

PROGRAMMING FOR THE PEOPLE



WEBINAR
SERIES **FOR ARTS**
PRESENTING

 *Atlantic Presenters
Association*

ONTARIO
PRESENTS

Canada 

by ronnie brown

Reminders

You can hear us, we cannot hear you!

Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question or comment?

- Use the chat box, any time.

Downloads

- Slide presentation

Things to Look At

- personal goals
- your audience
- communicating to your audience
- artistic goals blending with audience goals
- types of artists and choosing the right ones
- meeting all the expectations

Passion

- It's what attracts us to artists
- It's what artists can convey to audiences
- It's what audiences feel when experiencing performances
- It's a feeling we share



Passion

- comes from the heart
- allows us to feel the human experience
- allows audiences to connect with artists and allow mistakes to be part of the human experience
- art is not perfect because we are human
- audiences respond to performances with heart

YOUR GOALS

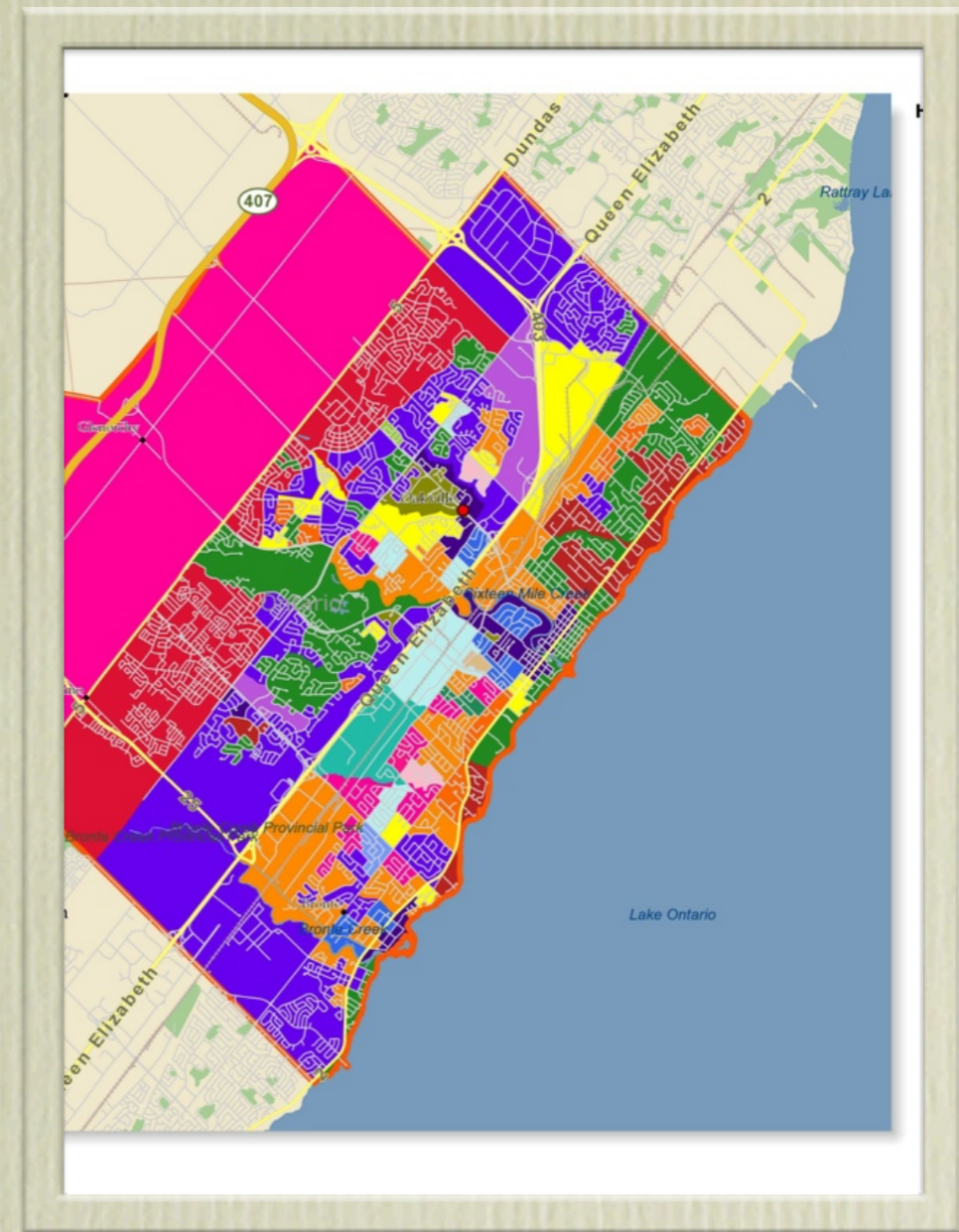
- ✻ following your organizations mandate
- ✻ programming multi-disciplinary vs specialization
- ✻ plotting your season
- ✻ meeting the audience's expectations

Your Audience

- who are they demographically in the community
- where do they live
- what do they share

Demographics

- tells you who makes up your community
- likes and dislikes
- buying habits



Homemade demographics

- keep diaries
- casually talk to your audience at performances
- listen to their opinions
- look at who they are
- build relationships



OBSERVATIONAL TOOLS

- **HOW THEY DRESS:
DESIGNER OR HIP OR CHIC
OR RELAXED**
- **WHAT THEY TALK
ABOUT: MUSIC OR EVENTS
OR PAST TIMES**



Two General Types of Audiences

- General Public/Single Ticket Buyers
- Loyal Patrons/Members, Subscribers

- General Public: Attracted by known artists to them
- Subscribers/Members: Attracted to known artists with loyalty to your programming. Will try artists they may not be familiar with.

