



DAY ONE - THURSDAY JUNE 26

8.00AM – 9.00AM
FOYER

Registration and coffee

9.00AM – 10.00AM
UPPER NZI

KEYNOTE ADDRESS

Surviving the Culture Change

(It's the 21st century. The world has evolved. Has your mission?)

Diane Ragsdale

(The Andrew W. Mellon Foundation, New York, USA.)

Diane's address makes the case that being a 21st century 'social profit' organisation starts with having a 21st century mission. Diane acknowledges and discusses necessary innovations in marketing for the arts, but stresses that to survive the culture change arts organisations are going to need to put more on the autopsy table than the season brochure. She argues that arts organisations need to find themselves, rethink why they exist, and potentially change their value proposition in relationship to their communities.

10.00AM – 10.15AM
UPPER NZI

Official Welcome

Hon Judith Tizard

10.15AM – 10.30AM
UPPER NZI

"Why excellence in the arts equals audience engagement, and not elitism."

Alastair Carruthers

(Chair, Creative New Zealand.)

10.30AM – 11.00AM
LIMELIGHT 1 & 2

Morning Tea

11.00AM – 11.45AM
UPPER NZI

7 Pillars of Audience Focus: challenges and opportunities

Helen Bartle

(Audience & Market Development, Creative New Zealand.)

Andrew McIntyre

(Morris Hargreaves McIntyre.)

Helen Bartle and Andrew McIntyre will explore the 7 characteristics of successful 21st century arts organisations - vision-led, brand-driven, outcome-oriented, interdisciplinary, insight-guided, interactively engaged, personalised - and both challenges and opportunities for the New Zealand arts environment.

11.45AM – 12.45PM
UPPER NZI

Panel Discussion - Move on Up

Andrew McIntyre (Morris Hargreaves McIntyre)

Euan Murdoch (Chamber Music New Zealand)

Janice Marthen (Fortune Theatre)

Simon Ferry (Centrepoint Theatre)

Helen Bartle (Moderator)

A panel of the organisations which are taking part in Creative New Zealand's *Move On Up* coaching programme will discuss the changes which have steered them towards unequivocal artistic leadership and unwavering audience focus.

12.45PM – 1.30PM
LIMELIGHT 1 & 2

Lunch

1.30PM – 3.00PM
UPPER NZI

7 Pillars Creative Roundtables

A series of workshops exploring questions raised by each of the 7 pillars.

Vision-led: Diane Ragsdale (US)

Brand-driven: Cath Cardiff (NZ)

Outcome-oriented: Andrew McIntyre (NZ)

Inter-disciplinary: Penny Eames (NZ)

Insight-guided: Tim Roberts (AUS)

Interactively-engaged: Tim Baker (UK)

Personalised: Roger Tomlinson (UK)

This is followed by a summary of table discussions to the group.

3.00PM – 3.30PM
LIMELIGHT 1 & 2

Afternoon Tea

3.30PM – 5.00PM
UPPER NZI

Tips and Tricks Roundtables

A fun and practical session to end day one! Here's your chance to gain realistic tips and tricks that you can apply to your own organisation tomorrow. Delegates change tables twice (every 30 minutes) so have the opportunity to experience the wisdom of 3 tips and tricks roundtables.

1. 1 dollar research: Andrew McIntyre (UK)
2. the 21st century press release: Sally Woodfield (NZ)
3. Audience reviews: Michael Adams (NZ)
4. Sending web traffic your way: Vicki Allpress Hill (NZ)
5. Pricing case studies: Debbie Richards (UK)
6. Pass it on - Activating social networks: Amanda Wright & Suzanne McNamara, Splore Festival (NZ)
7. Keeping Your Marketing Tool Belt Charged Up– Arne Herrmann (NZ)

5.00PM – 7.00PM
LIMELIGHT 1 & 2

Conference Drinks

Hosted by Creative New Zealand

Limelight 1 and 2, Aotea Centre

DAY TWO - FRIDAY JUNE 27

8.30AM – 9.00AM
FOYER

Registration and Coffee

9.00AM – 10.00AM
LIMELIGHT 2

KEYNOTE ADDRESS

It's All About Me; why relationship marketing matters

Roger Tomlinson

(ACT Consultant Services, UK)

Tim Baker

(Baker Richards Consulting, UK)

Building ongoing relationships depends on the concept of recurring exchange, with each party continuing to receive something of value. But if value is the sum of all the benefits, real and perceived, that an individual obtains before, during and after an experience, this means that every individual places a unique value on, and has a unique relationship with, what we do. For 'Generation Me', furthermore, this relationship is not about being a passive consumer, but an active, engaged partner in the experience.

This is a strategic keynote that makes a passionate case for understanding value and relationships. It will present ideas for creating value to deliver benefits and for communicating that value through appropriate relationship marketing across all art-forms. A subsequent session will look at how we realise the real and perceived value,

by developing a sophisticated pricing strategy to increase income, sales and promote accessibility.

