

Theatre Forum Building a stronger performing arts community in Ireland.

Welcome
Focus on Audiences
 23 June 2022



arts the arts
 the arts

1

Theatre Forum Building a stronger performing arts community in Ireland.

Focus on Audiences

▪ **Context**

Theatre Forum's Arts Centres and Venues Working Group 'post-Covid' discussions about audiences with their networks, the Arts Council, Indigo, Ticketsolve, Heather Maitland and so many member organisations.

2



Focus on Audiences

Agenda

- Context
- Presentation Missing Audiences Ireland survey findings
- Q&A – what the survey findings mean for my audiences?
- Discussion of Audience Development Toolkit and marketing communications successes
- Next steps
- Thank you

3

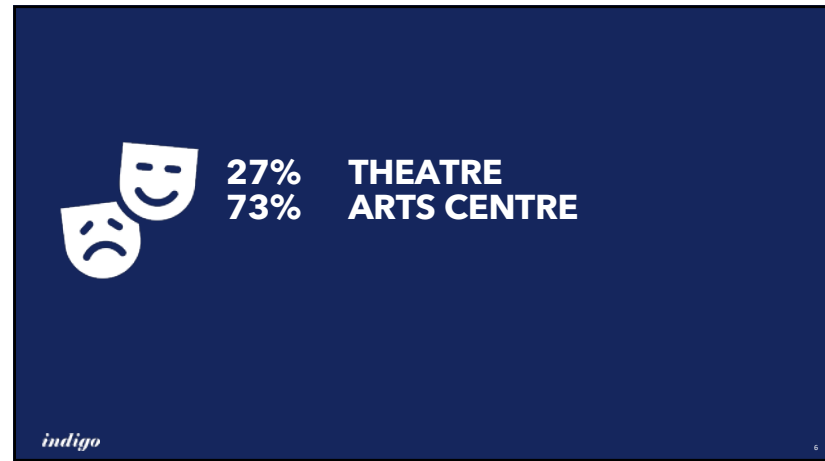


Focus on Audiences

- **Presentation**
Missing Audiences Ireland - survey findings

Katy Raines, CEO Indigo

4



5

6



7



8



**8% IDENTIFY AS D/deaf
OR DISABLED**

indigo

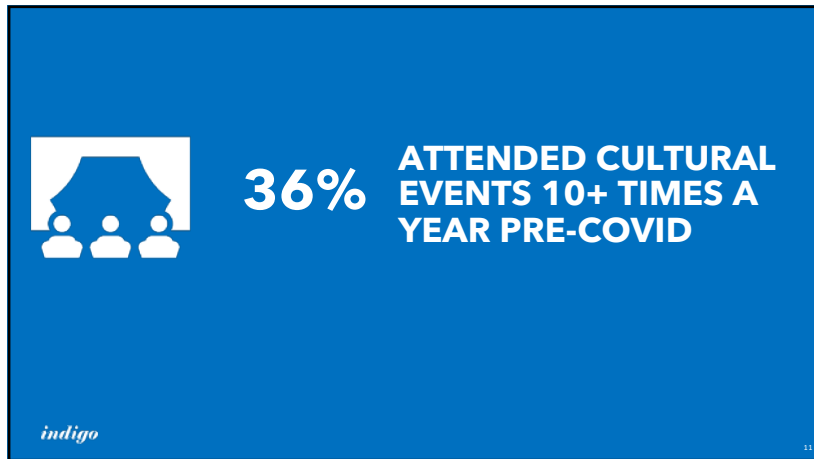
9



**SURVEYS IN FIELD
17 May - 21 June 2022**

indigo

10



11

CULTURE
RESTART

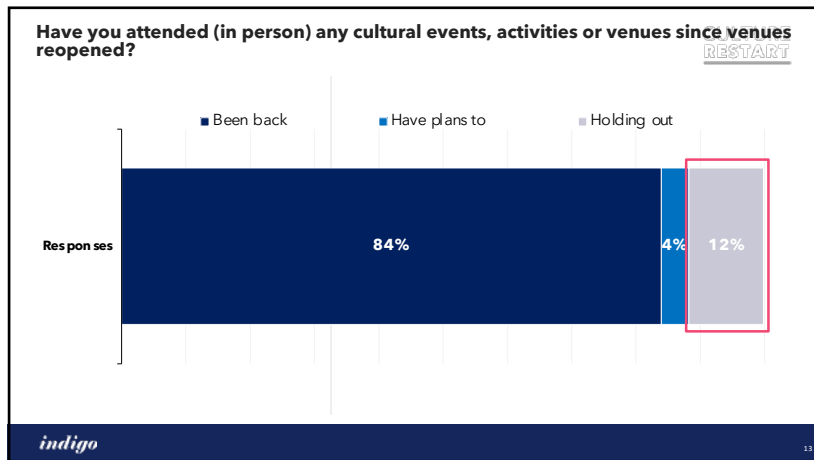
**Have you attended (in person)
any cultural events, activities or
venues since venues reopened?**

indigo


12

The slide has a white background with a dark blue footer. In the top right corner, the text 'CULTURE RESTART' is displayed in a small, grey, sans-serif font. The main text is centered and reads 'Have you attended (in person) any cultural events, activities or venues since venues reopened?' in a bold, black, sans-serif font. The 'indigo' logo is in the bottom left corner of the footer, and the number '12' is in the bottom right corner of the footer.