POLL QUESTION # 1

- HAVE YOU USED ANY FORM OF DEMOGRAPHICS TO “MAP YOUR COMMUNITY”?



Communicating with Your Audience

Target Messages

- ◆ have passionate language not critical
- ◆ use the right amount of words to be powerful
- ◆ should have a narrative with comparisons and metaphors in descriptive depth



Our guest solo artist with the symphony this week, Cameron Carpenter, plays the classics featuring Bach and some modern renditions of pop on the organ. Buy your tickets now.



Think part punk, part Bach, a custom made electronic black organ, with it's own speakers and subwoofer that sounds like a 65 piece pipe church organ, designed and played by Cameron Carpenter. He's just like Nigel Kennedy the violin virtuoso! That's this week's guest superstar artist!



**ARTISTIC GOALS BLENDING WITH
AUDIENCE GOALS**

ARTISTIC GOALS

- to provide the community with the opportunity to engage with the cultural experience of live performance
- our mandate is to provide a professional multi-disciplinary program that showcases dance, drama, music, comedy and spoken word and brings artists and audiences together

AUDIENCE GOALS

- to enjoy and engage with artists that inspire or open the mind intellectually
- to be emotionally enveloped with the beauty and skill of performance
- to experience what I want to invest in

AS A PRESENTER WE SHOULD BE?

- Curator: where we choose for the community what they will experience
- Conduit: where we communicate with the audience and channel what they would like to see
- Bit of Both: finding the balance to continue to serve existing audiences and grow new ones

THREE GENERAL TYPES OF ARTISTS

- Emerging Artist - Artistic Goals
- Established Artist - Artistic & Audience Goals
- Wide Public Appeal Established Artist - Audience Goals

- Emerging Artist - Fees \$500 to \$5,000
- Established Artist - Fees \$5,000 to \$10,000
- Wide Public Appeal Artists - Fees + \$10,000
- Develop a low risk high return approach

QUESTION # 2

PLEASE ANSWER ON CHAT BOX

- AS A PRESENTER I MAYBE MORE:
- CURATOR
- CONDUIT
- EQUALLY BOTH



POLL YOUR AUDIENCE: DEVELOP A
FORMULA

■ **EXAMPLE OF A FORMULA:**

■ **IN OUR THIRTY PROFESSIONAL SHOW SEASON:**

■ **18% WILL BE EMERGING ARTISTS (5)**

■ **50% WILL BE ESTABLISHED ARTISTS (15)**

■ **32% WILL BE WIDE APPEAL ESTABLISHED (10)**

- **MUSICAL CONCERTS WILL HAVE 13 (3)**
- **COMEDY WILL HAVE 6 (1)**
- **DANCE WILL HAVE 3 (1?)**
- **DRAMA WILL HAVE 4 (1?)**
- **SPOKEN WORD WILL HAVE 4**

OAKVILLE AUDIENCE

- TEND TO BE BETWEEN 40 AND 65 WITH A 50/50 SPLIT BETWEEN MEN AND WOMEN
- IN MUSIC THEY TEND TO LIKE ROCK, POP, PROG
ROCK, WORLD MUSIC
- LOVE WELL KNOWN COMEDIANS
- APPRECIATE DANCE AND DRAMA
- HAVE SHOWN A GREAT INTEREST FOR OUR NEW SPOKEN WORD SERIES

WHEN YOU PROGRAM FOR YOUR AUDIENCE

- **BUILD A LOYALTY WITH SUBSCRIBERS/MEMBERS THAT MAKE THEM FEEL PART OF THE PROGRAM**
- **YOU GIVE THE AUDIENCE A VOICE AND OPEN DISCUSSION**
- **YOU TAKE AWAY THE NEGATIVE AND FOURTH WALL APPEARANCE**
- **YOU GIVE SINGLE TICKET BUYERS A REASON TO INVEST BECOMING A MEMBER**

ADD A GOOD OUTREACH PROGRAM

- EXPANDS THE VOICE OF THE AUDIENCE
- ALLOWS CLOSER AND INTIMATE CONTACT WITH ARTISTS
- PROVIDES MORE KNOWLEDGE AND BUY IN FOR THE AUDIENCE



WHEN ENGAGED

- PATRONS WILL RESPOND WHEN PERSONAL REWARDS ARE MET...BE IT A QUEST FOR KNOWLEDGE OR THE OPPORTUNITY TO BE SOCIAL



POLL QUESTION #3

- **ARE YOU COMMUNICATING AND RESPONDING TO YOUR AUDIENCE?**

FEEDBACK SURVEY

PLEASE TAKE A MOMENT TO SHARE YOUR THOUGHTS
ON THE WEBINAR....

[TAKE THE SURVEY](#)

JOIN US NEXT TIME...

PRESENTING FINANCE:

INTRODUCTORY SESSION: “PRESENTING FINANCE 101” -
WEDNESDAY, NOVEMBER 18TH [REGISTER NOW!](#)

INTERMEDIATE SESSION: “PRESENTING FINANCE 200” -
WEDNESDAY, NOVEMBER 25TH [REGISTER NOW!](#)