



Arts & Attractions Mini Conference

moderated by
Shawn Robertson
Ticket Sales Director, Center Theatre Group

Sponsored by



The Global Leader for Arts & Cultural
Technology + Services + Community

Guidelines for the Session

- **Open Forum**
- **Dialogue**
- **Conversation – 2 way street**
- **No bad ideas (we're not customers)**
- **Step up and introduce yourself**
- **Don't be shy –**
this is your North American Idol moment!
(No singing though...those auditions have passed)

And the most important.....

- **NO ONE** wants to listen to Shawn for an hour and a half ... trust me.

Social Networking Media Success Stories

1. How many have personal ***Facebook, Twitter, YouTube, MySpace, etc*** pages?
2. How many of your organizations have 1 or more of them?
3. How is your organization using these? Is it working?
4. What is the goal of using these for your organization?
 - Communicating with patrons
 - Increased Sales
 - Unknown...everyone else is doing it

Ticket Pricing-Packaging Trends

How are sales in this economy?

(insert toilet logo here)

What are you doing to combat it?

(insert praying hands here)

Creative pricing options?

- **Value added (merchandise, access to artists, etc)**
- **Premium Pricing (VIP, aisle seats, Front rows, etc)**
- **Limited or Obstructed View pricing**

Is it working? TELL US, HELP US!

(insert hero logo here)

Uncollected Complimentary or Donated Tickets

1. Is this a problem for your organization?
2. Are they from papering, staff comps, development?
3. What are ways you are using to minimize it's impact on your audience?

Ideas:

Charge fees

Bill departments who request them

Shoot them – *my favorite*

Complain, but do nothing

?????

Handling Performance and Event Cancellations or Rescheduling

- 1. Do you have a plan in place? Is it documented? Does everyone know it or just you? How often have you had to do it?**
- 2. How do you communicate with your patrons when this happens?**
 - E-mail
 - Phone (manual or automated)
 - Letter
 - Smoke signals

Working with Vendors/Partners to Sell Your Tickets

- **Hotels, concierges, corporate partners**
- **Are these primary business relationships used for advance sales, last minute sales, both?**
- **Online discount partners, local ticket alliances, local consignment sales?**
- **?????**

Follow up: Hot Topics session

- **When: Wednesday, January 27**
- **Where: Sheraton Centre
Windsor Room, Mezzanine level**
- **Time: 10:45am**

What will be discussed....whatever we haven't covered here that you still want to talk about! Or talk about some more.

Thank you!

What else is on your minds?

What do you want to talk about?

How were your Holidays?

Do you like my shirt?

Are tired of my voice yet?