

MARKETING MANAGERS MEETING

WEDNESDAY 15 OCTOBER 2003, 10.30 – 4pm
WATERLOO BAR, ROYAL FESTIVAL HALL, LONDON



Chaired by **Russell Jones ABO** (*am*) and **Anthony Brown BSO** (*pm*)

A G E N D A

10.30am *Tea/coffee available*

11.00am ABO Annual Conference

Ticket Prices: what do audiences expect to pay?

Status and skills of marketing personnel in the industry
Jan Ford *Marketing Manager, Eastern Orchestral Board*

ABO advocacy postcards – image discussion in groups of 6

Websites: How to link all sites, adding an ABO link on all members home pages. This is essential preparation for NOF

National Orchestral Festival

Joined by **Tabby Estell** *Education Manager, London Sinfonietta* and **Neil Quinton** *Education Officer (Music), Royal Festival Hall*

1.00pm Lunch

2pm **TICKETING, MARKETING & CRM**

Christopher Goodhart *President (International Group), tickets.com* joins the meeting to lead a discussion – guided by you – on the "now and next" of ticketing, marketing and CRM. Following a brief introduction to Tickets.com, he is willing to discuss a number of the following key areas: ticketing, Marketing, CRM, Venue Management, Fundraising, Subscriptions, Packages, Ticketing, Internet, Data protection, Facility Planning, Mobile box offices, Credit cards and 'chip 'n pin' and Kiosks. This Session may also give us a chance to audit what systems and wish lists you currently have.

ARE YOU ACCESSIBLE?

Kate Ramsden *Access Officer, Royal Festival Hall* leads a round the table discussion on the ins and outs of the Disability Discrimination Act and looks at a number of interesting topics concerning access including:

- How to change nothing and reach new markets right now;
- Working with - and positively influencing - your venues;
- Ticket pricing and concessions for people with disabilities;
- Using the right language and terminology
- Are you taking "reasonable measures" with your promotional print and programmes?

3.45pm AOB and Next Meeting

4.00pm Meeting ends

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A T T E N D A N C E

Justin	Lee	Academy of Ancient Music	Deputy General Manager
Rebecca	Guest	Association of British Orchestras	Membership Services Manager
Russell	Jones	Association of British Orchestras	Director
Adam	Powell	Association of British Orchestras	Projects Manager (<i>pm only</i>)
Joanna	Sigsworth	BBC National Orchestra of Wales	Marketing and Publicity Manager
Stephen	Duffy	BBC Scottish Symphony Orchestra	Marketing Manager
Kate	Finch	BBC Symphony Orchestra	Marketing Manager
Anthony	Brown	Bournemouth Symphony Orchestra	Head of Marketing
Ivan	Rockey	Brighton Philharmonic Orchestra	General Manager
Melanie	Brooker	City of Birmingham Symphony Orchestra	Marketing Manager
Claire	Bowdler	City of London Sinfonia	Marketing Manager
Jan	Ford	Eastern Orchestral Board	Marketing Manager
David	Dodd	London Mozart Players	Marketing Officer
William	Norris	London Philharmonic Orchestra	Marketing and Friends Officer
Emily	Smith	London Philharmonic Orchestra	Head of Marketing
Alison	Atkinson	London Sinfonietta	Marketing, Archive & IT Product Development Manager
Nicola	Marsh	London Sinfonietta	Marketing and Development Assistant
Tabby	Estell	London Sinfonietta	Education Manager
Karen	Cardy	London Symphony Orchestra	Head of Marketing
Sue	Rickard	Manchester Camerata	Marketing and Fundraising Manager
Josie	Aston	Orchestra of the Age of Enlightenment	Press and Marketing Manager
Carole	Radford	Oxford Philomusica	Press and PR Manager
Alice	Walton	Philharmonia Orchestra	Media and Marketing Director
Jo	Towler	Philharmonia Orchestra	Marketing Manager, Residencies
Kath	Trout	Philharmonia Orchestra	Marketing Manager, London

Selena	Virrels	Royal Festival Hall	Classical Music Marketing Manager
Neil	Quinton	Royal Festival Hall	Education Officer

Guest Speakers

Christopher	Goodhart	tickets.com	President (International Group)
Kate	Ramsden	Royal Festival Hall	Access Officer

Apologies

Victoria	Benjamin	Academy of St Martin in the Fields	Marketing Manager
Sue	Smith	Milton Keynes City Orchestra	Operations Manager
Emily	Till	The Sage Gateshead	Head of Marketing
Ann	Monfries	Scottish Chamber Orchestra	Marketing Director

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R E P O R T

Russell Jones welcomed delegates to the meeting and outlined the plans for the 2004 ABO Annual Conference.

