



Members' Survey  
Fall/Winter 2010

# Executive Summary

Prepared by Sheryl McGraw, February 2011

BC Touring Council (BCTC) conducted a members' survey in the Fall/Winter of 2010 to gain better understanding of the issues, trends and services that are important to members.

Three surveys were distributed to a total of 377 members. They included similar questions but were customized to reflect the activities and interests of each group.

## Survey Responses

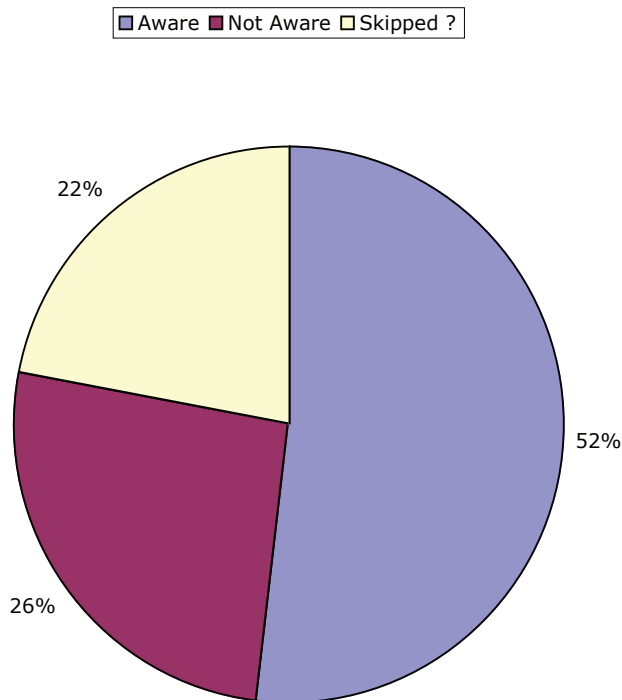
The response rate for the survey was 26.5%.

	Surveyed	Responses
Presenters/Facility Managers	215	53 (24.6%)
Artists	100	29 (29%)
Artist Agents/Manager	62	18 (29%)

## Awareness of BCTC's Services

52% of members surveyed indicated they are aware of most of BCTC's services.

