

**TESSITURA  
EUROPEAN  
CONFERENCE**

**DUBLIN 2016**





# TECHNOLOGY AND FOH: A 21<sup>st</sup> CENTURY CUSTOMER EXPERIENCE

- **PRESENTERS**

Ryan Mason: Birmingham Hippodrome  
Rhodri Morgan : Roundhouse  
Lloyd Stringer : Donmar Warehouse  
Sarah Roberts : Wales Millennium Centre

- **CONTENT PLANNER**

Hannah Jasper : Southbank Centre  
Chloë Hearne : Wales Millennium Centre

Share your favourite  
content and photos!

#TECDublin16





CANOLFAN  
MILENIWM  
CYMRU  
WALES  
MILLENNIUM  
CENTRE®

# Tiger Bay Tales

**Sarah Roberts**

Creative Learning Manager

# About us

13.5 million  
visitors since  
opening

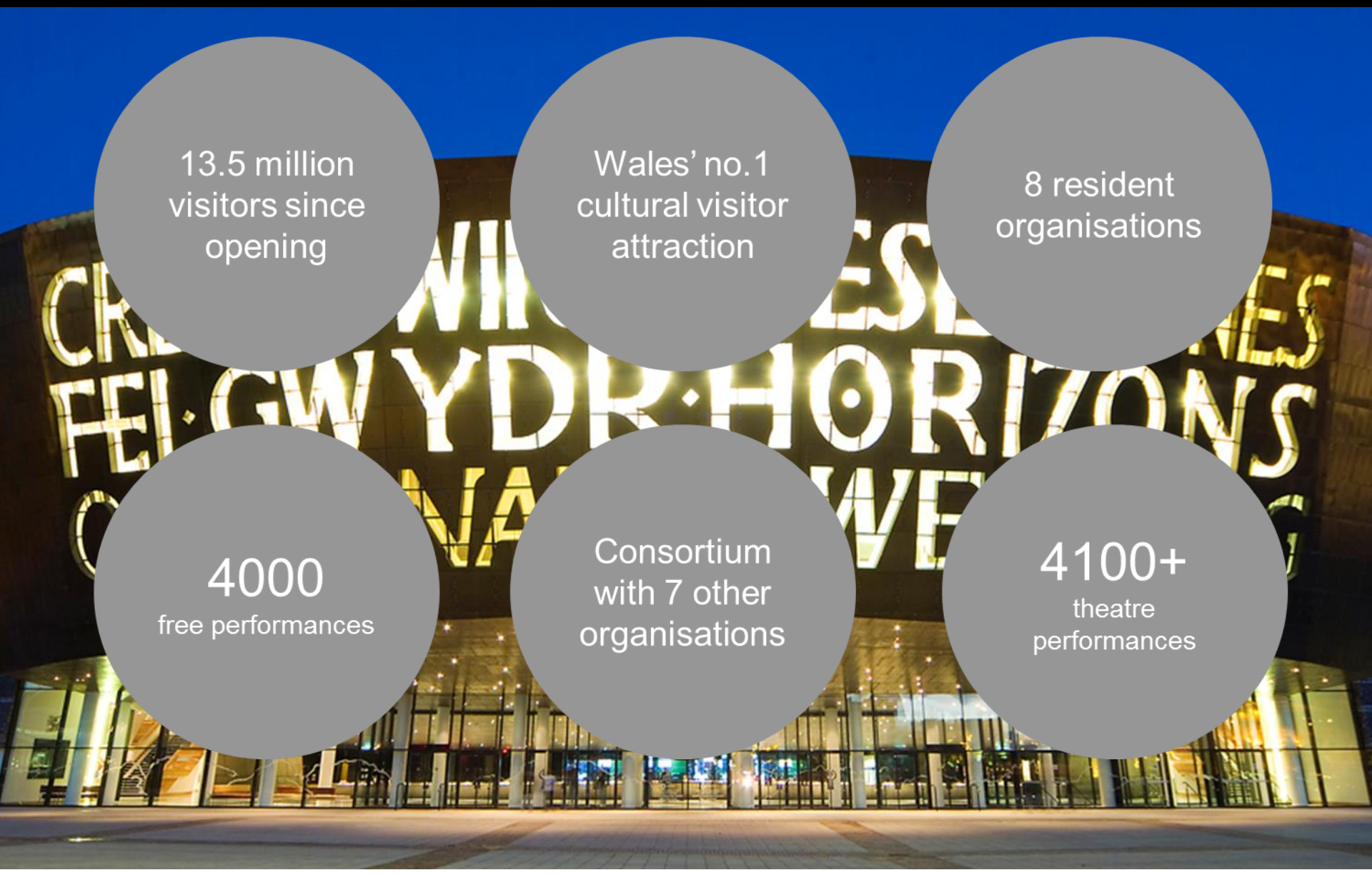
Wales' no.1  
cultural visitor  
attraction

