

The logo for McGrath PR features the text 'McGrath PR' in a bold, black, sans-serif font. The letters are set against a vibrant, multi-colored gradient background that transitions from purple on the left, through blue, green, yellow, and orange, to red on the right. The background has a soft, glowing effect, making the text stand out.

McGrath PR

PR | Media Relations to the Arts • Non-Profits • Small Biz



INSPIRING PERFORMANCE AUDIENCE GROWTH

*CULTIVATING HARMONY
THROUGH EMBRACIVE MARKETING*

INSPIRING PERFORMANCE AUDIENCE GROWTH

*CULTIVATING HARMONY
THROUGH EMBRACIVE MARKETING*

- ✓ Delve into audience growth challenges
- ✓ Strategic case studies
- ✓ Small group think-tank sessions
- ✓ Cultivate new concepts

WHAT IS

EMBRACIVE?

adjective | em·brac·ive | im-'brā-siv

Definition:

1. Thoroughly embracing or encompassing
2. Inclusive, comprehensive

Synonyms:

all-embracing, all-in, all-inclusive, broad-gauge, compendious, complete, comprehensive, cover-all, cyclopedic, encyclopedic, exhaustive, full, global, in-depth, inclusive, omnibus, panoramic, thorough, universal, full-scale, sweeping, thorough, all-out, far-reaching, full-blown, thorough going, profound, radical, total, encyclopedic, whole-hog, A to Z, no stone unturned



WHAT ARE OUR
CHALLENGES?

WHAT ARE OUR CHALLENGES?

Declining audiences

Attendance at performing arts events has declined.

Universal Cause Drivers:

- Decline in school-based arts education
- Cultural change
- Geographical/population challenges
- Disconnected engagement of audience
- Technological change

WHAT ARE OUR CHALLENGES?

Declining audiences

Attendance at performing arts events has declined.

33% of U.S. adults attend cultural events in person

71% of the population consumes culture on the internet

Technology has radically transformed engagement in the arts



WHAT ARE OUR **CHALLENGES?**

Organizational Culture and Operations

Outmoded Operating Methods

- Modernize Outdated Website
- Absence of Social Media Presence
- Little or no Customer Interface



