

MARKETING / DEVELOPMENT & SPONSORSHIP MANAGERS MEETING



WEDNESDAY 4 OCTOBER 2006, 10.30am – 4.00pm

CAVERSHAM ROOM, CADOGAN HALL

Chaired by **John Bickley**, *Development Director, Britten Sinfonia* and

Emily Smith, *Marketing Director, London Philharmonic Orchestra*

R E P O R T

John Bickley, *Development Director, Britten Sinfonia* welcomed the group to Cadogan Hall and commenced the introductions. He added that the combining of Marketing and Development/Sponsorship meetings was an experiment and feedback should be given.

Annual Conference 2007: 18th-20th January – Manchester

Russell Jones, *Director, Association of British Orchestras* introduced the Conference 2007 and explained that the conference would be 24 hours earlier in January, starting on Thursday and finishing at lunch time Saturday. Classic FM had agreed to sponsor the event again for the third year and would be issuing bursaries for First Time conference goers. The conference prices had been frozen at last year's rate.

Russell went on to discuss what are the critical issues facing orchestras, as referenced in the Peter Hewitt *Chief Executive, Arts Council England* manuscript, highlighting that it would be much wider than an economic case.

Russell outlined various ideas for the conference topics:

- Using the American Symphony Orchestra League as a template, focusing on the regeneration of prescription sales.
- Hold seminars with the Marketing managers of Manchester United and Manchester City Football Clubs alongside marketing managers from the Hallé and Manchester Camerata.
- Technology as a key issue – how far behind are we?
- Conference within a conference – Education managers
- Healthy Orchestra Awards ceremony
- Development and Sponsorship: Jo Kluger from AA Consulting and Leslie Swanson from the Pittsburgh Symphony Orchestra.

Russell went on to discuss the success of the Management Academy and mentioned that there will be a taster for anyone within the sector.

Listen Up! 2006

The festival this year began with the BBC Symphony Orchestra performing at the Barbican. Julian Lloyd Webber made the first visit for Musicians on Call and the London Symphony Orchestra went to New York and participated in a similar scheme there.

Several queries were raised regarding the continuation of Listen Up! as BBC Radio 3 were unsure whether they would like to continue. Russell invited attendees to give their views on the matter:

- Change the time of year it is being held
- Purpose needed to be defined – most attendees were unsure what the festival represented.
- The comparison was made with the Mayor's Open Weekend, referring to its duration as 'short

and sweet'.

- Make the festival an advocacy tool for music in general
- Needs to reach a wider audience – television coverage on BBC Four?
- Compare Budget with the Mayor's for Open Weekend – focus on the effect it has on reaching new audiences
- Consider joining the two schemes?
- Advertising by JC Decaux

Many attendees referred to BBC Radio 3 as being the most important aspect of Listen Up! and felt that it would not continue or be a success without them.

Arts and Business Update

Tania Noble, *Account Manager, Arts and Business London* outlined that £100,000 had been allocated for new partners and that information on applications would be provided in January with the deadline in April. An emphasis for next year's applications would be on transforming relationships with business and the arts. Key points mentioned:

- Two seminars would be held in London : Advance Sponsorship and Individual Giving Seminar on the 12th October.
- The Arts and Business National Awards were to be held in March 2007 at the Hayward Gallery, with a total of ten nominations.
- Arts and Kids: Had become its own organisation www.artsandkids.org.uk and was currently working on a series of projects involving Music Quest, Yamaha and Classic FM.

Investing in Culture Publication

Lynette Shanbury, *Researcher and Evaluator, Arts and Business London* informed attendees that this publication was set up four years ago as a research unit. The information on the website included guides and toolkits and was available as a resource centre.

The Private Investment Survey was being collated and the 2005/06 results would be published in December 2006. The survey was collated in order to lobby government and was a tool for arts organisations to know what the overall sector was doing. The headline figure was that the Individual Giving figure had increased by 40% and would be a future growth area.

For further information, contact the Research, Evaluation and Information Team at Arts & Business on 020 7378 8143 or research@AandB.org.uk .

Audience Loyalty Healthcheck

Katy Raines, *Director, Dixon Raines* delivered a presentation on the Audience Loyalty Healthcheck that has been developed by DixonRaines. It focussed on developing relationships, driving revenue and delivering results.

For further information contact Katy at katy.raines@dixonraines.com or see www.dixonraines.com .

DEVELOPMENT MANAGERS :

Corporate Sponsorship – How do we find value for business in the arts?

Andrew Haigh, *Head of Strategic Projects & Marketing, Coutts & Co.* presented to the group. His presentation is attached.

His question was how to find value for business in the arts. Coutts continues to be a major sponsor of the arts in the UK. Presently corporate companies want value for money too and corporates want to build a business relationship.