10.00AM – 10.30AM

FOYER

Morning Tea

10.30AM – 11.30AM

LIMELIGHT 2

Wanted: a Loyal Audience
How to increase attendance patterns and build customer frequency and value

Roger Tomlinson

Following on from *It's All About Me: why relationship marketing matters* this clinic explores how we communicate with attendees as individuals based on their behaviour and 'relationship' with us. How do we match messages to people - hear Roger argue the "Rule of Nine" - and what techniques can we use to bring people back sooner, more often, spending more, introducing their friends to us? Building on from *FULL HOUSE: Turning Data into Audiences*, the clinic will explain how the web now demands new levels of tailored pages and personalised responses, and the best methods to deliver the right relationship at every touch-point with customers.

LIMELIGHT 1

Museums & Galleries Session 1
Understanding Visitors

Andrew McIntyre

Why do visitors visit? Why don't they? What do they need, want and expect? How do they behave? How do they respond? How do they make meaning from the experience? Will they be back?

This session will share visitor research from the UK and New Zealand that illuminates our understanding of our visitors and sets a challenging agenda to which we must respond. Along the way, delegates will get their hands on simple, but devastatingly effective research questions and techniques that can give them similar insight into their own audiences.

11.30AM – 12.30PM

LIMELIGHT 2

Clinic 2

Pricing Strategies for Additional Income

Tim Baker

Debbie Richards

This seminar is aimed primarily at small to medium performing arts organizations and follows on from the morning's keynote - once we have understood, created and communicated value, how do we develop an appropriate pricing strategy? This session will describe the toolbox of options available for differentiating price in order to capture value and thereby increase income, sales and promote accessibility, with an opportunity to discuss pricing in the New Zealand context.

LIMELIGHT 1

Museums & Galleries Session 2
Meaningful Measures

Andrew McIntyre

Building on Session 1, this session will explore how visitor research can produce a set of performance indicators that curators actually care about.

As institutions we have only three broad audience objectives: to attract, to engage and to deliver outcomes. So, we've attracted visitors in, but how engaged are they?

Does our interpretation work? And what outcomes are they getting from their visit? The latest research from the British Museum is giving curators and other museum professionals a new metric for measuring their success. And the findings challenge the way we design and interpret our exhibitions and displays.

12.30PM – 1.15PM

FOYER

Lunch

1.15PM – 2.15PM

LIMELIGHT 2

KEYNOTE ADDRESS
Audience Growth in a Digital World

Vicki Allpress Hill

New strategies for improving your website and email campaigns, including the use of online digital tools. This lively plenary aims to put you in the shoes of your web visitors and understand how it feels to visit your website or receive your emails from their point of view. Vicki will outline best practice guidelines for arts websites, practical tactics for capturing web traffic, and new ways to make use of e-marketing tools to grow arts audiences.

Participants will learn from a range of current local and international arts-based examples and case studies. The session promises to be free of technical jargon and easy to apply to real-life situations and challenges faced by arts organisations and presenters.

2.15PM – 2.45PM
LIMELIGHT 2

Summing Up exercise – how was it for you?

2.45PM – 3.15PM
FOYER

Afternoon Tea

3.15PM – 4.15PM

Clinic 3

LIMELIGHT 2

Vital Statistics for the Performing Arts

Stuart Nicolle

(Purple Seven, UK)

Tim Roberts

(ARTS, Australia)

Helen Bartle

(Audience & Market Development, Creative New Zealand.)

This session will present some fascinating, "Never knew that before" findings from some fresh analysis of the new Creative New Zealand Vital Statistics Snapshot project data. Whilst just a sample of New Zealand's performing arts attendance and behaviour, this session will provide an insight into the potential of effective analysis of your box office data. Participants of the project attending the session will receive a top line report on their database and we will be publicly dissecting a volunteer organisation's report to help you better understand the rich information resource locked in your box office data.

This will be a light hearted yet information packed hour with Stuart, Tim and Helen standing by to answer your Box Office data questions. After the session Stuart & Tim will be on hand to for one to one chats about your data issues - no booking required just grab them at the end of the session.

LIMELIGHT 1

Museums & Galleries Session 3

Get 'Em In and Take Their Names

Andrew McIntyre

While theatres capture the contact details of all their audiences, most museums and galleries have tiny mailing lists. This session explores how we can all build huge, sophisticated visitor databases at relatively low cost that will save us thousands of marketing dollars while increasing retention, frequency and loyalty.

And, building on Sessions 1 and 2, we can build in what we know about visitors to profile and segment our visitor databases in interesting and meaningful ways, developing closer relationships and deepening the impact we have on our visitors.

In the future, email, RSS feeds and web content will drive the majority of visitor traffic to our sites at a fraction of the cost of old-fashioned, expensive and (largely ineffective) print. Why throw all your hard-won visitors back into the sea and hope to fish them out again next time? Imagine if everyone who ever visits knew about the things you're about to do... for a few cents. The technology is here, so stop imagining and start taking names!

4.15PM

Conference ends