WHAT ARE OUR **CHALLENGES?**

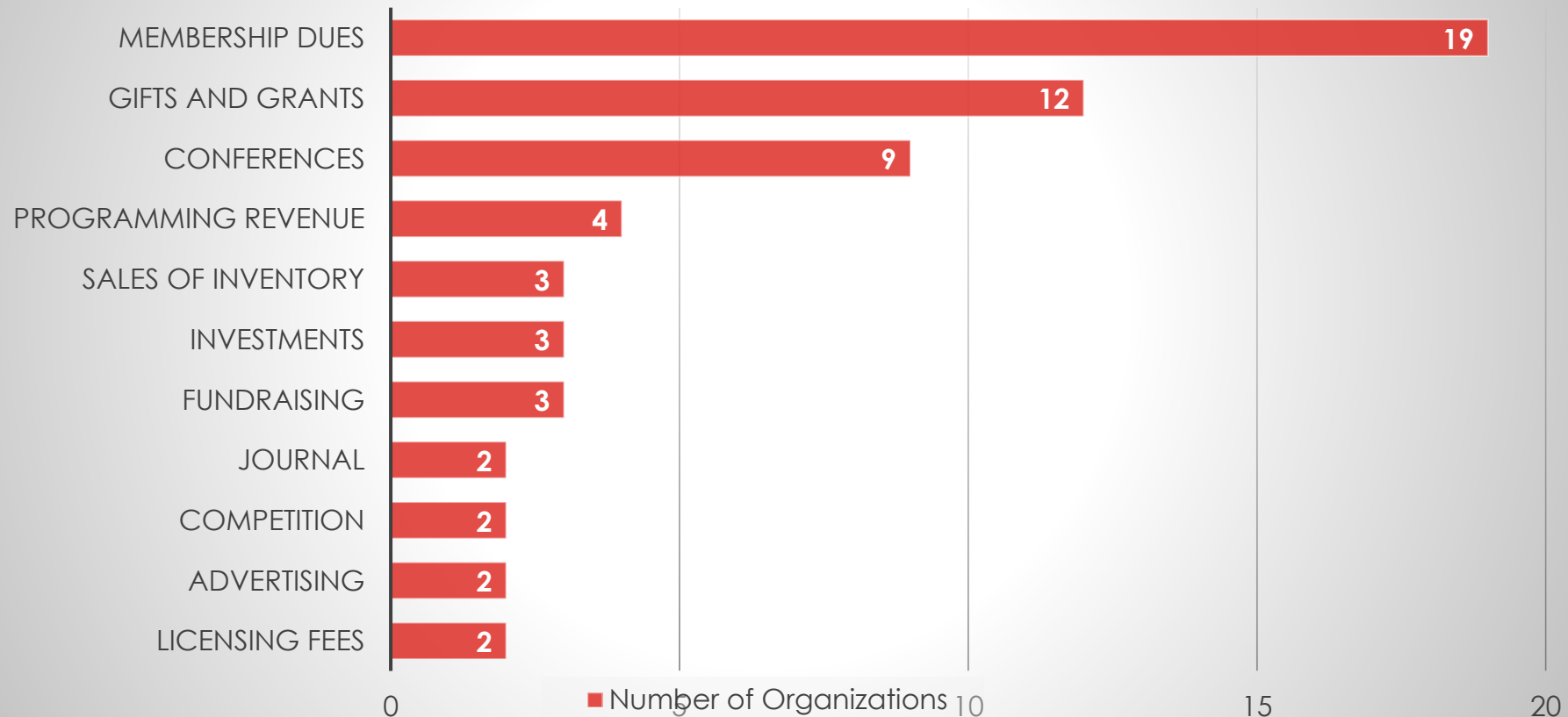
Organizational Culture and Operations

Organizational Efficiency and Capacity

- Skill Level of Membership
- Staff and Leadership Challenges
- Strategic Planning
- Volunteer Engagement
- Board Investment

WHAT ARE OUR CHALLENGES?

Revenue Drivers



Source: Choral Field Building Organizational Study, 2017



WHAT ARE SOME
SOLUTIONS?

WHAT ARE SOME **SOLUTIONS?**

A Diverse, Embracive Plan is Key

Activating Audience Engagement:

- Optimizing organizational culture/operations
- Choosing compelling programming
- Understanding your audience
- Treating audiences as relationship partners vs. consumers



BREAK OUT SESSION

How can you improve your relationship
with your audience as partners,
and alleviate their profiles solely as consumers?

WHAT ARE SOME **SOLUTIONS?**

A Diverse, Embracive Plan is Key

Activating Audience Engagement:

- Creating Access for All
- Creating a Welcoming Environment
- Utilize Widely Embraced Technology
- Forge Collaborations



BREAK OUT SESSION

If your organization had no financial or logistical barriers, what music literature would you perform and with which performing artists?



WHAT ARE SOME
SOLUTIONS?

A Diverse, Embrasive Plan is Key

Activating Audience Engagement:

- Offer Value-Added Programming
- Empower Super-Fan Ambassadors
- EMBRACE CHANGE



WHAT ARE SOME
SOLUTIONS?

Commit Resources to Improve Outcomes

- Amplify the most effective audience building tactics
- Embrace convergence (embracive) marketing
- Collect data – assess and analyze – communicate results – gauge success

WHAT IS

CONVERGENCE?

