



36TH ANNUAL CONFERENCE & EXHIBITION

.....▶ GO THE EXTRA MILE

January 13-15, 2015 • Hyatt Regency Denver Convention Center • Denver, Colorado

You want points with that?

*Using new technologies to build
patron loyalty*

Lynne King Smith
CEO, TicketForce

Elaine Mariner
Director, Pace Center



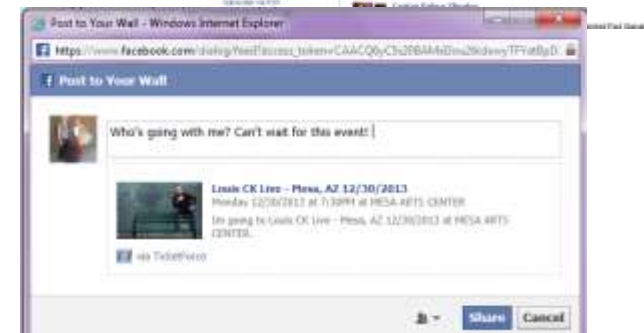
WHY LOYALTY PROGRAMS?

- Rewards are expected
- Tangibles
- Return buyers
- Building a bigger patron base



MULTI-GENERATIONS OF PATRONS

- Sharing
- Memberships
- Points
- Referrals





MEMBERSHIPS

- Ticketing benefits
- Tied to tangible rewards
- Easy to use

Hello **Lynne** [lynne.smith@cox.net]. (If you're not lynne.smith@cox.net, [Login](#).) You have multiple Memberships. [See Details](#)

Purchase Membership

Lynne, you have already the following Membership(s):

#	Membership ID	Name	Valid To	Status
1.	900027	Bronze Membership See Details	06/27/2014	Active
2.	900029	Bronze Membership See Details	08/14/2014	Active

Select the new Membership you would like to purchase:

- Bronze Membership (\$50.00)**
Get early access to special events and discounted tickets! [See Details](#)
- Silver Membership (\$100.00)**
Get early access and discounted tickets! [See Details](#)
- Gold Membership (\$250.00)**
The top level of membership and support! [See Details](#)
- Platinum (\$500.00)**
Highest Level of VIP [See Details](#)

Payment Information

Cardholders Name



MEMBERSHIP LEVELS

- Keep it simple
- Tall, Grande, Venti
- Tall is small?





MEMBERSHIPS ONLINE PRESENTATION

Hello **Lynne** [lesmith63@gmail.com] (if you're not lesmith63@gmail.com, [Login](#).)
[Get a Membership](#) (activated instantly) Help support the theatre and receive perks such as early ticket purchasing before the general public.
See [Membership Info](#) and Benefits.

Purchase Membership

Select the new Membership you would like to purchase:

- Bronze (\$50.00)**
Bronze [See Details](#)
- Silver (\$100.00)**
Silver [See Details](#)
- Gold (\$250.00)**
Gold [See Details](#)

Gold

Price: \$250.00

Benefits Include:

- >Advanced ticket purchasing for select shows
- >Concession discount coupons
- >10% discount at participating downtown DeKalb restaurants
- >Two Free tickets to all movies
- >Free small popcorn at each event you attend
- >Free refills on popcorn, fountain drinks and coffee
- >Free ticket exchanges
- >Free theatre tour for you and ten guests of your choice

*Some restrictions may apply.
The Egyptian Theatre has the right to change/substitute items at their discretion.

Payment Information

Cardholders Name

Card Number

Expiration: 01 January 2013



Card Security Code [\(what's this\)](#)



MEMBERSHIP - BENEFITS

Members: [Login](#) | [Get a Membership](#) [membership activated instantly]

Membership Benefits: Purchase tickets at discounted price, purchase tickets before general public and much more.

See [Membership Info](#)

- Early Access to Events
- Access to Members-Only Events
- Special Member Pricing



MEMBERSHIP – EARLY ACCESS TO EVENTS

Louis CK Live

Presented by Excellent Productions
Wed, Jan 9, 8PM
Mesa Arts Center
Reserved and General Admission Seating.



Louis CK Live
Louis CK Live - Mesa, AZ 12/30/2013
Monday, December 30, 2013 7:30
pm
MESA ARTS CENTER
Mesa, AZ

*Early Booking for Supporters available. Tickets go on sale for **Non-Supporters** on 10/26/2013 at 10:00 am PST*

Louis CK Live
Louis CK - Valet Parking
Tuesday, December 31, 2013 7:00
pm
MESA ARTS CENTER
Mesa, AZ

[Buy Now](#)

Louis CK Live
Louis CK Live - Mesa, AZ 12/31/2013
Tuesday, December 31, 2013 7:00
pm
MESA ARTS CENTER
Mesa, AZ

[Buy Now](#)

Louis CK Live
VIP Reception
Tuesday, December 31, 2013 10:00
pm
Mesa Contemporary Arts

Louis CK Live

Louis CK Live - Mesa, AZ 12/30/2013
Monday, December 30, 2013 7:30
pm
MESA ARTS CENTER
Mesa, AZ

AVAILABLE SOON

*Early Booking for Supporters available. Tickets are **now** on Sale for **Supporters**. Tickets go on sale for **Non-Supporters** on 10/26/2013 at 10:00 am PST*