12



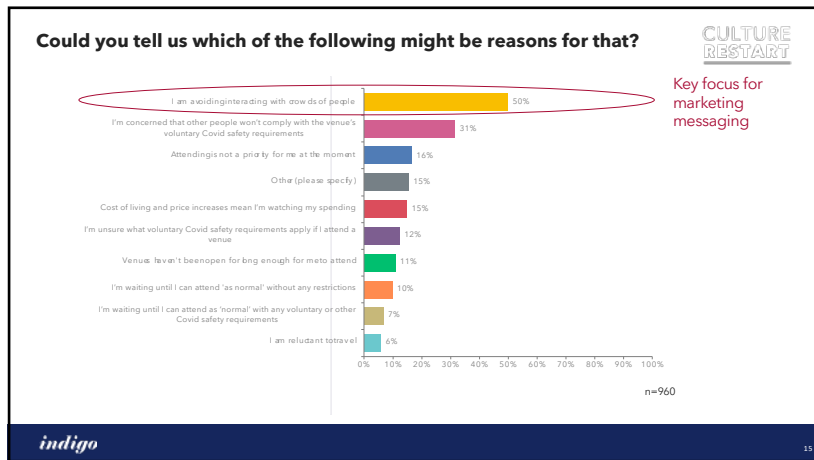
13



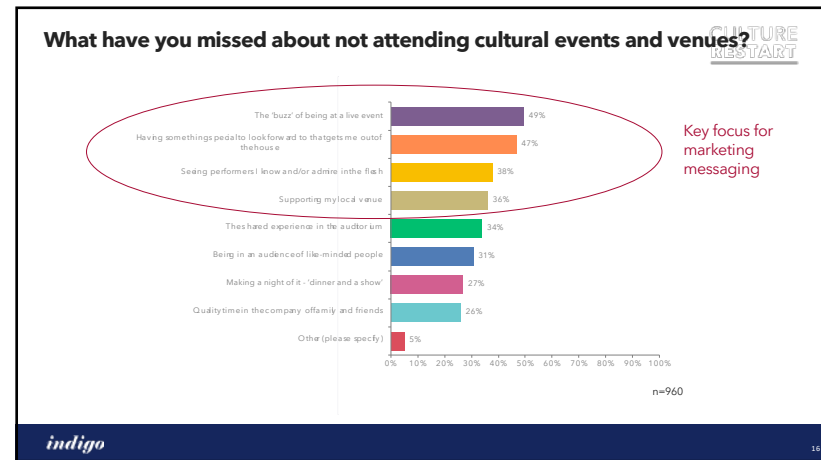
Focus: 12% Holding out

indigo 14

14



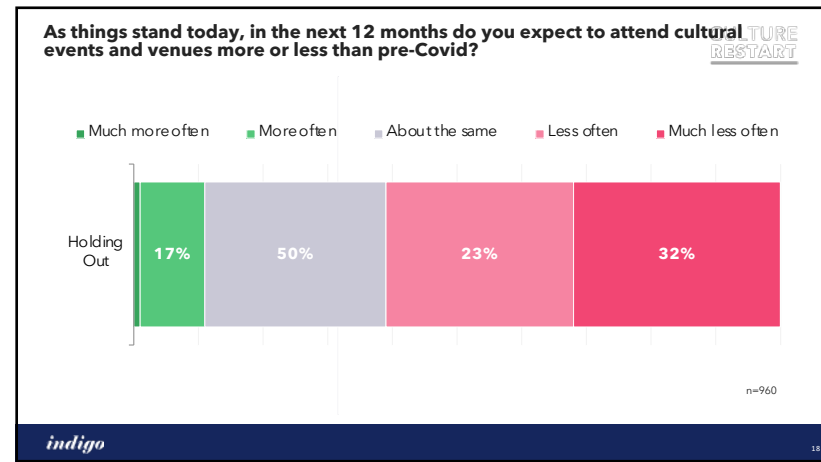
15



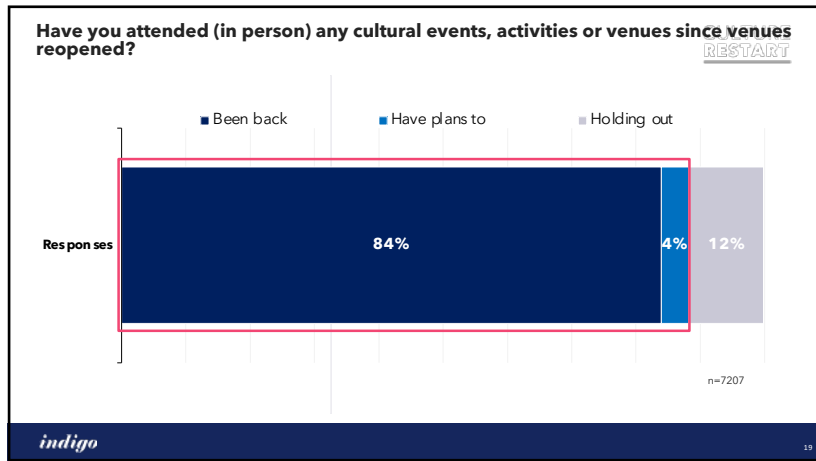
16



17



18

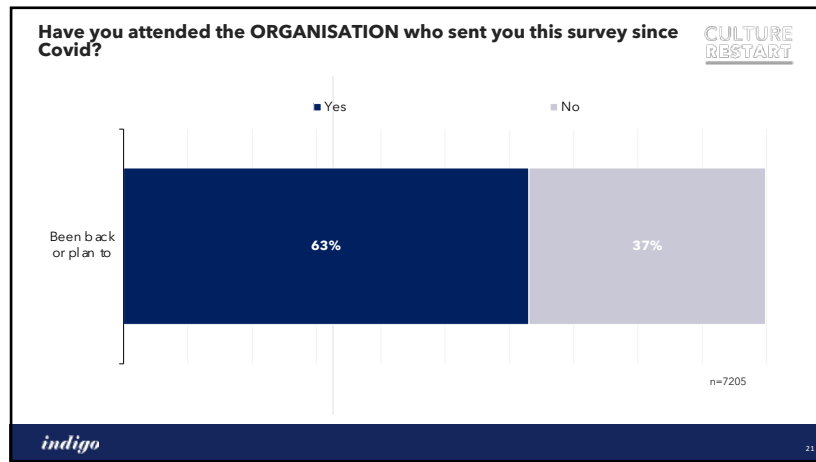


19

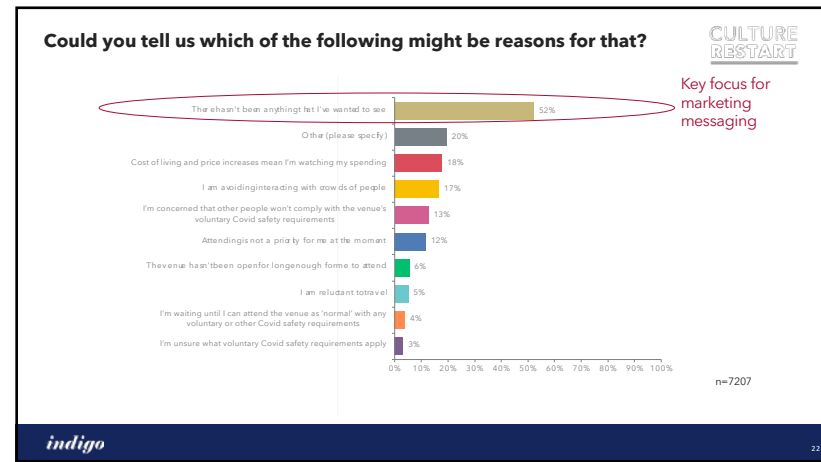
Focus: 88% Been back or plan to

indigo

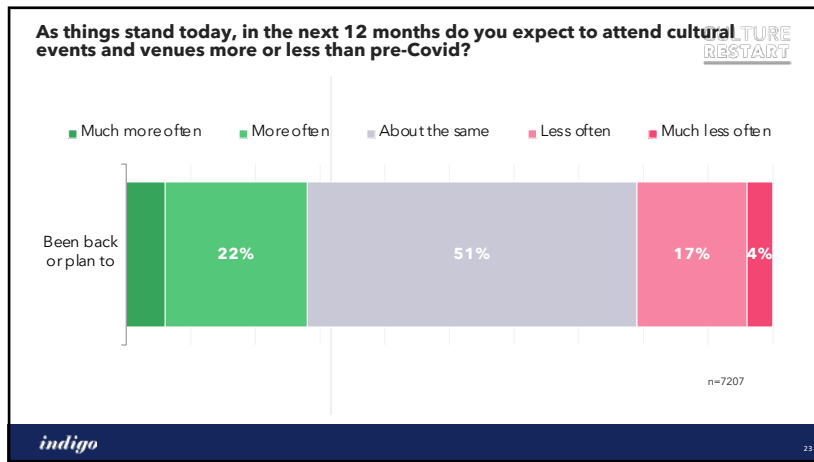
20



