

Rising to the Challenge: The Future of Arts Marketing

Arts Midwest
September 19, 2008

ENGAGE

Rising to the Challenge

Envision a future when...




We are leading collaborative marketing and audience development efforts in our communities and in our field

2

Rising to the Challenge

Envision a future when...




Every marketing director has the support of a coach, and every coach has a coach

3

Rising to the Challenge

Envision a future when...



Audiences are valued for the many different ways that they relate to us

4

Envision a future when...



We are expert facilitators of social experiences

Envision a future when...



When asked about the success of our programs, we talk about impact instead of attendance

Envision a future when...



Engagement is not just an educational add-on, but an institutional philosophy and a retention strategy for every ticket buyer

Envision a future when...



Our customers tell us about their tastes and preferences, and we use that information to make highly personalized offers

Envision a future when...



Everyone who opens your brochure, or who lands on your website, is provided with suggestions and recommendations

Envision a future when...



Over zealous graphic designers aren't re-branding you every season

Envision a future when...



We have a great system for sharing lessons learned, and for sharing our own creative capital

Envision a future when...



Every arts group has access to the best available ticketing and database software, for the cost of training and maintenance

Envision a future when...



The lines between
marketing and
programming have
dissolved

**Rising to the Challenge:
The Future of Arts
Marketing**