Intensifying Engagement - 30 minutes

Sessions are about audience engagement tools that are pioneering the field and breaking the mold. These sessions included discussion on ways to improve strategies using storytelling, audience diversification and branding and included new participatory art forms and innovative engagement tactics.

Parallel Awesomeness

- Marketing = product, placement, price & promotion
- Lean Marketing: IDEA (plan) - ENGAGE (measure) - DATA (learn) - repeat

From start up model (entrepreneurial approach to product development that many other fields are now beginning to employ)...Susan, can you talk about what Lean Marketing is and how this concept can be applied to us in marketing our arts?

- experiment, measure, repeat (for marketing its test, learn, iterate, repeat)

Take advantage of low-cost initiatives. Digital marketing is one of the approaches that’s most compatible with the Lean Startup model.

Digital marketing trumps traditional forms of advertising in several ways:

- It’s measurable. Many digital marketing initiatives, such as social media and pay-per-click advertising, offer real-time analytics.
- It’s affordable. In some cases, such as do-it-yourself search engine optimization and content marketing, the only investment required in digital marketing efforts is your own time.
- It’s easily modified. Social media, pay-per-click advertising, and even re-targeting campaigns can be changed within a matter of hours if you’re not getting the desired results.

3. Know when it’s time to switch gears. There’s no magic formula to figuring out when it’s time to ditch a marketing tactic and move on.

You should experiment just long enough to know whether it’s working or not.

4. Navigate the waves of change. Being in lean startup-marketing mode means you have to be on your toes at all times. When you’re always
ready to tackle the next big idea and adapt to change, you’re better prepared to handle the ups and downs that come with constant experimentation — and to stretch your marketing budget to the max.

- Always incorporate your patrons throughout your processes.

Take away… Studies show that the consumer is more likely to click a “red” button - so make your “buy tickets” button RED. (image emailed)

Creating the Next, New Thing Now

The “adjacent possible”

"Captures both the limits and the creative potential of change and innovation"
"shadow future, hovering on the edges of the present state of things"

Take the opportunity to look at other possibilities. Evolutionary process. Build on ideas that help in the discovery of new ideas. Marketing is about ideas, it’s about find new ways to get our product, services to the community, patrons … IDEAS Collaborative from the funders to this group, itself is an example of the adjacent possible.

Takeaways: Transparency in the artistic process deepens the public’s understanding and empathy for your organization.
- Buy-in is essential and takes time
- You can change nothing but your reaction
- Knowing isn’t doing

Power Your Brand through Audience Immersion

Audience Typologies (from Wolf Brown’s Making Sense of Audience Engagement)
1. Casual Talker - social interaction drives
2. Reader - light engager
3. Insight Seeker - looking for meaning in art
4. Critical Reviewer - insight seeker
5. Technology Based Processor - loves online engagement
6. Active Learner - looking for “making and doing” engagement

Audience/Visitor Touchpoints:
- Exposure (marketing message)
- Research (website, media)
- Purchase (website, ticket system, onsite, phone system)
- Transportation
- Pre-Arrival at the Venue Activity (meal, shopping)
- Arrival / Entering the Venue
- Ticket Pick-up / Admission Process
Panel/Audience Question: What are some examples that you have created immerse audiences or new patrons to your organizations and a specific program?

**Board Members as Brand Ambassadors**

Isn’t the sole responsibility of your marketing, PR: engagement involves everyone in your organization and that includes your boards.

- Train board to be brand ambassadors for your organizations
- Messages are perishable
  - every board meeting there should be a discussion about messaging and marketing strategy
  - This allows for messages to become ingrained
  - Gets board to become evangelists for your organization
- Board Development and Orientation
  - Board members should have assignments ie talk to 10 people about the organization and have them report back on who, what and outcome of those discussions
  - brag book
  - Ask board to talk about their first cultural experience when a new board member arrives
  - discuss expectations
    - be direct and say what you need as an organization and ask what your board wants as a member of the board
- Each board meeting, members should leave with one new tangible fact about organization or programmatic outcome
- Every board member should be an evangelist for your organization

**The average adult has an 8 second attention span.**

Train your board to tell your organization’s story through their own voice

**Narrative Mechanics - Sarah**

People respond to narratives, to stories. How does this particular campaign fit into your organization’s overarching narrative?
Make your venue the community’s third space. (1st-home, 2nd-work)

- send out fewer, but stronger communications
- People are only so interested in you. They are fundamentally interested in themselves and their community.
- Effective storytelling for an organization is a dialogue not a broadcast

Final Thoughts on Engagement

Audience Engagement is building a long-term partnership (not giving away free tickets, or doing something in a school so the students and teachers will come to your event)

Engagement is a sweep of activities designed to intimately entangle the art, artist & audience.