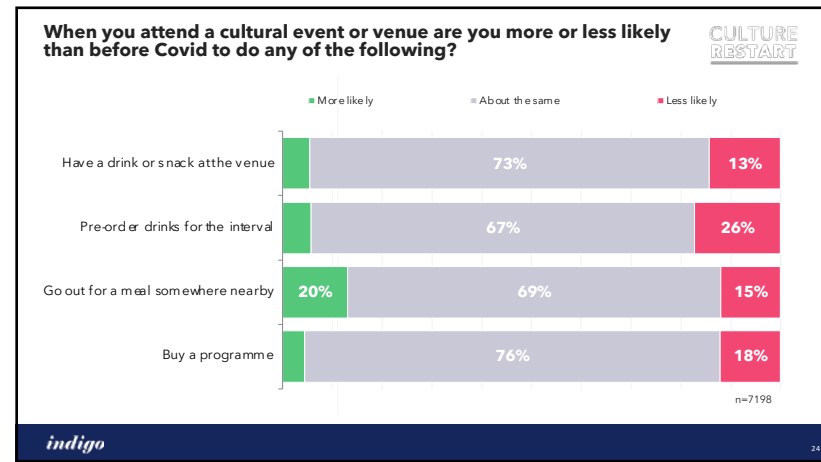
21



22



23



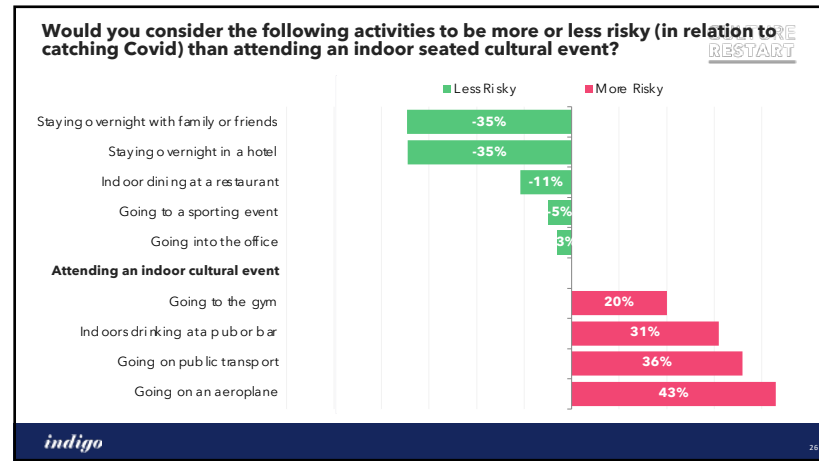
24

Risk

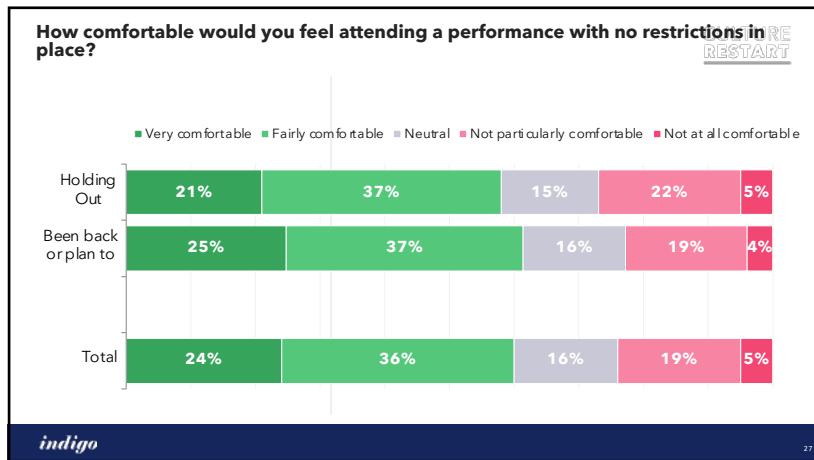
& Safety Measures

indigo

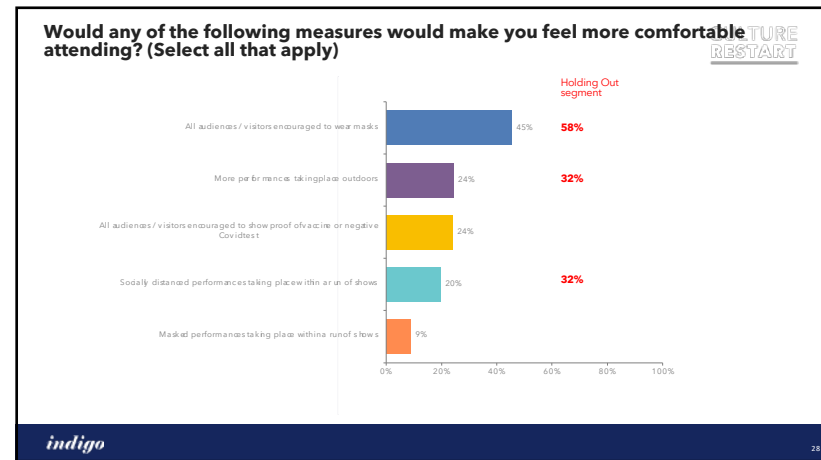
25



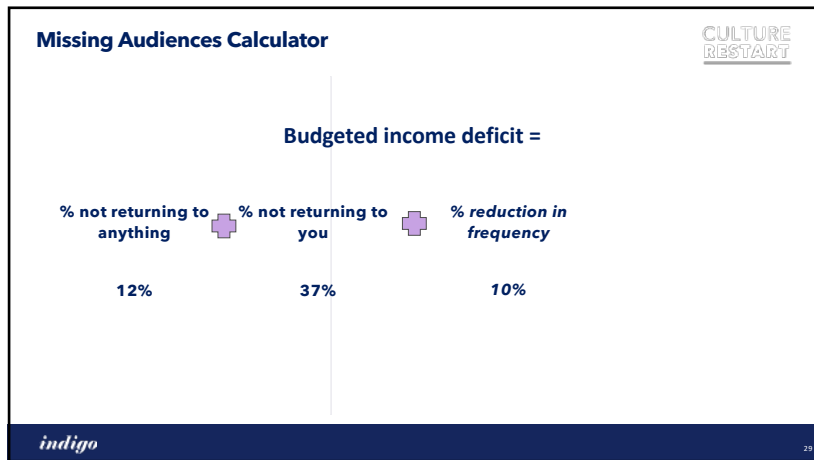
26



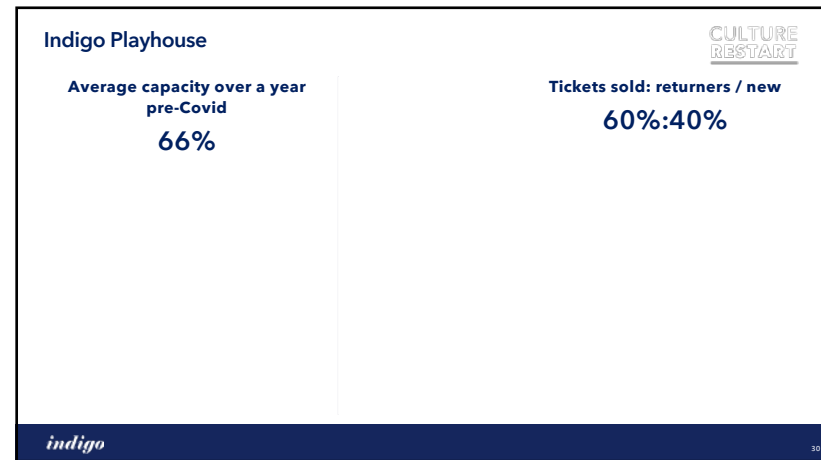
27



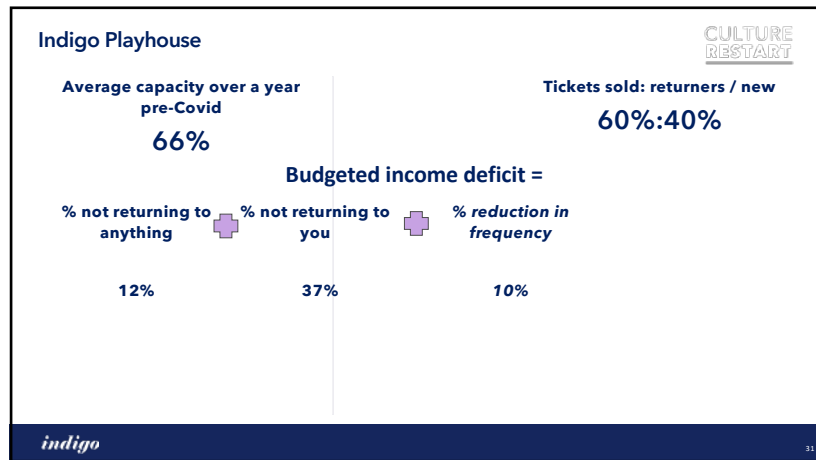
28



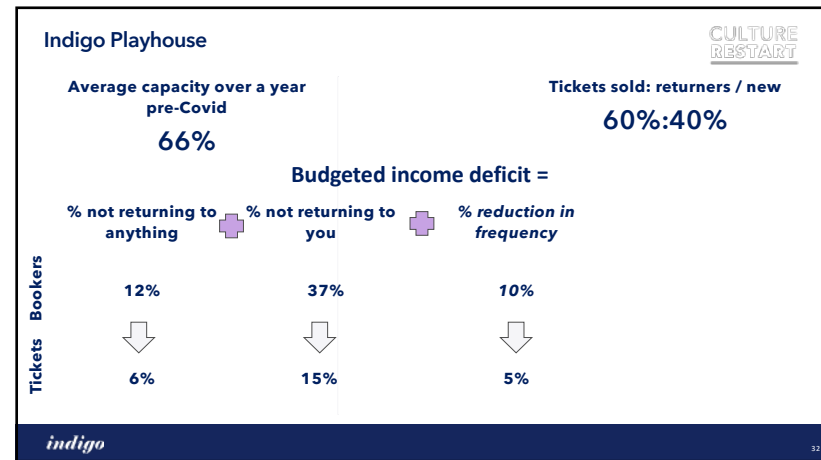
29



