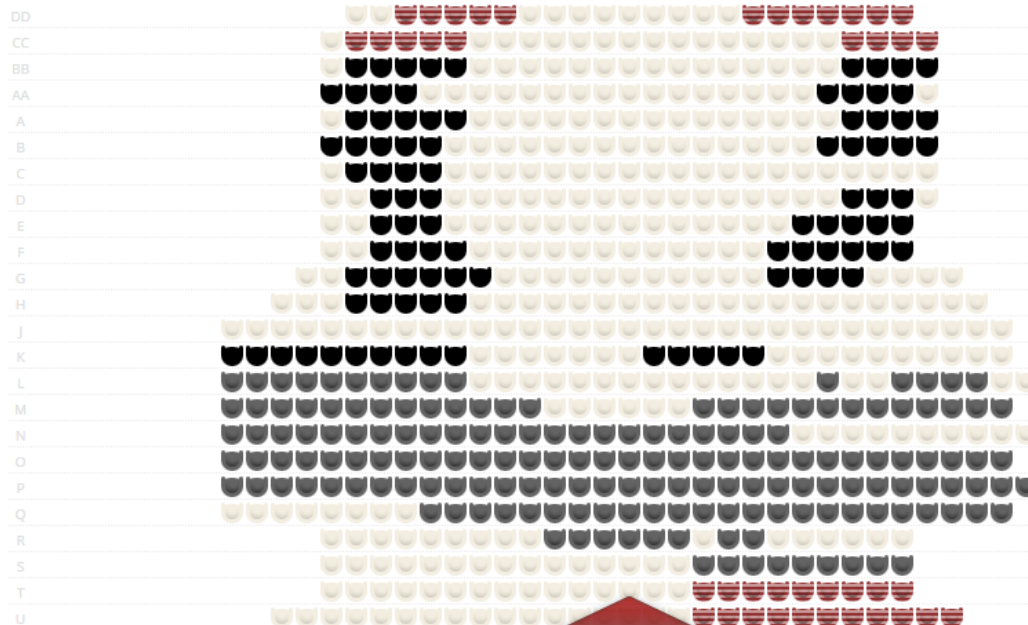
Please select desired seats for Hofesh Shechter Company — barbarians

2 seats available for Hofesh Shechter Company — barbarians on Thu 07 Jul
2016 19:30 :

Choose from Sadlers Wells seating plan:

£33.25 £27.50 £24.25 £19.50 £13.75 N/A Obstacle Restricted view

Stalls tickets from £24.25



Your selected tickets

no seats selected

Add these to basket

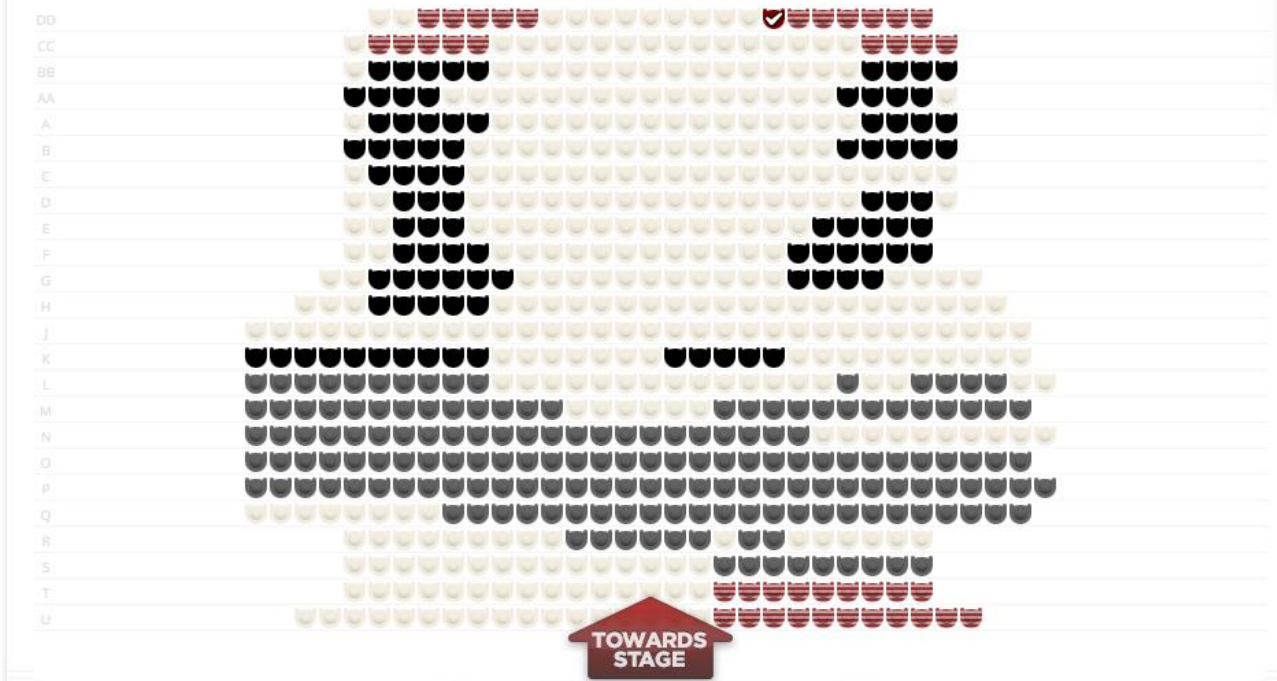
Please select desired seats for Hofesh Shechter Company — barbarians