Andrew felt that it was easier to measure the value in sports deals than arts deals. The challenge for the arts was how to measure success, when the results were not tangible for shareholders. Corporates would like to use the arts to help educate children, build brand awareness and receive goodies for their staff. The ongoing issue was primarily the dichotomy between artistic endeavours and the traditional corporate outlook.

A key message was to know your audience and to find sponsorship from the appropriate organisation. This would be different for trusts/foundations, individuals and corporate sponsors.

Andrew covered the key themes of value :

- Brand development – arts sponsorship would be unlikely to generate press coverage. But an example of this working for Coutts was their decision to hire the Saatchi collection for their head office, which was covered in the diary column of the press.
- Client entertaining – the corporates do want a ‘more than money can buy’ experience.
- Corporate Social Responsibility (CSR) – pressure generated internally in corporate from CSR versus shareholder dividends versus customer pricing structure. An example of this was JPMorgan running the Hackney schools programme.
- Staff engagement – more companies have this available.

Practical tips :

- Know your business – need to sell the experience of orchestral playing : the collective teamwork and empathy.
- Know your audience – Classic FM v Radio 3 : the audience for these are relevant to the sponsor you want to attract.
- Research, research, research – avoid scattergun approaches. Coutts receive three applications for funding per week. Aim for rifle shot instead, and show evidence of success elsewhere.
- Use your board – don’t just use your board’s address books, also use their skills and day jobs. Get them to help with sales pitch/dry runs, etc. For example, the Royal Court sponsorship meeting brought their Unilever director (board member) to add weight to their bid to Coutts.

Case Study : Coutts & Edgy London Theatre

Historically the reputation of Coutts, as the Queen’s bank, has been stuffy and aristocratic with very upmarket clientele. Recently Coutts rebranded to broaden it’s customer base and now has regional offices as well as the London headquarters. The average age of their client has dropped from 58 to 52 years old, and the clients tend to be corporate executives and professionals.

Coutts’ sponsorship of the Royal Opera House dates back to 1733. It also sponsors Glyndebourne and the Welsh National Opera. To diversify they have sponsored the last two Sam Mendes’ plays at the Donmar theatre and also the Almeida theatre after it’s refurbishment.

Having experimented with various theatre companies they have been delighted to sponsor ‘Edgy London Theatre’ at the Royal Court. The edgy, modern, contemporary themes is very advantageous to the Coutts brand. They have also collaborated with theatre workshops, etc.

Their current focus was marketing to women, as by 2010 females will outnumber men regarding their high net worth.

Andrew then took questions from the group :

Qn: How is success of sponsorship measured?

Answer: Lots of feedback is sought from customers, as well as press coverage. Also exit survey provided data for feedback.

Qn: How to personalise growth?

Ans: Look at what relationships the sponsor has done in the past.

Qn: What extra value do you get at the Royal Opera House?

Ans: The 1811 token replicate is given to clients over dinner at the Opera House. The dinner is with the cast, in addition to a behind the scenes tour, and waiting in the wings for the curtain call. They were currently looking at providing a new experience for the client's children.

Qn: How should orchestras refine a written application? What attracts you?

Ans: A hook is needed. There should be a one page covering letter with a maximum of five reasons as to why it's worth reading further. Andrew also looks to see if this fits with their brand. Is the company financially sound and what is their unique selling point.

MARKETING MANAGERS

SMS Marketing

Jo Johnson, *Online Marketing Manager, London Symphony Orchestra* informed attendees on the new marketing scheme the LSO have used for ticketing for small events. The pilot was conducted at the BBC Sessions for the Corine Bailey Rae and Elton John concerts. The main aspects of the scheme is placing messages in the local gazette or sending out SMS messages to the database with information on the concerts. It had a great response as it was an immediate way of booking tickets. The BBC targeted audiences who are local to LSO St Luke's and have employed Kodine as a partner for the technology aspect of the scheme. The LSO's mailing list was expanding fast as audiences were able to text whenever they wanted to buy tickets and there was no limit on the age range.

Ambassador Scheme

The Manchester Camerata along with the Royal Northern College of Music had created a trial ambassador scheme for six students, focusing on peer-to-peer marketing. Although the scheme is thriving and the students are marketing the concerts very well, Rhiannon Davis *Marketing and Press Officer, Manchester Camerata* commented that they were finding it difficult to gain access to the work that students had done as most marketing was being done on student networks.

The attendees spoke of the recruitment of ambassadors and highlighted that it was important to reach students at fresher's fairs and at the bars, which could also be done through sponsorship from companies like Cobra. Many attendees mentioned that most of the students who sign up as ambassadors tend to be non-music students so it would be worth bearing in mind not just targeting music departments or clubs.

Improvement in Concert Programmes

The attendees spoke of the issues surrounding concert programmes and noted that several changes needed to be done. Several attendees mentioned that biographies need to be either removed or shortened, and if so, make their content more factual than boastful.