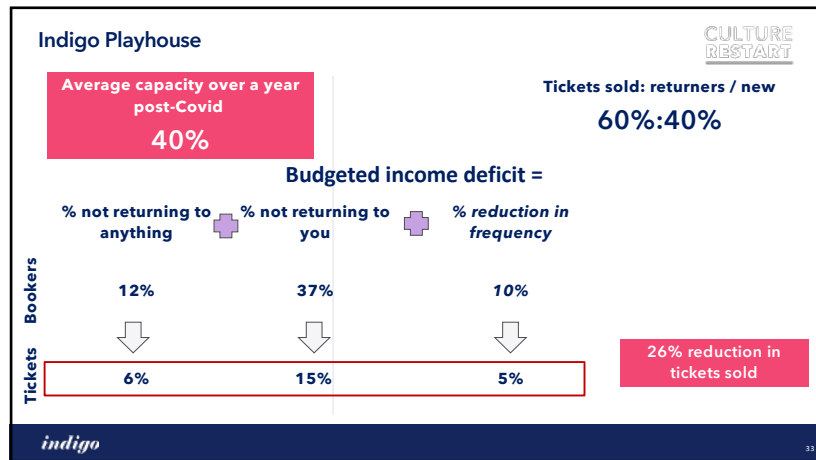
30



31



32



33

Theatre Forum Building a stronger performing arts community in Ireland.

Focus on Audiences

▪ Q&A

What the survey findings mean for my audiences?

In discussion with Heather Maitland

34

Theatre Forum Building a stronger performing arts community in Ireland.

Focus on Audiences

- Audience Development Toolkit

35



Audience Priorities