Engagement isn’t jargon, it’s a guiding philosophy.

Suggested email blast - “Know Before You Go”

From Pathways to Engagement:

“If you build it they will come”- not necessarily the best and only way to reach audiences.

Community: A group of people related by geography

Challenges (all very similar to Syracuse)
- poor program attendance
- issues of poverty, equity, and access in communities
- arts organizations’ lack of knowing how and where to market programs
- minimal communication with neighborhoods

Community Engagement often ends up as something separate, unrelated to operation of organization
Tried something new, beyond traditional methods
Educate (seminars for arts groups with thought leaders) —> Engage (held community conversations and listening campaigns) —> Equip (provided arts groups with strategies to increase overall effectiveness)
Recommended reading: “Invitation to the Party”

Perception is Reality-Collection of perceptions (which ultimately creates an experience) in the minds of your donors/subscribers/communities based on every in-person and online contact they have with your organization.

examples of experiences: difficult to navigate text heavy website (yah!), unfriendly staff, etc
Stimulating Revenue - 30 minutes
Using Data to Provide Insights into Customer Behavior & Segmentation
key to understanding, engaging and retaining your audience lies in understanding and analysing your data

- analysing your data should be a key component of your marketing strategy
  - provides key insights to behavior
- The Mosaic Profiles
  - Using new data and analytical methods, organisations get deeper insights on consumer lifestyles and behaviour to help you make more informed marketing decisions
  - a socio-demographic segmentation
- Children vs no children makes a big difference in buying behavior
- Facebook has this Relationship status: and if its unknow, it ask your friends to ask you what your status is.

Diversifying the Portfolio
- Audiences want to see themselves reflected in your organization’s message.
- Mission-Driven activities drive donations.
- Expand & Diversify = Investment in your future

Plan each campaign separately.
All Channels Lead to Loyalty
where this info is coming from: data-driven consulting, researches art consumer behavior. all based on data. patron transaction data.

Direct Marketing
The 40/40/20 Rule
Audience/Offer/Creative

How do you communicate your message keeping these in mind?:
  - Right Audience
  - Right Message/Media
  - Right Time

Generations use social media differently. Email most effective with boomers, least with traditionalists and millennials: therefore important to have a variety of medias.
Evolution of a Patron

Advocate/Investor
Donor
Subscriber/Member
Multi Ticket Buyer
Repeat Ticket Buyer
New Single Ticket Buyer

Advocates: Donors, Consummate Loyalists
Buyers: Subscribers, Members, …”and”
Tryers: Current, recent, lapsed single ticket buyers 85-90%

How to build loyalty among ALL generational groups?
   ex. 2nd visit free.

“Old School” Marketing That Works
- Molly Wink, Director of Membership & Amenities at Denver Art Museum
   Oversees: membership, volunteer services, events, the shop, guest services and ticketing

Marketing ——> Sales <—— Service

Data Capture
- Capturing visitors’ contact information is a challenge in a museum environment
- Data helps you learn about your audience
- Having data helps build relationships
- How? Engagement + Service = Loyalty

- Three buckets of membership
  - New
    - Most vulnerable. Most sign up on site.
  - Renewing (never lapse)
  - Recapture

Strategies for Engagement
- Drive Visitation
  - 3 visits is magic # to get renewals
- Over-communication
  - helps with retention of current members
- Segment
  - don’t contact about something they’ve already done
- Programming Matters

Acquisition/Recapture - direct mail is still the most effective method.
Direct Mail

- Three Tiered Campaign
  - Upgrade current members
  - lapsed recapture or prior members
  - new prospects - “prospect finder”
- No discounts on memberships! But did add small value-added offer.
- Response Tracking
  - Measure general response rate, how much $ that made, %s from what segmented group?
- Have a touch point during or immediately following to push membership
- conclusions: still works, but not always how you think. Personal touches matter (phone calls, handwritten, etc).

