



ACTOR'S EXPRESS TEJ TALK

COREY L. SMITH

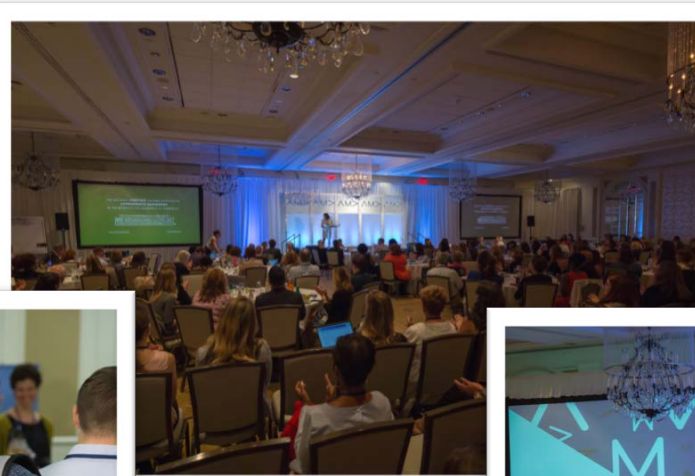
THE 2017 NONPROFIT MARKETING CONFERENCE



WASHINGTON D.C.



THE 2017 NONPROFIT MARKETING CONFERENCE



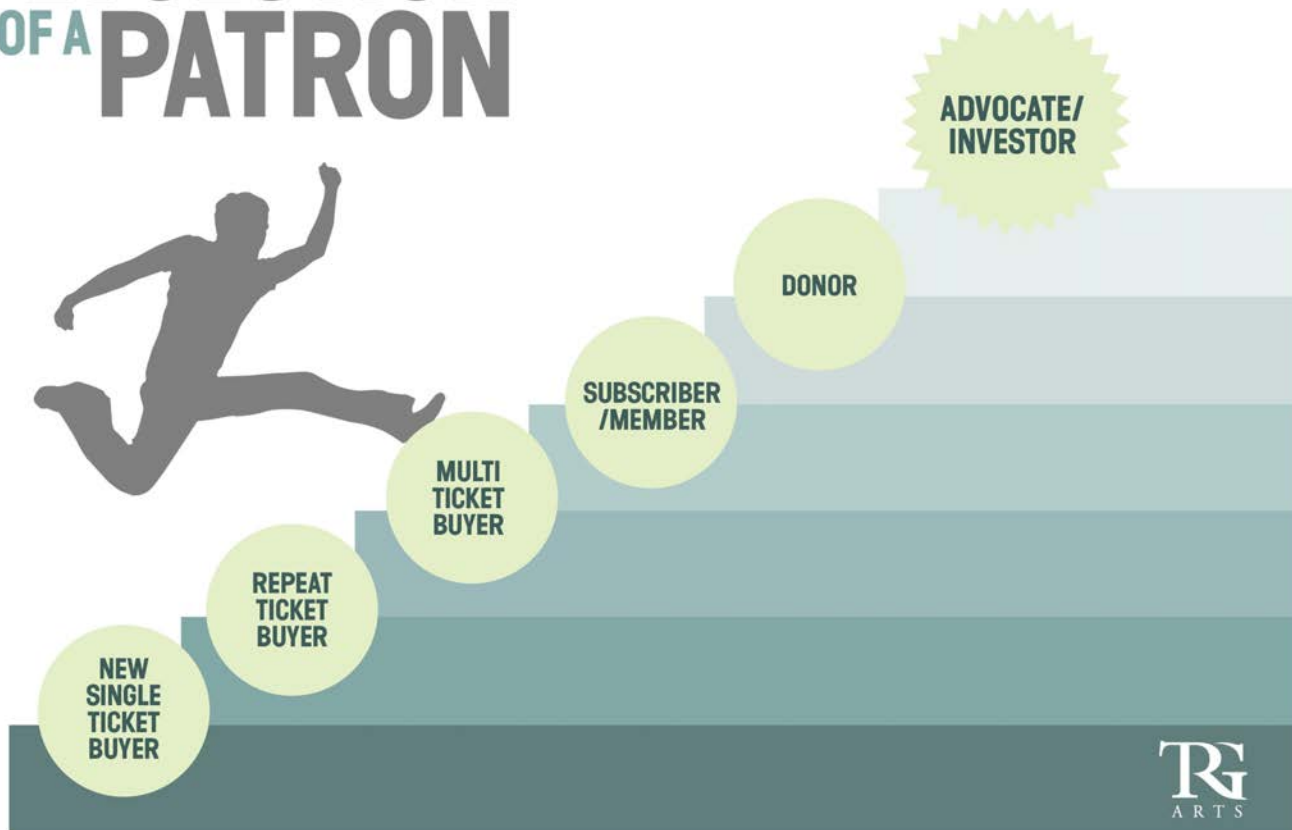
ATTENDEES



WHAT DID ACTOR'S EXPRESS LEARN
FROM AMA NON-PROFIT CONFERENCE?