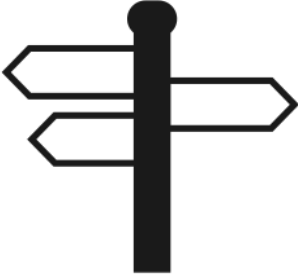
indigo

36

Looking to **the future**

CULTURE RESTART

1. The **same** audiences?
2. Other **formats**?
3. **Different** audiences?



indigo

37

Audience priority matrix

CULTURE RESTART

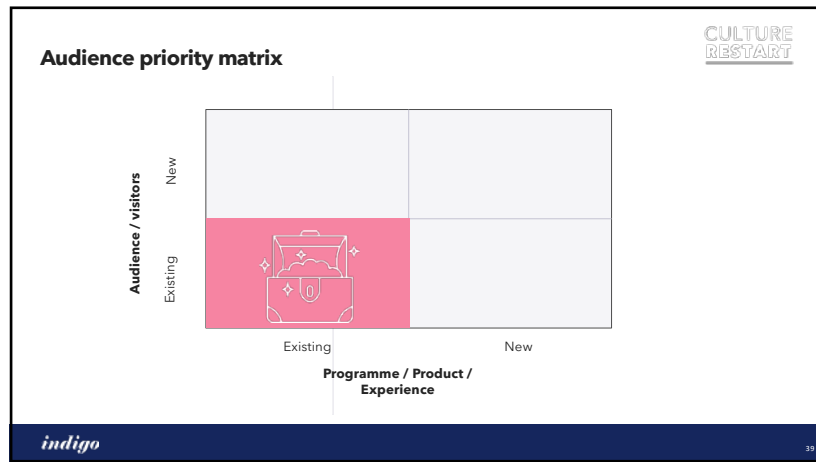
Audience / visitors	New	Growing our reach	Projects to attract different types of people
	Existing	Increasing loyalty	Encouraging risk-taking
		Existing	New