Strategies to Identify & Retain at-risk Members & Subscribers

VERY DATA DRIVEN

Analytics Method

1. Prepare
   1. Make it a project
   2. Involve Stakeholders
   3. Create Milestone Dates
   4. Begin Preliminary Data Review (what do you already have?)
2. Understand
   1. Define your “analytics” goal
      1. What is the behavior of interests?
      2. What are we trying to effect? (increase renewals?)
      3. What have we done to affect it in the past?
   2. Understand the current process/strategies related to the goal
   3. What are the current metrics?
   4. How ill you measure success?
3. Explore - Set the Baseline
   1. Establish the number you will use to measure success - remove outliers
   2. What are your renewal rates?
      1. Break into segments
   3. Are they stable?
      1. Control chart
   4. Are you including the grace period?
      1. created histogram in Excel.
4. Model
   1. Modeling begins with brainstorming
      1. Visitation
      2. Engagement
      3. Demographics (incl friend referral?)
4. Giving
5. Dow Jones? (economy)
2. What are the things that might predict renewal likelihood
   1. special exhibit signups are less likely to renew (there are a couple exceptions)
   2. All models are wrong, some are more wrong than others
3. Where does that data live?
4. How do we bring it all together?
5. Deploy
   1. Score your database
   2. numbers inform strategy
   3. what was your business goal?

Cut costs but keep rates the same:
- reduce investment in the very low and very high scores
- design an experiment to reduce mailings to selected groups to see how far they could cut back without affecting return
- reduced the investment
- depicted linear, might not be.
always

***Even for small organizations, this info is useful. As we’re building an organization we can keep these methods in mind when we decide what and how we’re collecting our data. I may not be able to implement this now, but I can make sure to start collecting x, y, and z.

Atlanta Botanical Garden
Financial Sense of Retention

Tracking Renewal Rates: Refining the Process
Extra effort to get first year members to renew. Maybe do a 2 year membership program?
Significant Renewal Factors: distance from location, prior giving, people mon-fri more likely to renew (than weekend), Channel, member level, visitation (they found each visit increased likelihood by 6%), interactions (recorded interactions on record), expiration month (december they were Least likely to renew).

Not significant: Price, selected exhibits, length of membership, party size, gift membership

Personal Brainstorming: The value of the Gage Center is not in our exhibits. It’s programming. Once we increase our exhibits we’ll be able to do more, but until that point we need to do events.
The whole point of it was how to save money when you have a multimillion dollar budget. “move telemarketing in house” “cut renewal mailings down - before they were sending 8!” “bring a friend program”

No Size Fits All: Measuring Success in New Ways
Focused on the new National Center for Arts Research study, and the KIPI (Key Intrinsic Performance Indicators) score that will soon be available on the CDP website dashboard.

1. Arts and Culture performance indices developed using data from multiple sources, primarily CDP in the states that participate
   a. 8 indices included across 11 arts sectors
2. Seeks to understand the arts and culture ecosystem, with a mathematical model that takes into account the community that each organization exists in
3. Identification of high performance and key intangible performance indicators is attempted through a score jointly developed with IBM (KIPI)

Indexes:
- Contributed Revenue by sector
- Earned Revenue by sector
- Expenses by sector
- Marketing impact by sector (SLIDE: Cost of a Patron by sector)
- Bottom Line by sector
- Balance Sheet by sector
- Community Engagement by sector
- Program activity by sector

Note: Until dashboard is ready, report describes how to calculate your own scores

Myths and Realities of Dynamic Pricing
1. Case Studies presented support moving towards dynamic pricing
   a. Elephant in the room –
   b. Not a comparison in terms of what is offered
      i. Not a comparison in terms of what is offered
      ii. Concept: Transformative Experience
2. Patrons are willing to pay higher prices: StubHub and numerous other outlets illustrate it, though the shows aren't always sold out
3. Should be looking at Yield and discount drift