EVOLUTION OF A PATRON



ACTOR'S EXPRESS SNAPSHOT

ACTOR'S EXPRESS
SINGLE TICKET BUYERS

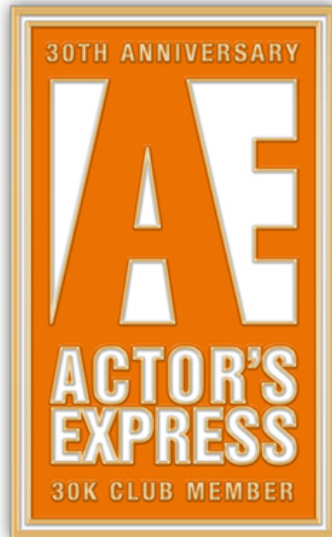
- ***The Crucible***
 - 87% non-subscribers
- ***The Legend of Georgia McBride***
 - 82% non-subscribers
- ***Little Shop of Horrors***
 - 88% non-subscribers



ASK! (ANYWHERE, EVERYWHERE, AND OFTEN)

- **Mean It.**
- **Don't Wait.**

**What can we expect
from non-members?**



MY GOAL FOR DONATIONS

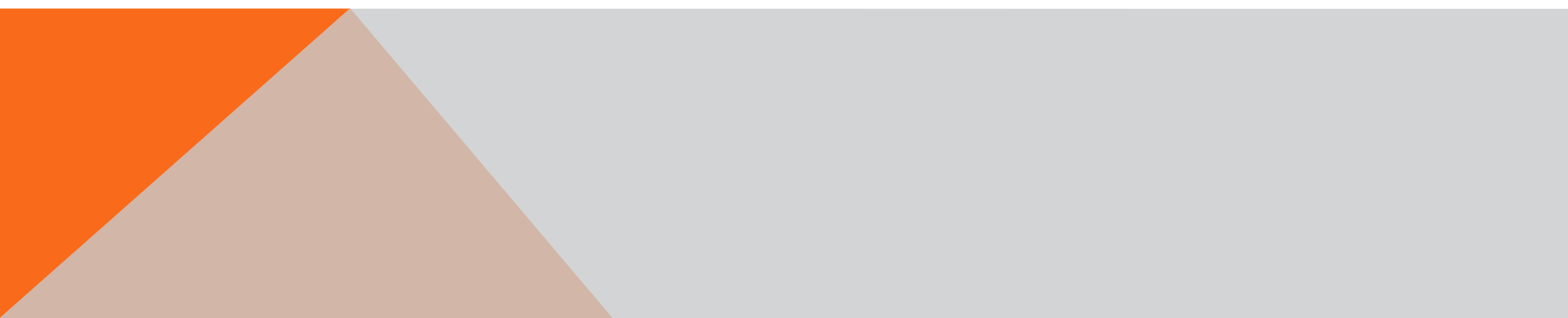
1. Easy to Understand

- Go beyond the “daily operations” jargon.
- Show. Don’t Tell.

2. Meaningful

- Whether a patron has \$10 or \$1,000 to give, it matters.

3. Barrier Free

- No forms. No envelopes. No staff.
- 

THE FUTURE IS NOW Goodworld

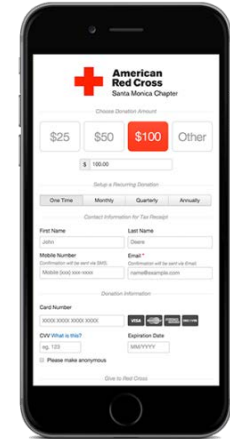
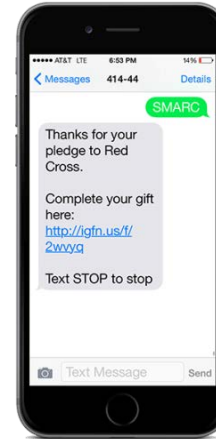
THINKING BIG.

THINKING AHEAD.

How will patrons be donating 5, 10 years from now?

- *Venmo, Square's Cash App*
- *Apple Pay, Android Pay*
- *Paypal*
- *Hashtags*

The days of the checkbook are gone.



THE STATE OF ART

Cynthia Rounds of The MET
“Can We Make Our Cultural Institutions
Irresistible?”