Time / cost

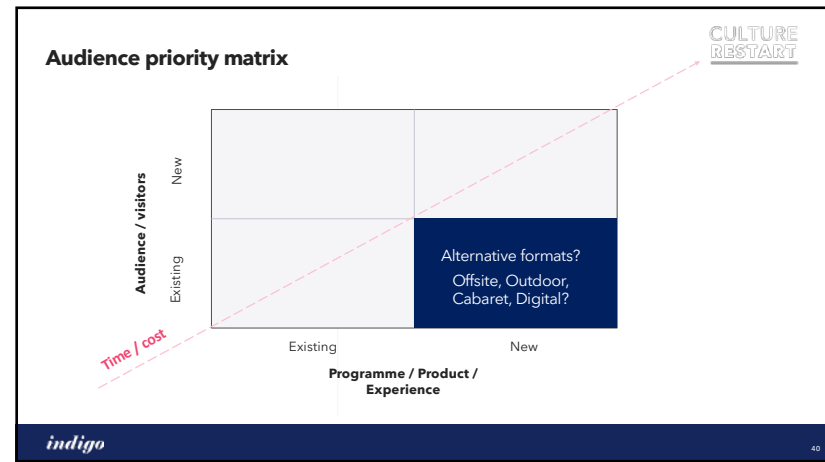
Programme / Product / Experience

indigo

38




39



40



Alternative formats CULTURE
RESTART



indigo 41

41

Alternative formats - Volcano at Galway International Festival CULTURE
RESTART



Volcano is a new work that is part theatre, part mini-series and part dance all wrapped in the tapestry of an unfolding sci-fi thriller.

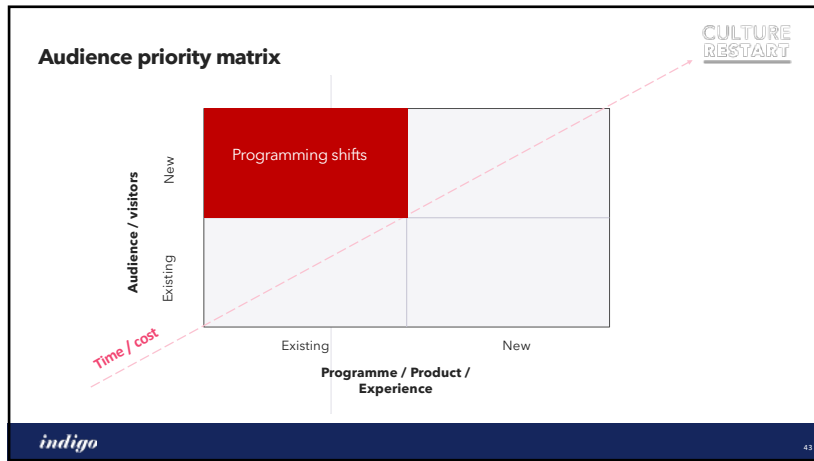
Two characters exist in a living room in disrepair and without a door, where they recreate the greatest hits of old lives – a night at a rave, a favourite game show, an 80’s music video – both passing the time and quietly clinging to distant memories of a life out of reach.

As the narrative unfolds the uncertainties of the scenario come into more extreme focus. How long have they been there, and why? What is the world they have been shut off from?

Performed over four episodes, *Volcano* can be enjoyed individually or as a series, live or online.

indigo 42

42



43

Programming shifts

Upcoming Events

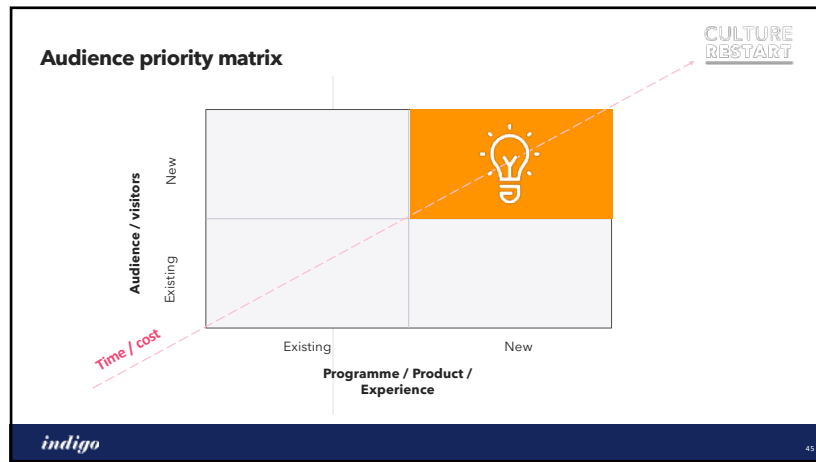
Dive into our programme.
Choose from theatre, music, dance, visual arts and everything in between.