Common Practice:
100% capacity
No Revenue Management
Unweighted Average
Suggested Practice:
Realistic Capacity
Incorporates Revenue Management
(avg. yield and discount drift)

Cincinnati Symphony – Managed to increase some segments of their revenue by 600%
Starting 40 weeks prior to performance, weekly evaluation of sales, and adjustments accordingly based on heat in any given section
Arkansas Theater: Pushback only from producers, and sometimes from artists. No pushback from the public

Spoleto Festival USA, largely general admission.
   Needed to add price level distinction
   Saw modest to dramatic increase in revenue
   No pushback from audience members
   Largely not price sensitive

Question: Does holding back seats weigh into this equation, and if so, how doesn’t that upset patrons who see that there are empty seats?

Predicting Future Behavior
Session was in debate format:

1. Argument for utilizing behavior data to make assumptions on future purchase and donation activities
   a. Data is concrete evidence of interest
   b. Consumers do not necessarily know what they want, so behave in unpredictable ways based on post-event surveys
   c. Data is real – consumers have invested action and resource in their behavior. They own these decisions

2. Attitudinal Data argument is informative, and can be a substantial help in crafting events and programs that consumers would enjoy.
   a. Consumers are savy enough to specify preferences that can lead to informed decisions on a variety of subjects
   b. Data, when formulated correctly can be very useful when utilized by a skilled interpreter
   c. Building a profile based on attitudinal data is possible, and tessitura and other ticketing systems are building the functionality in now.

3. Compromise position: Behavior data is really driving most decisions, and must for the time being. Attitudinal data is not in a state that can be easily analyzed and used to build a useful profile in most cases. Collecting it comes with challenges. It’s value is growing though, and eventually some combination of behavior and attitudinal data will be used to build more targeted models for patrons -- major ticketing systems now have components that allow for collection of this data.
Arts and Business PARTnerships

- Instead of the “Golden Rule” incorporate the “Platinum Rule” = treat people the way THEY want to be treated.
- Businesses are looking for more than their logo and an ad in your program book. They’re looking for “A Buzz” that people will remember.
- Have a conversation about THEM (the company), not YOU (your organization).
- Look at a potential corporate sponsor’s focus, goals, target markets. Talk their language. Sing a song they want to hear.
- Employee buy-in / volunteerism is key for company engagement. It can open doors for giving and support.
- Don’t talk yourself out of a sponsorship before even asking for it.

Energizing Technology - 30 minutes

Digital is the New Black

- 60 hrs a week online consuming content on digital devices
- 41% of ticket buyers purchase online
- 500 Million users, 400 million tweets sent on average per day
- 92% of consumers around the world say they trust word of mouth or recommendations from their friends and family, above all other forms of advertising

You need to know everything about your brand

Storytelling
1. Be human
   what do people want? How can you be relevant?
2. Be weird and unique
   - ex. A1 Steak Sauce
3. Be Picky
You are not meant to be everywhere to everyone. Pick your medium carefully
   - Social, Web, Email, Mobile, Influencers, Partners
4. Be Buttoned Up
   - Continued Conversation


Reach
Consumer Feedback/Engagement
Brand Loyalty
Web analytics
Keyword/Search -
Checklist for Success

1. Don’t fight the digital movement, get on it.
   1. Google gives 10k in advertising a month to non-profits! DO THIS!! youtube videos can teach you
2. Keep the messaging very simple. Short actionable messages.
3. Invest in good creative.
   1. strong imagery
   2. less copy more graphics - people like to read but in smaller amounts. How can I represent ___ graphically?
4. Integrate
5. Have a plan
6. Measure
   1. So easy with digital. on Facebook - no lame posts (Facebook will punish you)
   2. Tools: hashtracking, google analytics, sproutsocial, hootsuite, Facebook power editor
7. Test Everything
   1. Easy to target
8. Have a mobile strategy
9. Digital is everyone’s job
   1. people n the arts are natural story tellers! Creating art is collaborative Everyone has content they can share. Identify the content that is unique to your ordination. Staff should think of themselves as publishers. It’s OK if it’s a camera phone video. People like that
10. Be Authentic
    1. More conversation, less marketing. 75% of your messages should be conversation, 25% less marketing - you can use your dashboard to track that.
    2. Appeal to emotion. Read: “Contagious - why things catch on”.
11. Make it shareable. Social links on every website page? Hashtag embedded into all photos? Post show thank you emails - Make photos in email shareable. Make it all super easy (although it’s hard for us). Alvin Aily has best Facebook strategy out there.