2 seats available for Hofesh Shechter Company — barbarians on Thu 07 Jul
2016 19:30 :



Choose from Sadlers Wells seating plan:

 £33.25  £27.50  £24.25  £19.50  £13.75  N/A  Obstacle  Restricted view

Stalls tickets from £24.25



Your selected tickets

 Stalls DD12 - £24.25 

Restricted View: Near to Stage

Add these to basket

Shopping Basket

Due to high demand, your chosen tickets can only be held for a limited time. You have 10 minutes to finish your booking.

- Booking progress
- Select performance
- Select seats
- Order review**
- Secure Payment


Your order

Hofesh Shechter Company — barbarians, Thursday 07 July 2016 at 19:30
Stalls DD12
1 × £24.25 (Face Value per ticket £21.00)

 £24.25

Please note, one or more of these seats has a slightly restricted view of the stage!

Cancellation Protection



Please select your tickets protection now:

- Yes, protect my tickets.**
I can apply for a refund if I am unable to attend the show due to accidents, unexpected illnesses or other specified unforeseen circumstances. I have read and accept the [TicketPlan terms & conditions](#)
- No, do not protect my tickets.**
I understand that my tickets cannot be refunded.

1 × £2.50 **£0.00**

Delivery selection

Delivery £2.95 1 × **£2.95**

S A D L
E R S W
E L L S

Edit User

User Id: Application Password: User must change password at next login:

Last Name: Location: Logins Allowed:

First Name: Phone: Locked Indicator:

Type: Phone Ext: Exch: Status:

Control Group: Email:

Worker ID:

Worker Type:

Database Login

Add Login

Login Name:

Login Password:

S A D L
E R S W
E L L S

Assign Users to User Group

LTD

Available	0 Selected	Associated	0 Selected
User Name		User Name	
Administrator System		Moore Bruce	
Allen Rob		Theatre Direct London	
Anderson Natasha		Zeile Dmitrij	
Ansdell Caroline			
Aparicio Virginia			
API Mail2			
Armanda Katy			
Ascoli Giulia			
Baker Maxwell			
Barnes Tony			
Barrington Matthew			
Baynham Jean			
Bennett Laura			

>> <<

Select All Invert Select All Invert

OK Cancel

**S A D L
E R S W
E L L S**

256 Ingresso	Batch Type	24
257 Ingresso	Current Batch	19517
255 Ingresso	Default Channel	7
250 Ingresso	Default MOS	11
254 Ingresso	Default Original Source	2
253 Ingresso	Default Solicitor	Ingresso
252 Ingresso	Default Source_no	1
251 Ingresso	Web User	Ingresso
248 LTD	Batch Type	24
249 LTD	Current Batch	19504
247 LTD	Default Channel	7
246 LTD	Default MOS	10
245 LTD	Default Original Source	2
244 LTD	Default Solicitor	LTD
243 LTD	Default Source_no	1
242 LTD	Web User	LTD

SADL
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ELLS

Friends	Web	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ingresso	Agents	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
London Theatre Direct	Agents	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manager	Phone	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



London Theatre Direct4	29.00	24.00	21.00	0.00	0.00
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SADL
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ELLS

Merchants of Bollywood 08/06/2016 19:30

Tickets	Tickets	Area	Purchase price	Order Number	Customer	Delivery Method	Booking Reference	Pay Amount	Note
4	H11, H12, H13, H14	Stalls	£22.50	TR917185	Barry MAMTORA	COBO	1203542	£90.00	
6	F9, F10, F11, F12, F13, F14	Stalls	£22.50	AHR09764	Jaymini RADIA	COBO	1204216	£135.00	
4	L17, L18, L19, L20	Stalls	£22.50	DYR09810	manjit CHANA	COBO	1206769	£90.00	
2	K18, K19	Stalls	£22.50	HYR09898	Kahina BEZNIA	COBO	1206764	£45.00	
2	E22, E23	Stalls	£22.50	LYR09700	MR SHASHIKANT YAGNIK	COBO	1204794	£45.00	
3	F19, F20, F21	Stalls	£22.50	KYR09790	Domini TORRI	COBO	1204637	£68.00	
6	H9, H10, H11, H12, H13, H14	Dress Circle	£15.00	YDR09562	Mr PANCHOLI	COBO	1199212	£90.00	