indigo

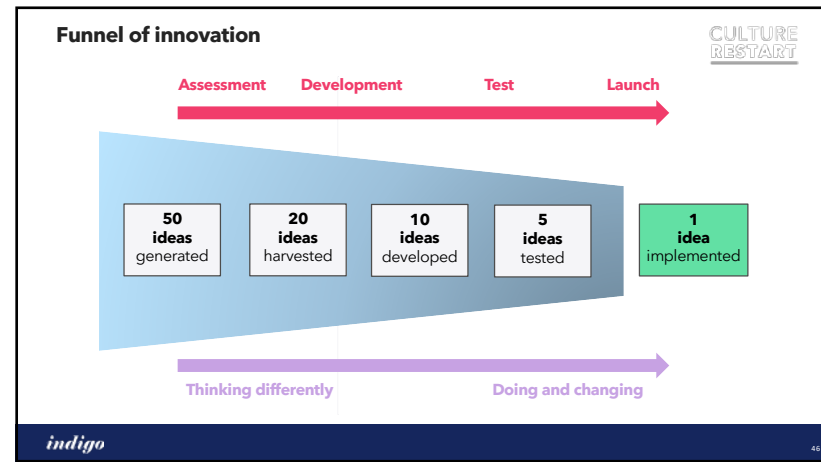
CULTURE RESTART

44

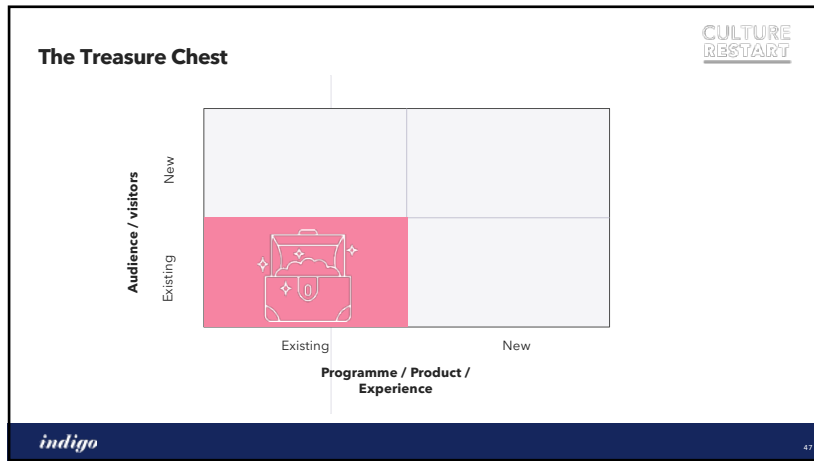
44



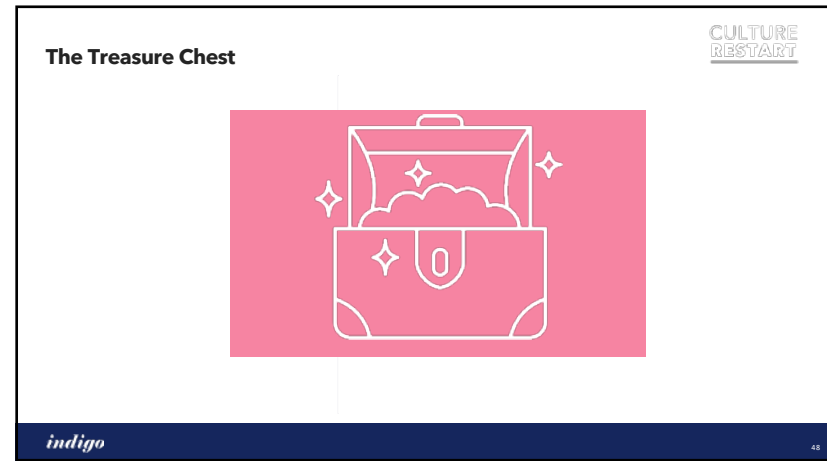
45



46




47




48

CULTURE RESTART



Avg 2016 benchmarking
• 4% purchased for 6+ events




indigo

49

49

CULTURE RESTART



indigo

50

50

Why don't they come back?

CULTURE
RESTART



- Negative experience?
- Covid anxiety?
- No compelling reason to return?
- Practical obstacles?

indigo

51

51



Compelling Messages

indigo

52

52

Compelling Messages - the 3 'R's: CULTURE
RESTART

Why not?	Reassurances
+	Reminders of what they missed
Why?	Reasons to return

indigo 53


53

Reassurances CULTURE
RESTART

Social Health & Safety
Brand
Financial
Access

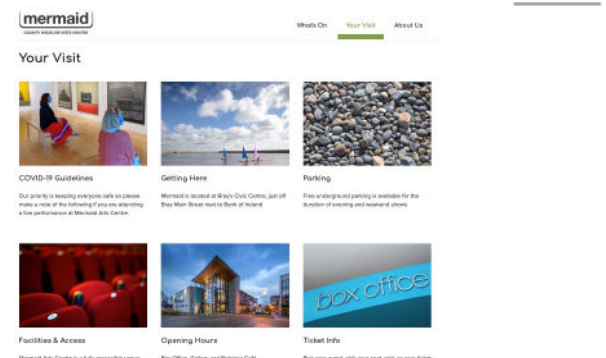
indigo 54

54



Health & Safety
Reassurance

Great example: The Mermaid, Wicklow CULTURE RESTART



mermaid Wicklow Arts Centre

Your Visit

COVID-19 Guidelines

Our priority is keeping everyone safe, so please make us aware of any concerns if you are attending a live performance at Mermaid Arts Centre.

Getting Here

Mermaid is located at 20 Wex Civic Centre, just off Bray Main Street, next to Bank of Ireland.

Parking

Free underground parking is available for the duration of evening and weekend shows.

Facilities & Access


Mermaid Arts Centre is a fully accessible venue.

Opening Hours


Box Office, Gallery and Reception Café

Ticket Info

Pick your event, pick your seat, pick up your ticket.