Jacob’s Pillow Dance Festival

desc: national historic landmark and national medal of arts recipient. longest running dance festival. 50 companies across US, many free performances, training programs etc etc etc

Pinpoint the platforms that effectively reach your audiences.

Your patrons are not all on the same chapter of your story

Bottom of the funnel
    Generate “in the know” content
    Focus on specific programming as opposed to experiential

Tactics
    Engage with current fans
    Employ CRM lists and retargeting to reinforce your message across multiple platforms
Top of the Funnel
    Broader content that reflects the experience of your venue
    Bridge the gap between what they may know and what you want them to know

Tactics
    Target friends of fans, interests, and lookalike groups
    Think purely in terms of acquisition and cultivation
    ex. #bucketlist

Remind your patrons where they are in the story
    - employ retargeting pixels to serve your content across multiple platforms. remind the user where they are in the story, entice them to finish the final pages
    - ex. Facebook profiles, inciting incident (buying tickets), final chapter (actual event)

Experience your organization through the lens of your patrons ex #pillowpeople
    leverage your digital resources. consider the optimal portal for their deployment and encourage social sharing year round. Footage of old concerts? nostalgia factor
Anticipate what’s next. In the meantime, use those platforms to inform content decisions on your ROI generators

Online Advertising
Google, Facebook, and many other online platforms collect large amounts of data on consumer behavioral and purchase intent data that art organizations can leverage to create more conversions online.

#1 Get a Google Grant if you don’t have one

Noticeable trends
    1. Arts organizations are not investing enough in digital infrastructure
    2. Time spent on the internet now easily surpasses time spent watching television, radio, and phone. All but the internet are in decline
    3. Nationwide, spending on all types of advertising except digital is in decline. The sharpest decline is in print, but outdoor and radio are also shrinking fast.
        a. Accenture predicts that 75% of all marketing budgets will be spent on digital in the next 5 years. (SLIDE: Graph of marketing budget allocation)
        b. 66% of organizations spent less than 20% of their marketing budget on digital, and 42% spent less than 15%.
        c. 64% of arts consumers turn to the internet for information, and of that 75% go to the internet first. (SLIDE: Time Spent with Medium)
        d. 71% of adults in the US use Facebook
            i. Facebook is a nearly perfect communication vehicle for arts organizations. 75% ROI is not uncommon
    4. Video is emerging as a powerful driver of sales
        a. Be inspiring with your video and all online content
    5. Suggestions for ways to improve online presence
        a. Install tracking pixels (Facebook, Google Analytics, other sites you use)
b. Consider using an Ad network to buy ads. Some discussion about the superiority of Google’s network compared to other media outlets

1. Experience of West Palm Beach Opera
   a. Had been doing direct buys with local paper, NY Times, and Local TV station
      i. Noted that cost of entry presented a significant barrier
2. Difficulty with getting ads to display at correct times, and meeting promised display rates
3. Very difficult to inform their reps that they would no longer work with them on electronic display advt.
4. Moved all Electronic ad buys to Facebook and Google
5. Ability to concisely track ROI, and lower overall costs while increasing their visibility
6. Resulted in improved sales, better feeling among board members, and they believe heightened visibility

Techniques to employ for online ads
   - Upload email list to Facebook
   - Creation of a clone audience, geographically defined
   - Install tracking pixels on website
   - Re-marketing pixel to collect website visits and re-market

Laying a Framework for Digital Success - Matthew
1. Digital marketing is Marketing.
2. You need a strategy.
3. Measurement and optimisation are the foundation.
4. Joined-up customer-centred marketing is essential.
5. Keep communications human
6. Be agile
7. Inbound marketing trumps outbound marketing
8. Engagement is the real challenge
9. Think Global, Act Local
10. Markets are conversations
Notes from Saturday luncheon speaker - Arthur Cohen, LaPlaca Cohen