MEMBERSHIP – CASE STUDY: PACE CENTER

Challenge: How to build the membership to engage more patrons



MEMBERSHIP – MEMBERS ONLY

- VIP Events
- After-parties
- Wine receptions
- Meet and Greet
- Tours
- Valet Parking





MEMBERSHIP - DISCOUNTS

- **Discount Ticket Options:**
- **Ticket price**
- **Fees**
- **Free (limited #)**
- **No-fee Fridays, etc**



MEMBERSHIP – RENEWALS AND MESSAGING

Memberships

You have following Membership(s):

#	Membership ID	Name	# Member Allocations	Valid To	Status
1.	900019	Silver Membership (See Details)	4	06/27/2014	Active

Expired Membership(s):

#	Membership ID	Name	# Member Allocations	Expired on	
1.	900016	Nevada County Facebook Members (See Details)	1	08/18/2011	
2.	900020	Gold Membership (See Details)	4	01/31/2012	Renew
3.	900023	Bronze Membership (See Details)	1	03/23/2013	Suspended

- Keep it simple
- Put it online
- Vary the benefits



SOCIAL SHARING AND REWARDS

- Increase your patron base
- Lifeline for building a buzz
- Why share??





PROMPTING & REWARDING THE SHARE

Let your friends know!

Now that you've got your tickets, let your friends know! Click below to share!

Your order is complete

Your Order Number is **101432**

An email confirmation will be sent to nruska@ticketforce.com

Share your purchase with your friends! If 3 friends use your link to purchase tickets, you will receive a free TicketForce shirt and tickets to an upcoming show!

Tell your friends by using the social media share buttons below or message them directly using this link:

<http://demo.ticketforce.com/eventperformances.asp?evt=530&rrprc=50190>.



SOCIAL SHARING ANALYTICS

- Set up Social Interactions
- Track shares, likes, tweets and more
- Track conversions from shares





PATRON LOYALTY PROGRAMS

**The value of
Rebecca in the
patron lifecycle**





TRADITIONAL APPROACH

- Newspaper Advertising
- Radio Advertising
- Direct Mail
- Email blasts
- Posters
- In-venue promotions
- Yellow Pages/Directories/Print



TRADITIONAL APPROACH

“Half of the money I spend on advertising is wasted. The problem is, I don’t know which half...”

John Wanamaker & Co.

"The Grand Depot". Philadelphia, 1875



A PARADIGM SHIFT

Engage rather than broadcast

Today's electronic channels:

- Personal Emails
- SMS
- Loyalty Card (RFID, Mag Stripe)
- Smart Phone (email, SMS, browser)
- Single Sign On
- Social Media





BIODIRECTIONAL COMMUNICATION

We learn about the wants
and needs of our patrons.





REBECCA – A LIFECYCLE PATRON

Rebecca comes to her first show through a “tell a friend” campaign which her friend, Susan, forwarded.

We sent Susan both an automated email and a SMS Text when Rebecca entered the venue to tell her she received 1,000 loyalty points for the friend referral.

We know very little about Rebecca, however, we do have her email address.





LIFECYCLE PATRONS - REBECCA

- Email followup after the show
- Loyalty / Membership ask
- Incentivize
- Bought a 4-show mini pack





LIFECYCLE PATRONS – FAST FORWARD

- Rebecca continued as a season ticket holder for the next 20 years
- She has been to over 250 shows and has experienced highs and lows
- She now takes her daughter, Janey, to shows
- Janey had her 10th Birthday Party at the venue with a movie
- Rebecca is also now a local business leader. The company is a regular sponsor of the venue and she serves on the board.





REBECCA – A LIFECYCLE PATRON

- Based on a profile of Rebecca's spending behaviour over a 20 year period we anticipate that she would spend nearly \$15,000 on her support.
- If Rebecca also became a corporate supporter we could expect to add a further \$25,000 over a 10 year period
- If the organization recruits and engages with just 10 Rebecca's per year, and only 5% become Corporate Rebeccas
- The annual value to the organization is ???



Merchandise



Access Control



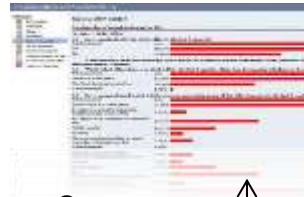
Ticketing



Hospitality



Web sign-ups



eSurveys



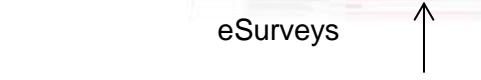
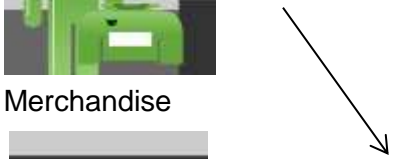
SMS



Automated campaigns



Marketing messages





LOYALTY – SCALE YOUR PROGRAM

- Nothing is one size fits all
- Keep it all simple
- Put it online
- Customize it to your current audience and your desired audience

FREE SOCIAL MEDIA TOOLKIT

www.ticketforce.com > Contact Us > Clients > Toolkits

Free Registration

LYNNE KING SMITH
CEO, TICKETFORCE

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FACEBOOK: FACEBOOK.COM/LYNNEKINGSMITH

BLOG; THE WHOLE BUSINESS WWW.LYNNEKINGSMITH.COM

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Thank You!

Questions?