8 resident  
organisations

4000  
free performances

Consortium  
with 7 other  
organisations

4100+  
theatre  
performances



# Creative Learning



# What is Tiger Bay Tales?

**Tiger Bay Tales aims to preserve and showcase the rich and diverse social history of the community of Tiger Bay/Butetown, ensuring that the stories that tell the history of the people are not lost.**



# What is Tiger Bay Tales?

- 3 main elements
  - interactive heritage walking trail along with a project app
  - a hub showcasing a Touch Table
  - contributory website.
  
- Partners and Supporters -



**Casgliad y Werin Cymru**  
**People's Collection Wales**



# Why create an app?

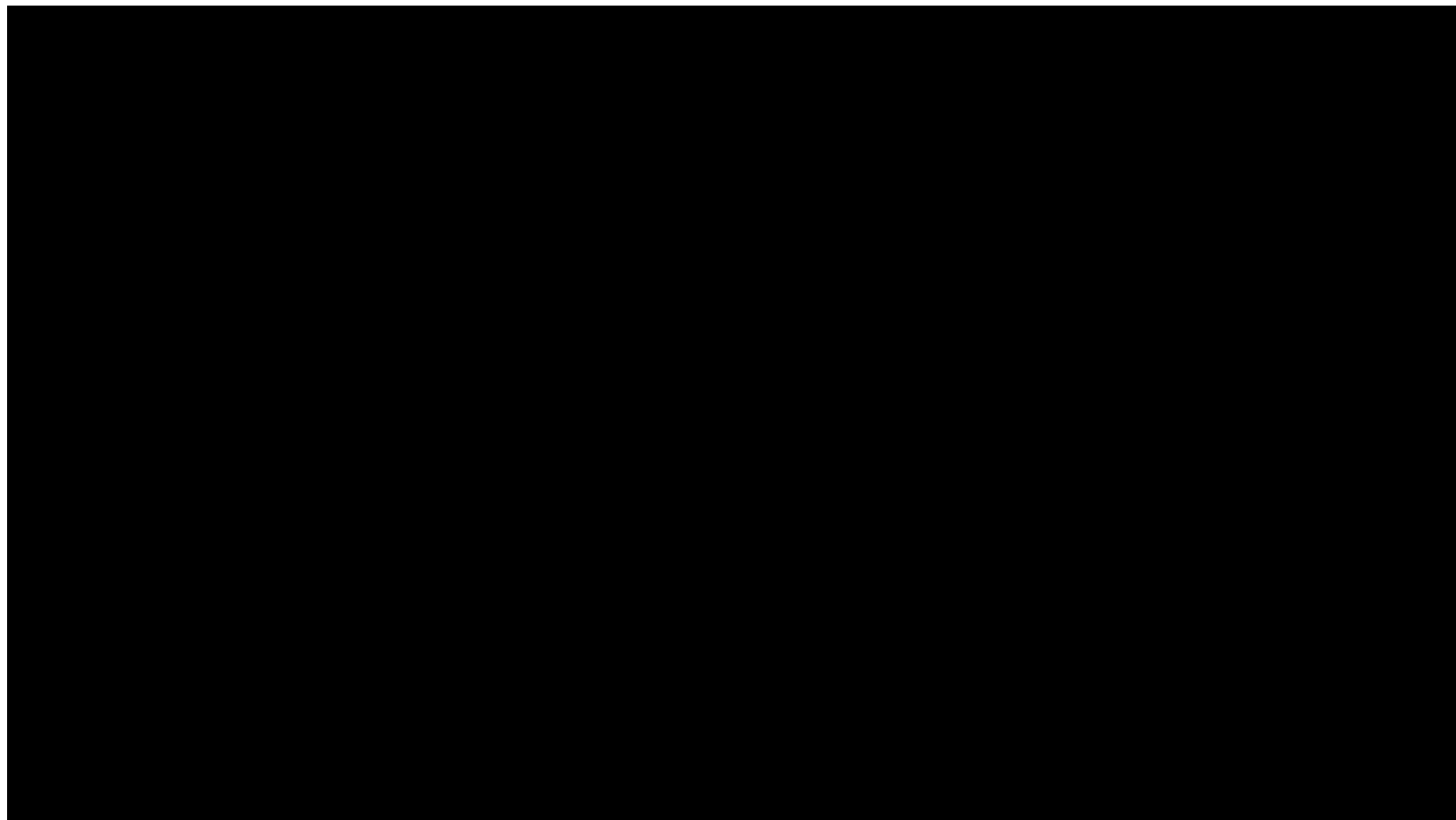
- New technology
- Interactive element
- Bringing idea of blue Plaques into the 21<sup>st</sup> Century
- Engage the younger generation

