SHAPING RESEARCH AND DATA

OUR CASE STUDIES
- Bob Huff/Arkansas Repertory
  Time+Investment = 11 years
  Starting to ASK the RIGHT q.s.
- Amanda Szegloski
  Ki in Whitner
  Streamlining, ticket-buying process
  How do we STAND out?
  Multiple points of contact
  Online opps
  Newsletter, posting, blogs, videos

LESSONS
- Artists know AUDIENCES
- It takes TIME to build trust
- Success is different for EVERYONE

Strategy Clusters
- Focuses
- Streamlines
- Segment: the PEOPLE you serve
- Income: Marketing needs these strategies
- Message: Time place

Content: What you’re delivering

1. Relationship
   - Embrace these requests
   - Engaging audience again and again

2. Listening
   - Articulating needs
   - Defining
   - Embracing this

3. Changed US+ our thinking
   - Changed our relationship
   - Changed our work

Target demographics
- White
tתחילית מוקדמים
- Latinx
- Young
t�테스트
- Black
- Older
t�테스트

PARTNERSHIPS
- Formed partnerships
- To develop
- To test prototypes
- To develop audience
- Target demographics

JOE HARRISON
- Long Wharf Theatre
- Spark and Elder Project

A PARTNERSHIP WITH THE LIBRARY
- Programming at 5 libraries
- Theater, passes at the library
- Ambassador program
- Reservoir and rejuvenated

The challenge: HOW TO SCALE?
- More funding
- More partners

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