

MARKETING MANAGERS MEETING

WEDNESDAY 5 APRIL 2006, 10.30 – 4pm
BECHSTEIN ROOM, WIGMORE HALL



Chaired by Karen Cardy, *Head of Marketing, LSO*

R E P O R T

Karen Cardy, *Head of Marketing, London Symphony Orchestra* welcomed the group to Wigmore Hall and commenced the introductions.

Naxos Digital Library

Ruth Benson *Sales and Marketing Executive Naxos Digital Services*
Graham Muir *Head of Marketing and Business Development Naxos Digital Services*

The presentation included a special deal for ABO members of unlimited use of the digital library for £2,250.00 p.a.

Their presentation available to download from the ABO website.

ABO Conference – 27th/28th January 2006 – The Sage Gateshead

Russell Jones, *Director, Association of British Orchestras*, introduced the Conference 2007 topic asking the group to come forward with ideas of what they would like to see included in the conference.

Joanna Morrison Mayo, *Projects Manager, Association of British Orchestras* explained that the format was currently under discussion, but likely to include some 'conference within a conference' ideas.

Russell went on to explain that the pricing structure for the Conference would be different for 2007, with less profit needed therefore more flexibility for offerings.

Emily Smith, *Marketing Director, London Philharmonic Orchestra*, suggested that a branding workshop would be helpful, with speakers from outside of the industry. Other topics suggested were media buying, product development and internal communication. Jan Ford, *Marketing Manager, Eastern Orchestral Board*, suggested a participatory session, using musicians.

Russell asked for volunteers from the group to become 'advisors' for the conference content.

Listen Up! 2006

The dates for the Listen Up! 2006 festival were confirmed as September 29th to November 3rd – an extension because of some interesting concerts that fell slightly out of the original October plan.

There was a group discussion on differing concert presentation techniques. Karen Cardy told the group about LSO's use of a video jockey in a concert planned for October. Kate Finch, *Marketing Manager, BBC Symphony Orchestra*, talked about the BBC Concert Orchestra's 'Urban Fusion' project which was available online. Attendees shared their experience of the informal presentation of classical music and 'This is not for you' club nights in Shoreditch and London's Cargo were discussed. This led to a more general discussion of the importance of visuals in concert presentation.

Emily Smith raised the idea of a research project into audience response to concert presentation and it was

suggested that perhaps Listen Up! was an opportunity to have all orchestras asking the same questions. This project was discussed and various options and their costings were discussed. Russell Jones asked for individuals to help follow-up this idea further.

Russell Jones confirmed that Musicians on Call would be going ahead, and that the size would be based on the funding, which the ABO had had to procure themselves. He hoped that it would be extended to hospices and residential homes so more people could be included and confirmed that the Musicians Union had agreed the same £75 3-hour deal.

Russell introduced Kate Whyman to the group, explaining that she had been contracted to manage the publicity for Listen Up! Kate addressed the group, asking for members to send her any interesting news-worthy information about concerts that they were performing during the festival. She also explained that she was available as a resource if anyone was in need of assistance in generating coverage.

Kate's contact email is: katewhyman@freezone.co.uk

Russell asked the group for their input into the future of the Listen Up! festival. Emily Smith suggested that perhaps a campaign would be a more beneficial idea – with a defined time, perhaps of only 1 week. This could be at the beginning of the season and be advertised by generating coverage through negotiation with a media partner. It was generally felt by the group that this should be a general advertising initiative, not something to drive people to particular concerts.

Cultural Revolution

Russell Jones reminded the group about the London Mayor's Cultural Revolution campaign which was planned for the weekend of September 30th to October 1st 2006. He explained that an email had gone out about this event to London orchestras, and also that it had been included in the April edition of Update.

The theme to this weekend was to be 'open rehearsal' and the idea was for orchestras to open up their rehearsals to the public. The Mayor's office would be able to pay for all marketing and promotion costs involved in this. For further information, or to express interest members should contact Mark Prescott on Mark.Prescott@london.gov.uk.

Board

Russell Jones explained that there was a vacancy on the ABO Board for an external director and that it was hoped that someone with Communication and/or PR experience could be found to supplement the current structure. He asked the group to contact him if they had any suggestions.

'Key Facts'

Russell explained to the group that the information from the ABO's 'Key Facts' survey had been collated and was now available. He asked for suggestions for the presentation of this, and suggested that a generic programme advert could be an option.

Emily Smith suggested that this could be used to send out to email listings and suggested that there could be a prize associated. She also suggested an online quiz, using the example of the BBC news website daily online quizzes.

The way the facts were to be presented was also discussed, the group stressing the importance of making them interesting and appealing to the 'average' reader. It was agreed that Russell would circulate the key facts information and ask for ideas following that.

Sarah Gee was unable to attend the meeting due to illness. It was hoped that she could be scheduled to address the group at the autumn meeting.

Date of Next Meeting: Wednesday 20th September 2006