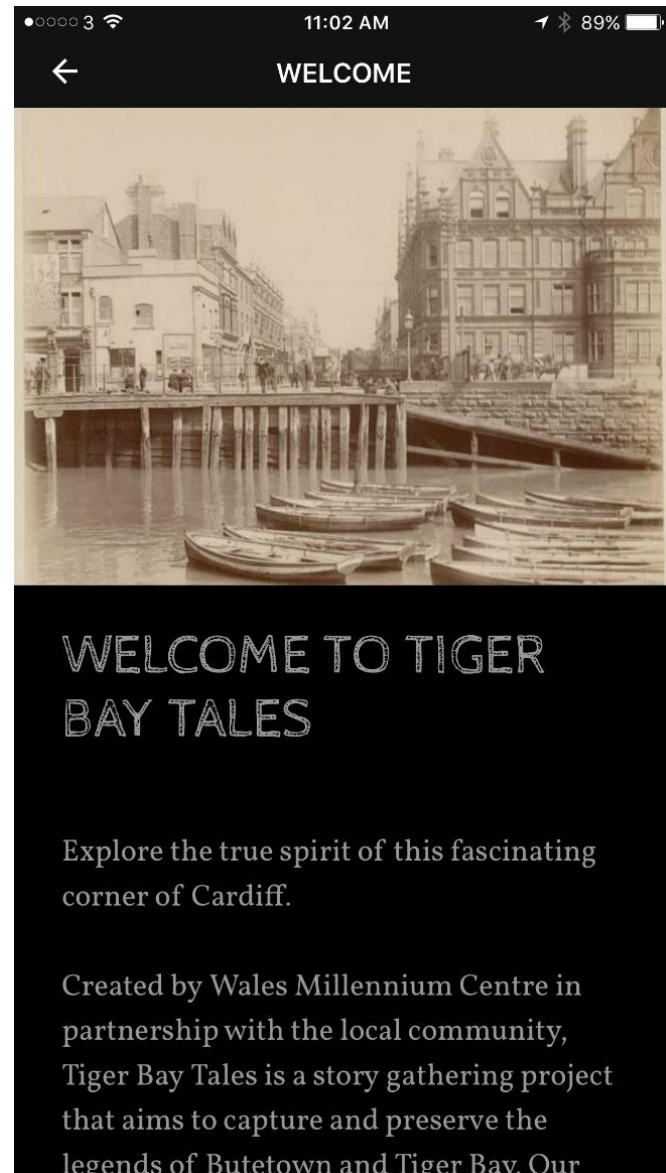
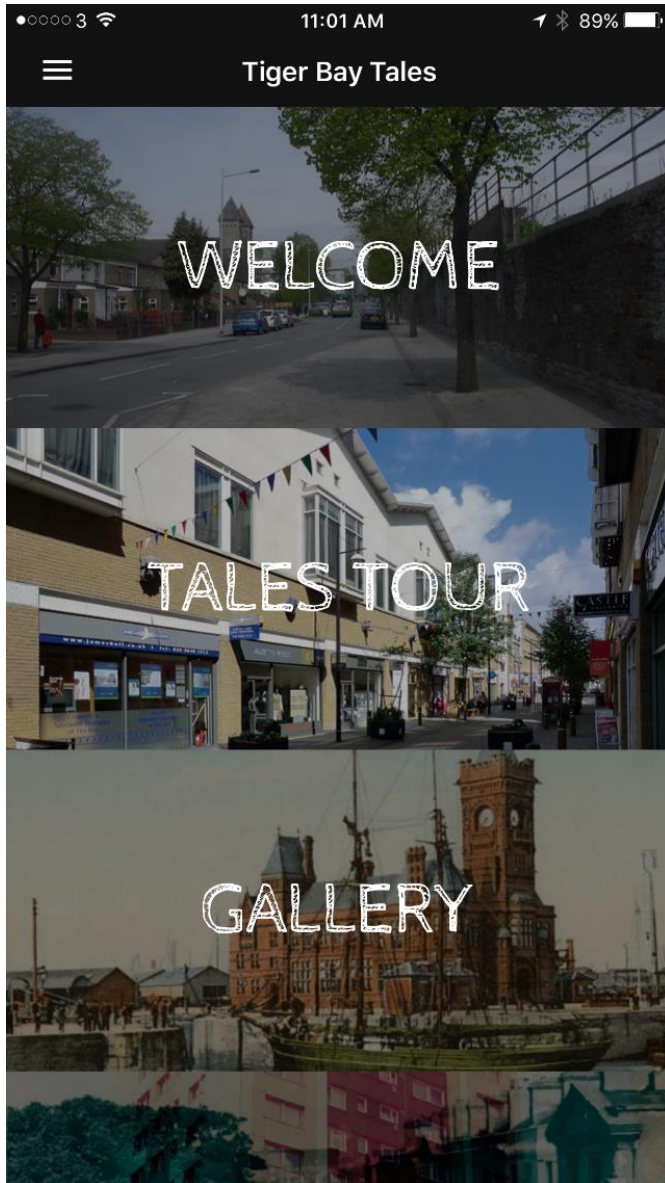


# What does the app do?



# What does the app do?





# Why we chose who we did?

Locly Native App Builder

right place, right time, right content

Locly Native is an easy-to-use app creation platform with in-built proximity and location support. Locly Native has everything you need to pin relevant digital content to the places and spaces around you, and deliver it quickly to people who are nearby.



HANESION  
**BAE TEIGR**  
**TIGER BAY**  
TALES

# What are the benefits to the users?



# How successful has the app been?



# Development opportunities of the app?



Diolch yn fawr/ Thank you



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**TIGER BAY**

TALES

[tigerbaytales.com](http://tigerbaytales.com)

# Birmingham Hippodrome

Ryan Mason  
Visitor Services Manager





**H** BIRMINGHAM  
HIPPODROME





**H** BIRMINGHAM  
HIPPODROME







# QUESTIONS?



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“There is man in his entirety, blaming his shoe when his foot is guilty.”

Samuel Beckett, *Waiting for Godot*

# WHAT'S NEXT?



**BREAK 11.00-11.15**

Hogan Foyer / Level 6 Foyer

**BREAKOUT SESSION FIVE  
11.15-12.15**