

How do we find value for business in the arts?

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*Association of British Orchestras
Meeting*



Philanthropy is dead

**this is a business relationship
where**

corporates look for value

So what is value?

**the list is growing longer and is
becoming increasingly complex**

Key themes:

- **Brand development**
- **Client entertaining**
- **CSR**
- **Staff engagement**

Some practical tips

Know your business

Some practical tips

Research, research, research

Some practical tips

Use your board to build knowledge

Coutts & Co

Case Study

Coutts and Edgy London Theatre