**SADL
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ELLS**

Order No	Order Date	Owner ID	Owner Name	First Product	Perf Date	Total	Balance	Delivery	Mode of Sale	Category	Order Notes
1153544	11/05/2016 18:36:54	1366978	Ingresso	PT100616	10/06/2016	£15.00	£0.00	Collect from Box Office	Ingresso		Mrs N Leyland (T000-0000-77NA-968E)
1113082	24/04/2016 11:05:20 <small>Wed 11/05/2016 6:36 PM</small>	1366978	Ingresso	PT100616	10/06/2016	£30.00	£0.00	Collect from Box Office	Ingresso		Agnieszka Lorek (T000-0000-750Z-6829)
1205443	04/06/2016 14:14:24	1366978	Ingresso	PT100616	10/06/2016	£15.00	£0.00	Collect from Box Office	Ingresso		Theresa Taylor (T000-0000-7B0W-E2A1)
1011163	13/03/2016 19:25:13	1366978	Ingresso	PT100616	10/06/2016	£15.00	£0.00	Collect from Box Office	Ingresso		Jane Daly (T000-0000-6YJ5-22DF)
1157629	13/05/2016 09:57:04	1366978	Ingresso	PT100616	10/06/2016	£90.00	£0.00	Collect from Box Office	Ingresso		barbara wattiez (T000-0000-785P-JD25)
1165108	16/05/2016 16:43:44	1366978	Ingresso	PT100616	10/06/2016	£81.00	£0.00	Collect from Box Office	Ingresso		Christine DE PEYRON (T000-0000-78L4-0F6B)
1111179	23/04/2016 22:44:56	636794	London Theatre Direct Ltd	PT100616	10/06/2016	£15.00	£0.00	Collect from Box Office	London Theatre Direct		marc forterre (PKL08652)
1170653	19/05/2016 15:02:45	636794	London Theatre Direct Ltd	PT100616	10/06/2016	£30.00	£0.00	Agents Post	London Theatre Direct		Poonam Thakkar (DCA09965)
1138316	06/05/2016 11:41:26	636794	London Theatre Direct Ltd	PT100616	10/06/2016	£90.00	£0.00	Agents Post	London Theatre Direct		AASHIKA AUJLA (CAA09310)

**SADLER
WELLS**

London Theatre Direct Ltd

Third Floor
207 Regent Street
London
W1B 3HH

Invoice No: 332338	Tax Point: 05/06/2016	Issued: 06/06/2016	Pay By: 13/06/2016	Account: 636794
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Description	Net	VAT	Gross
London Theatre Direct15			
Full value sales	£1844.58	£368.92	£2213.50
Discount	£276.69	£55.34	£332.03
Total due:	£1567.90	£313.58	£1881.48
London Theatre Direct4			
Full value sales	£1451.67	£290.33	£1742.00
Discount	£58.07	£11.61	£69.68
Total due:	£1393.60	£278.72	£1672.32
Total			
Full value sales	£3296.25	£659.25	£3955.50
Discounts applied	£334.75	£66.95	£401.71
Total amount due	£2961.50	£592.30	£3553.80

Please make cheques payable to 'Sadler's Wells Trust Limited' and send to The Finance Department, Sadler's Wells Trust Limited, Rosebery Avenue, London, EC1R 4TN

S A D L
E R S W
E L L S

Order Date	Customer Name	Order no	Performance	Price Type	Debit	Credit	Details
02/05/2016	London Theatre Direct Ltd 636794	1130493	The Merchants of Bollywood 04/06/16 14:30	London Theatre Direct4	£54.00	Stalls	T 25-26 2@ 27.00

Notes: Patricia Blake (KLA09063)

Initiator:

02/05/2016	London Theatre Direct Ltd 636794	1131035	Into the Hoods: Remixed 15/05/16 14:00	London Theatre Direct4	£64.00	Stalls	S 25-26 2@ 32.00
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Notes: Sade Picard (KRA09148)

Initiator:

03/05/2016	London Theatre Direct Ltd 636794	1131530	The Merchants of Bollywood 31/05/16 19:30	London Theatre Direct4	£30.00	Stalls	X 27-28 2@ 15.00
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Notes: Ana Miguel (AKA09132)

Initiator:

03/05/2016	London Theatre Direct Ltd 636794	1132086	Into the Hoods: Remixed 08/05/16 14:00	London Theatre Direct4	£45.00	Stalls	U 30-32 3@ 15.00
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Notes: Murleen Isaac (HPA09136)

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ELLS



BRUCE WOOD

Sadler's Wells Theatre

bruce.wood@sadlerswells.com

Joe McFadden: Royal Opera House



QUESTIONS?



“If you can’t appreciate what you’ve got, you’d better get what you can appreciate.”

George Bernard Shaw, *Pygmalion*

WHAT'S NEXT?



BREAK 14.00-14.15

Hogan Foyer / Level 6 Foyer

**BREAKOUT SESSION THREE
14.15-15.15**