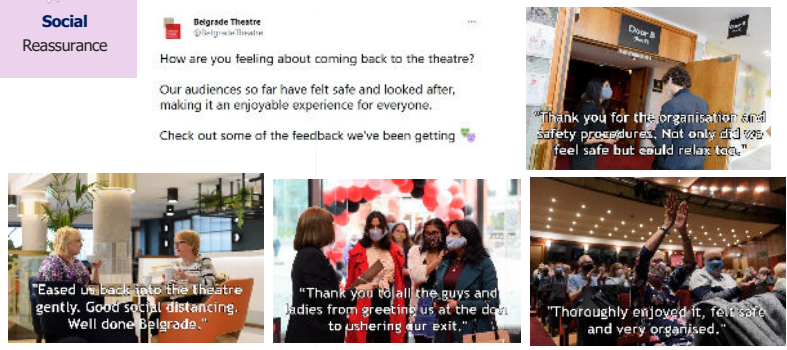

55

55



Social
Reassurance

Great example: Belgrade Theatre Coventry CULTURE RESTART



Belgrade Theatre @BelgradeTheatre

How are you feeling about coming back to the theatre?


Our audiences so far have felt safe and looked after, making it an enjoyable experience for everyone.

Check out some of the feedback we've been getting 🌟

"Eased us back into the theatre gently. Good social distancing. Well done Belgrade."

"Thank you to all the guys and ladies from greeting us at the door to ushering our exit."

"Thoroughly enjoyed it, felt safe and very organised."


56

56

Financial Reassurance

CULTURE RESTART

Great example: The Lyric Belfast

Booking with confidence

We've updated our Terms and Conditions to give you greater flexibility to change your booking if you or a member of your bubble are displaying Covid-19 symptoms and must self-isolate.

If you develop Covid-19 symptoms simply get in touch with us before 11am on the day of the show (email boxoffice@lyrictheatre.co.uk or call 028 9038 1081) and we will exchange your ticket for another performance, or a credit for the purchase price of your tickets.

indigo

57

57

Financial Reassurance

CULTURE RESTART

Great example: Ipswich Theatres

Home | Our Promise

OUR REFUND PROMISE

Feeling nervous about booking? We understand.

In this time of uncertainty, we understand that booking for a future show may not be something you are considering. Here's our promise to you: if a show is cancelled or postponed, ticket holders can move to the new date (where available), or have a full refund (including booking fees) to a credit voucher or card.

indigo

58

58

Compelling Messages - the 3 'R's: CULTURE
RESTART

<p>Why not?</p> <p>+</p> <p>Why?</p>	<p>Reassurances</p> <p>Reminders of what they missed</p> <p>Reasons to return</p>
---	--

indigo 59

59

Reminders of what they missed CULTURE
RESTART

Reminder	Percentage
The 'buzz' of being at a live event	49%
Having something to look forward to that gets me out of the house	47%
Seeing performers I know and/or admire in the flesh	38%
Supporting my local venue	36%
The shared experience in the auditorium	34%
Being in an audience of like-minded people	31%
Making a night of it - dinner and a show	27%
Quality time in the company of family and friends	26%
Other (please specify)	5%

indigo 60

60

Reasons to return - what needs can live performance meet for people now? CULTURE RESTAURANT

- Relevance
- Feeling 'seen'
- Life-affirmation
- Relaxation and unwinding
- Empathy
- Mood lifters

n=960





indigo 61

61

Great example:
Dublin Dance Festival

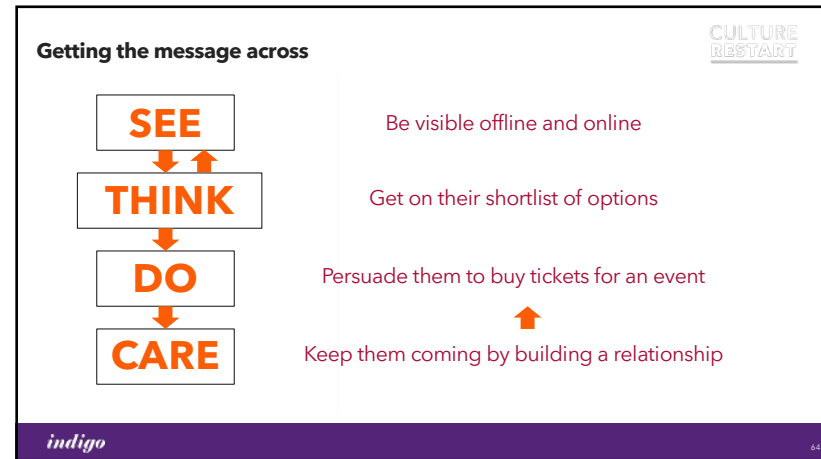
indigo 62

62

	Reassurances	Reasons to Return
   	<p>Financial Social</p>	<p>Buzz of a live event Get out more! FOMO - unique experience</p>
	<p>Brand Access H&S</p>	<p>'Real life' performers up close Something to look forward to Shared experience Supporting my local venue</p>

indigo 63

63



64

Theatre Forum Building a stronger performing arts community in Ireland.

Focus on Audiences

Katy Raines and Heather Maitland in conversation

65

Theatre Forum Building a stronger performing arts community in Ireland.

Focus on Audiences

▪ Next steps

- Marketing Forum
- Ticketsolve support
- Arts Council marketing communications campaign

66

Theatre Forum Building a stronger performing arts community in Ireland.

Focus on Audiences

Marketing Forum I online
29 June 2022, 11:30-13:00

Marketing Forum II online
13 July 2022, 11:30-13:00

www.theatreforum.ie

67

Marketing Forums: Audience Priorities

CULTURE RESTART

Audience / visitors	New		Marketing Forum 2: 13 July
	Existing	Marketing Forum 1: 29 June	
		Existing	New

Programme / Product / Experience

indigo

68

68



Thank you

The Working Group, Katy, Heather, the Ticketsolve team, and everyone at the Abbey for all their work and tremendous support on your behalf.