Ticket Prices

Two of the symphony orchestras have just reviewed and changed their ticket prices. **Karen Cardy LSO** and **Emily Smith LPO** outlined their different thinking and a general discussion of members experiences followed.

Skills

Jan Ford EOB asked if there was scope for the ABO to commission research into the status of marketing personnel and would this be a valid exercise in helping people to make the case for the value of marketing? She also commented that many promoters felt beleaguered and without skills. **Russell Jones** outlined that training was one of the ABO's priorities and he would like to have a mentoring scheme in place by Christmas. He felt that training was often seen as expensive and that organisations could not spare the time to send people on it. Members mentioned the problem of Board's (often with a high proportion of players) recognising administrative staff's worth and it was felt that player involvement in the organisation at more levels than just performance builds their value of all departments work.

Matthew Swann OSJ used to be a marketing head-hunter and he found that about 50% of his clients required a postgraduate qualification (CIM or MBA). There is also Arts & Business research on the importance of the investment an employer makes in the employee as a person. Chief Executives should bear in mind that Professional Development is right at the top of most employee's list of needs. There was general agreement on the value of training and the BBC members outlined their new individual training accounts.

Action: ABO to look at setting up Action Learning Groups where Managers can train each other in small groups of five or six.

ABO Publicity Materials

Russell Jones outlined the new ideas for ABO publicity material, using an example from the Scottish Arts Council. He had decided against producing a yearbook as planned for a variety of reasons and current thinking is that ABO will bring the development of their website forward from Year 3 of the Strategic Plan to Year 1 and will produce a series of postcards showing the range of work orchestras do with the 10 Key Facts on the back. Groups then short listed six photos each:

Two recommendations

BBC Scottish	Ilan Volkov
BCMG	Montage
BSO	Brass on the beach
CBSO	Contra bassoon player
LPO	Edu: girl with violin
OAE	Main image
RPO	Double Basses line
RSNO	Lit concert from Double

One recommendation

BBC CO	Industrial setting with strings
LPO	Millennium Bridge with shades
Britten Sinfonia	Pauline with violin
BSO	Laser
ECP	Edu: kids amongst orchestra
Northern Sinfonia	Cellos
Philharmonia	Montage of stage and close up
WNO	Players on beach with shades

Basses angle

As ABO had changed the aim of the publicity, many delegates felt that they had a better range of pictures that they could offer that gave a more generic picture of orchestras work.

Action: ABO to email all Marketing Managers requesting any photos people wanted considered were emailed to the office ASAP and specifically education pictures.

National Orchestral Festival

Russell Jones outlined the aims of the new National Orchestral Festival. There was some concern about the brand being specifically BBC. Russell reassured the meeting that ABO wants to develop a name that can be used by everyone, including Classic FM. BBC Radio 3 was already trying to push the event in a variety of ways to other BBC strands and the regions would be one of these.

Websites

Anthony Brown, BSO outlined how the more links the sector creates between them the higher up search engines our web pages get. He suggested that having the ABO logo and a link from this to their site on all members' home pages would be a good idea as well as other corporate and schools links. All of this would help to collectively show our web pages and it is important to work together on it. It was also noted that website links would be vital to the success of NOF. The problem of links from the BBC was discussed.

Tickets.com

Christopher Goodhart President Tickets.com, gave a short presentation on what his company are currently doing, the new chip and pin credit card system and new avenues they were developing software for. The discussion then focused on the problems of the Data Protection Act and ownership of data and software issues. **Selena Virrels RFH** also outlined how their new self service ticket machine in the QEH was working.

Action: ABO to get an expert in to talk about the Data Protection Act for the next meeting.

Access

Kate Ramsden Access Officer South Bank Centre outlined her role to the meeting and the needs of the Disability Discrimination Act, the aim of which is to integrate disabled people into mainstream society. All the services organisations provide for disabled people should aim to help them in this way and should integrate disability into everything they do, rather than have a dedicated access person. A general discussion about what services members provided and the issue of concessionary tickets followed.

Action: Kate will email the ABO a list of useful websites.

AOB

None.

The meeting extended its thanks to both speakers for their time.

Next meeting: ABO Annual Conference, 23 January 2004
28 April 2004.