

## OC National Conference 2019

### Marketing Peer Group Meeting

Chaired by Bobbi Jaimet  
Senior Marketing Manager, National Arts Centre Orchestra

June 13, 10am-12noon in Atelier

### Agenda & Format/Timing

## Agenda

1. Welcome and round table introductions (Bobbi)
2. **Group Break Out Brainstorms I**
  - a. **Effective single ticket sales strategies and incentives.** Why were they effective?
    - i. Consider how do we get a patron who attends one concert in a season to come one more time within the season?
    - ii. Consider the optimal marketing mix  
(Submitted as: strategies to get a first time patron to return a second)  
(Marketing mix for contemporary audiences / marketing to diverse audiences)
  - b. **Attracting new audiences.** What is the profile of person most likely to buy in?
    - i. Teams might consider, if you want younger, further segment this – who are the younger people most likely to buy in?  
(Submitted as: Strategies for building the younger audience)
  - c. **Content Creation/Building the Brand & Awareness**
    - i. What is interesting content? Who creates it? How do you maintain it? How do you disseminate it?  
(Submitted as: Growing and managing content creation (videos, blogs, podcasts, etc)
3. **Group Break Out Brainstorms II**
  - a. **Subscription vs membership Model Pros and Cons**  
(Submitted as: Is subscription moving to a monthly membership model?)
  - b. **Telemarketing – is it still effective? Pros and Cons**
    - i. Teams might consider keeping vs discontinuing, agency or taking in house

**c. Digital Marketing**

- i. Consider prioritizing digital marketing channels. Quality over Quantity.
- ii. Consider tools to measure results/impact
- iii. Consider email list opt-in strategies

4. Wrap up

## Format/Timing

10:00-10:10: Welcome and Introductions

10:10-10:30: Brainstorms Session I

10:30-10:40: Group 1 presents summary of brainstorm, followed by all participant discussion

10:40-10:50: Group 2 presents summary of brainstorm, followed by all participant discussion

10:50-11:00: Group 3 presents summary of brainstorm, followed by all participant discussion

11:00-11:05 Break

11:05-11:25: Brainstorms Session I

11:25-11:35: Group 1 presents summary of brainstorm, followed by all participant discussion

11:35-11:45: Group 2 presents summary of brainstorm, followed by all participant discussion

11:45-11:55: Group 3 presents summary of brainstorm, followed by all participant discussion

11:55-12:00: Wrap up