Do the Arts Matter?

- Cuts in public schools
- Decline Members/Attendance
- NEA funding cuts

Audiences and Their Worlds Are Changing

- Institutional authority challenged
- Authenticity on the up
- New definitions of Art and Culture



ARTS PATRONS...

ARE

- Over-Stimulated
- Hyper-Connected
- Overcommitted
- Promiscuous
- Cynical
- Self-Focus
- BUT Curious

WANT

- Trust
- Authenticity
- Consistency
- Two Way
Relationship

MARKETING

An Emotional Connection Matters More than Customer Satisfaction

by Alan Zorfas and Daniel Leemon

AUGUST 29, 2016



SAVE



SHARE



COMMENT ¹⁰



TEXT SIZE



PRINT

\$8.95

BUY COPIES



WHAT TO READ NEXT



The New Science of Customer Emotions

Harvard
Business
Review

HOW SENIOR

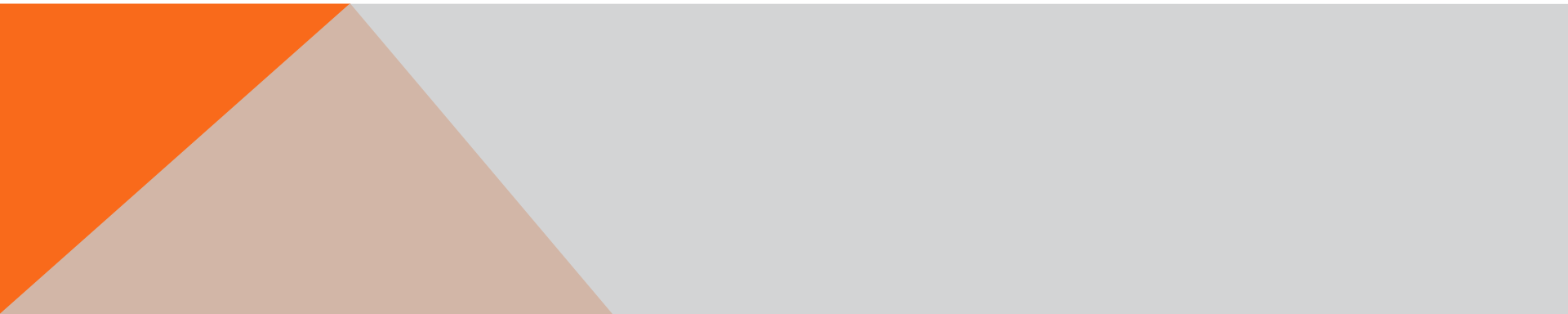
BOLD APPROACH

The MET

“I want to put The MET on the bucket list of everyone in the world.”

Actor's Express

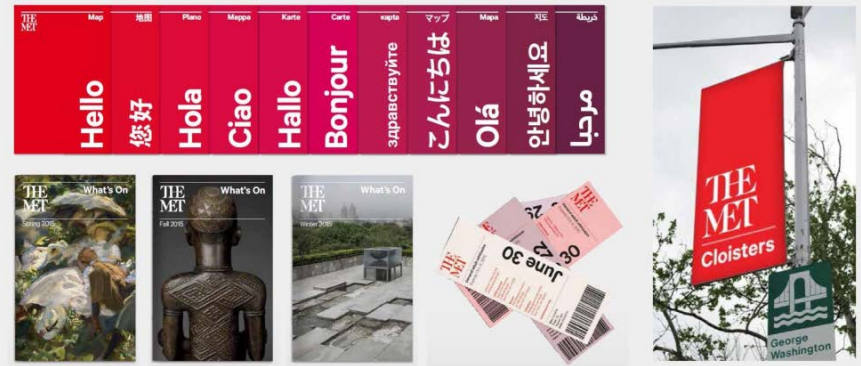
“How can we be on the bucket list of everyone in Atlanta?”