- Best Audiences for Cultural Participation = Millennials (19-29) and Pre-War (+70)
- Audiences seek: 1.) entertainment 2.) enlightenment, BUT it's SOCIAL above all else.
- #1 motivation for millennials = escape stress
- Advance Planning continues to be strong. ¾ plan way in advance.
- Mobil is quickly surpassing desktop - if you don't have a mobil friendly website, invest in one.
- The “need” to capture the moment IS the new norm. (selfies / sharing pics of dinner / tagging "I’m here / etc)
- re: Subscriptions - loyalty is continuing to drop. % subscribers: 2011=23% / 2014=10%
- The #1 reason to subscribe = save $$$
- Charitable Giving. #1 motivation = support organizations that benefit my community.
- “Busier than Thou” - now people brag about how busy they are, in they past they’d talk about their leisure time.
- People “get” sponsorship = marketing. They generally think highly of the sponsor.
- Future: social media will just get bigger & bigger
Meta trends: search for authenticity, self-curation, collaborative consumption

Value of pre-war 70+ group

Barriers to cultural participation: can't find anyone to go with. Use meetup groups to schedule tours?*

Millennials and stress

Prewar avoids programming that appears to be "not for them", although they enjoy mingling with other groups. Content is key!

Info sources: broadcast and print still matter. Planning: advance planning is going up! Google calendar expanding the planning frame

Mobile is key! Surpassed desktop

Ownership vs onsite
Selfie moments! Of people using 66% taking photos, 47% sharing
Loyalty continues to decline: membership, subscriptions.

We are in a self curated world.

GIVING
Reward fun, and making a difference in community (benefit)

Sponsorship
Think highly of sponsor. But see through is as marketing plot
Self-focused. Sell benefits, not features.
"busier than thou"- successful people brag about how busy they are.
Hyper-connected.

On Millennials:
It's an active audience. Super engaged.
Cultural promiscuity.
Integrated mobile activities
Redefining loyalty models.
Shifting sense of attitudes towards sponsorship.
Multi-sensory, interdisciplinary, mixed-use: three words to live by.
Want to live a mixed-use life. Convenient. New combinations.
Winning by hosting: invites a lot of people to share space.

How do today's audiences define culture?
#Tweets from #NAMPC - Clare

Parallel Awesomeness: Lessons in Marketing from the Startup Movement
#StartupModel
1. Marketing is product, placement, price, and promotion. @c4atlanta #StartupModel
2. Lean marketing at #nampc #StartupModel big impact, low budget
3. #startupmodel #nampc Lean strategies incorporate your patrons throughout your processes

Digital is the New Black: Telling Your Story in the Post-Digital World
#DTNB
1. Don't say, "I know digital is important, BUT... That sets you up to fail." @spinstripes #nampc #dtnb @Americans4Arts
2. 44% of emails are opened on a smartphone. Do you know how your emails display? @spinstripes #dtnb #nampc2014
3. Checklist for Success #6: "Measure. You want to know what kinds of content your audience responds to." @spinstripes #DTNB #NAMPC
4. Checklist for Success #2: create "short actionable messages." #3: Invest in good creative--less copy, more images! #DTNB #NAMPC

Using Data to Provide New Insights
#USINGDATA
no tweets

Online Advertising: Using Data to Make Conversations Online:
#ONLINEADVT
1. Half of Americans over 65 are online and 75% of them purchase online #onlineadvt #nampc
2. Video content influences 68% of ticket buyer's purchasing decisions #OnlineADVT #nampc
3. You should spend the same amount of time crafting facebook posts as you do on a season brochure #OnlineADVT #nampc
4. "The content of your videos should be as compelling as what you put on your stage." ~Erik Gensler @CapacityInt #onlineadvt #nampc

Power Your Brand through Audience Immersion
#IMMERSION
1. #nampc Love this list of possible touchpoints for your audience! #immersion
2. #immersion arts experiences define the differentiation of your brand in the marketplace. #nampc Paraphrased
No Size Fits All: Measuring Success in New Ways
#MEASURESUCCESS
1. "@TRGArts: The data swarm = a pile of data that may or may not support your strategy #nampc #measuresuccess @arindenise" @cdp_data
2. RT @eatswords: "and then there's opera." #measuresuccess #nampc (Pic attached)