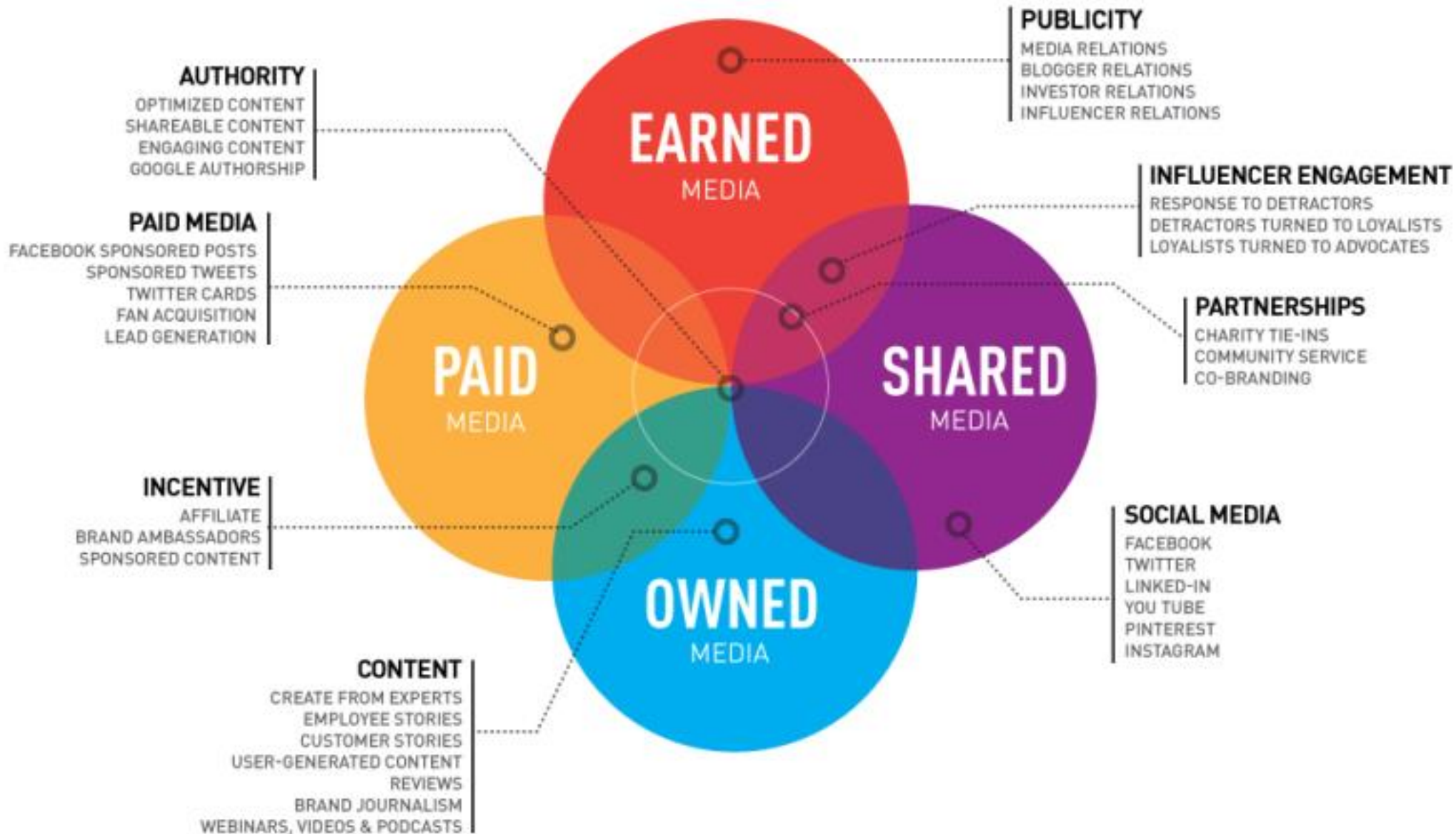
noun | con·ver·gence | kən -'vər - jən(t)s

Definition:

1. The act of converging and especially moving toward union or uniformity
2. The degree or point at which properties converge
3. Independent development of similar characters often associated with similarity of habits or environment
4. The merging of distinct technologies, industries, or devices into a unified whole

Synonyms:

Concurrence, confluence, meeting, merging, union



WHAT ARE SOME **SOLUTIONS?**

Formula: Embrasive Marketing for Collaborative Performances

- Enrichment of Supporter/Fan/Audience Database
- Formation of Collaborator Database
- Direct Email Marketing
- Social Media Plan Rollout

WHAT ARE SOME **SOLUTIONS?**

Formula: Embrasive Marketing for Collaborative Performances

- Public Relations Campaign
- Organizational Cross Marketing
- Advertising Plan Rollout
- Grass Roots Efforts



PILGRIM FESTIVAL *Chorus*

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WHAT IS THE
CHALLENGE?

WHAT IS THE **CHALLENGE?**

Expand Audiences While Collaborating with a High School Choir in a New Community

Solutions:

- Originate Grants
- Parents, Soloists, Organizational Embracive Marketing
- Compelling Feature Pitching
- Optimized Revenue



PILGRIM
FESTIVAL
Chorus

**BONUS:
ASK THE DIRECTOR!**



CAPE CHAMBER COD ORCHESTRA



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WHAT IS THE
CHALLENGE?

WHAT IS THE **CHALLENGE?**

**Originate New Orchestra in a Region with
Seasonal Population**

Solutions:

- Collaborative Programming
- Organizational Cross-Marketing
- Creative Content Marketing



WHAT IS THE
CHALLENGE?

**Originate New Orchestra in a Region with
Seasonal Population**

Solutions:

- Building Relationships on Cape Cod
- Personalizing the Experience



WHAT IS THE **CHALLENGE?**

Originate New Orchestra in a Region with Seasonal Population

Audience Retention Tips

- Diversifying Repertoire Beyond Classical
- Understanding the Region's Audience
- Happy Musicians = A Happy Audience
- Capitalizing on the Orchestra's Niche



CAPE CHAMBER / COD ORCHESTRA

**BONUS:
ASK THE DIRECTOR!**



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THANK YOU!

REMEMBER:

- ✓ Email Feedback
- ✓ Pickup Digital Resources
- ✓ Implement Social Media Planner
- ✓ Have a Question? ASK!