CONSISTENCY



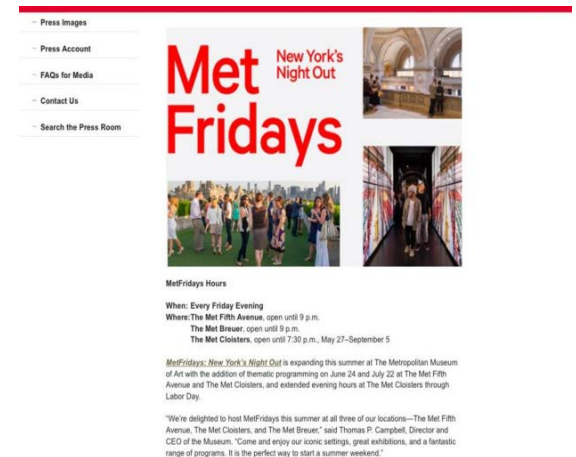
Materials and Signage



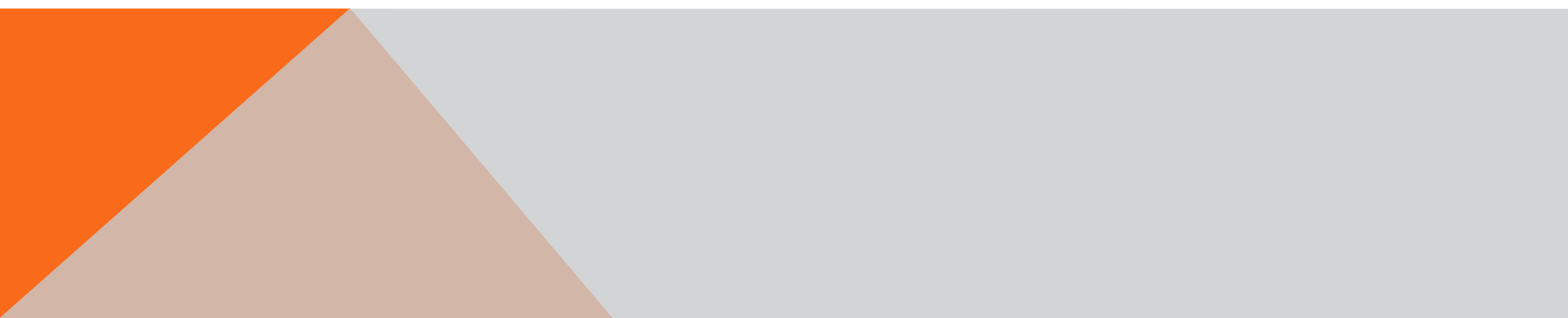
TWO WAY RELATIONSHIP

**Art should
perforate the walls.**

**We're not “keepers
of the keys”.**



BRAND AUDIT

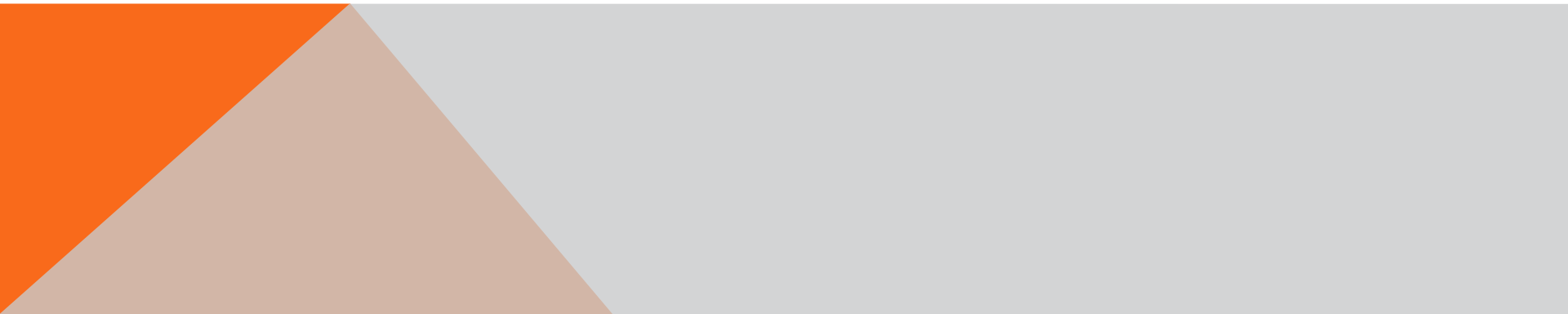
- Think about the specific things that trigger this museum's identity in your mind...
 - What specific feelings do you experience in connection with it? What personal memories or associations does this museum bring to mind?
 - Beyond the technical function it performs, what does this museum do for you that other art museums do not?
 - How do the feelings and emotions it evokes in you differ from those of other museums?
 - How do people who choose this museum differ from those who choose other museums?
- 

PLAN FOR ACTOR'S EXPRESS

- Self-Evaluation
 - Internal surveys among Staff, Management, and Board
- Time for an Audience Survey
 - In person and formal survey

Be Ready to...

- Listen.
- Learn.
- Change.



ACTOR'S EXPRESS TEJ TALK

COREY L. SMITH



ACTOR'S EXPRESS A powerful new drama and
standout at the Humana Festival.

CARDBOARD PIANO

BY HANSOL JUNG

"HEARTFELT."
—New York Times

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