Board Members as Brand Ambassadors
#BOARDBRAND
1. Board members as story tellers rather than only a fact teller! #boardbrand #NAMPC
2. Have your board members tell you about their most memorable cultural experience. #nampc #boardbrand @ASCCharlotte great idea!
3. Give board members plaque or button to indicate board membership and start a conversation. Love this idea SO much. #nampc #boardbrand
4. Teaching your board how to use social media during a meeting if you're hoping to boost social media! #boardbrand #NAMPC

Creating the Next, New Thing NOW!
#CREATINGNXT
1. Don't do anything you can't explain in 3 sentences or less! #nampc #creatingnxt
2. Transparency in the artistic process deepens the public's understanding and empathy for your organization #creatingnxt #nampc
3. Fun programming doesn't have to be frivolous, smart programming doesn't have to be boring. #creatingnxt #nampc @imamuseum
4. Audiences want to see how the sausage gets made. Yes! Also, mmmmm sausage. @seandaniels #nampc #creatingnxt

Digital Programming: The New Frontier In Arts Engagement:
#ARTSENGAGE
1. Curiosity and risk go hand in hand in the digital space. #nampc #ArtsEngage
2. 5 requirements for digital experiences: goals, strategy, curiosity, smartphone, time #artsengage #nampc
3. "More people want to experience your art (and related content) than can or will ever come through your doors". @bizmonides #artsengage #nampc
4. "Technology is no longer separate from creativity. Be in the online space to meet your audience them when they arrive." #ArtsEngage #nampc
5. Periodic table of engagement

Across Disciplines and Across the City: Innovative Audience Engagement Tactics and Strategies
#ATLSTRATEGIES
1. @eatswords: every challenge is an opportunity. every opportunity is also a challenge. #atlstrategies #nampc #sessionenvy
2. RT @eatswords: "i couldn't dream that up and make it happen. it happened because of our partnerships. #atlstrategies #nampc @AdamFristoe

3. Artists are successful because they're never content. They're always looking for what's next. -Elan Buchen #ATLStrategies #NAMPC

Content Marketing: Getting Constituents to Click and Convert:
#CLICKCONVERT
1. Content marketing is quality over quantity. #clickconvert #nampc
2. Everyone can create content in your organization, not just the marketing dept. Varied POV #nampc #clickconvert
3. Stick to a schedule, consistency is key #nampc #clickconvert
4. Educate, entertain, then introduce your organization...move them through the funnel #nampc #clickconvert
5. Site visitors that enter through a landing page are 10x more likely to take action. #clickconvert #nampc
6. #nampc #clickconvert Don't be trendy with your web design. Be practical & focus on utility and user experience.
7. No one trusts an arts org website without a decent graphic #nampc #clickconvert
8. "Submit" is the worst name for a website button, unless you're Christian Grey's wife." #nampc #clickconvert

Narrative Mechanics: How to Engineer Your Story to Maximize Engagement
#STORYTELLING
1. Social media is a conversation, not a broadcast. Listening is just as important - if not more - than talking. #nampc #storytelling
2. What's interesting to your arts org might not be interesting to your audience. #nampc #storytelling
3. As marketers we should think less about what we are saying and more about what we're asking. #storytelling #nampc
4. Get to the point. Don't wax poetic online when #storytelling for marketing #nampc
5. How does your context connect with your audience's context. Content=King / Context=Queen - now, go forth and rule #storytelling #nampc
6. "Every touch point with your audience is equally important." That's the truth! #nampc #storytelling

Breaking through the Noise: Laying a framework for Digital Success
#DIGITALSUCCESS
1. If you're doing anything digital, measure something #digitalsuccess #nampc
2. Think of a website like a baby. You don't just create it, put it down and forget about it, you have to raise it! #DigitalSuccess #NAMPC
3. #nampc #DigitalSuccess The most valuable commodity today is someone's attention
4. Follow your audience's digital breadcrumbs to influence your iterative web design. The info is there. Use it. #nampc #digitalsuccess