### Awareness of BCTC's Services



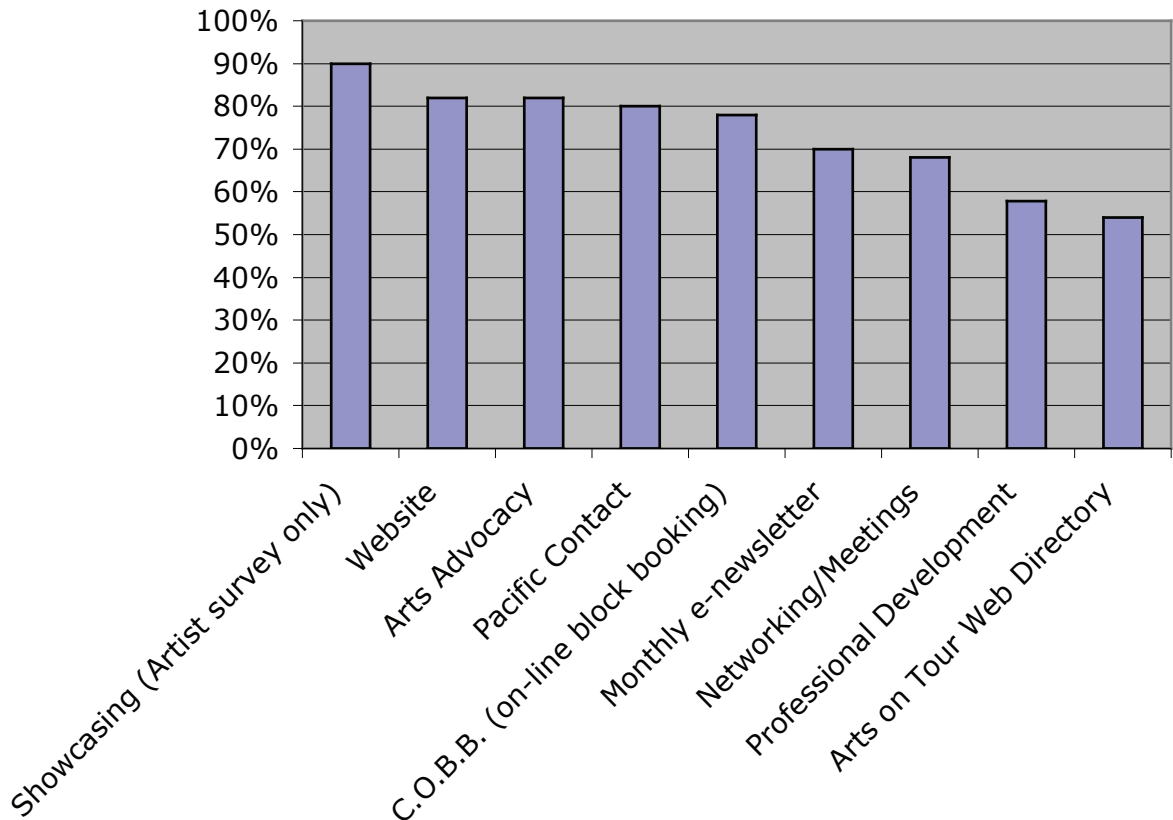
# Survey Summary – Results

## BCTC Services – Importance, Quality and Improvement

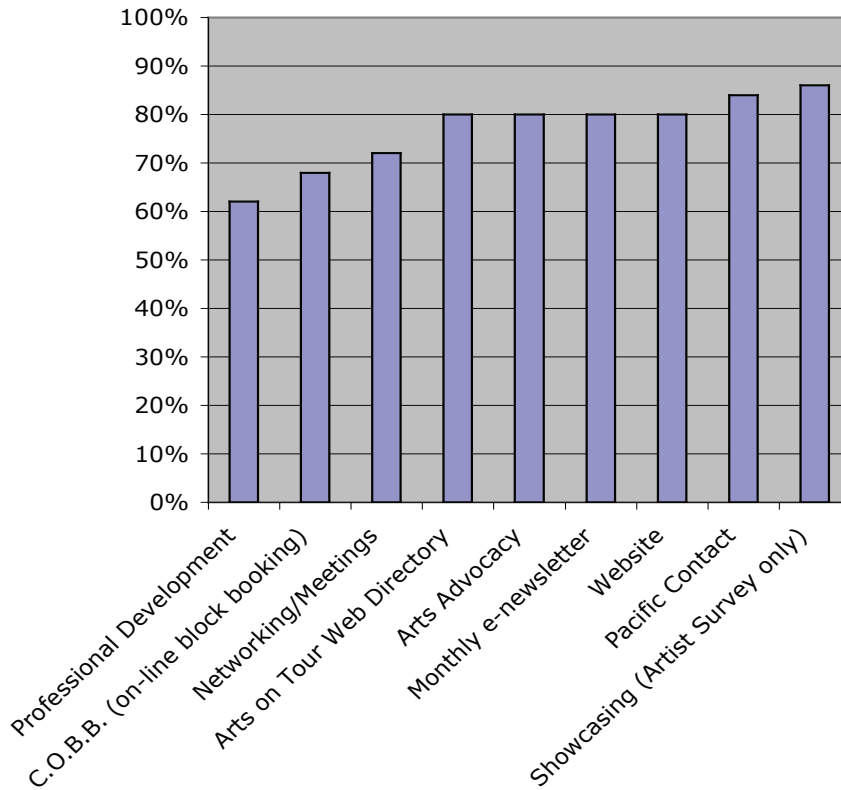
Members indicated that they were satisfied with the quality of BCTC's services overall and they continued to see improvement of those services over the past couple of years. Participants were asked to rank services in order of importance, quality and improvement. The top three results were:

<b>*Most Important</b>	<b>Quality</b>	<b>Improvement</b>
Advocacy	Pacific Contact	Website
BCTC's website	Website/Arts on Tour/	Arts Advocacy
Pacific Contact	Advocacy/E-newsletter	Pacific Contact

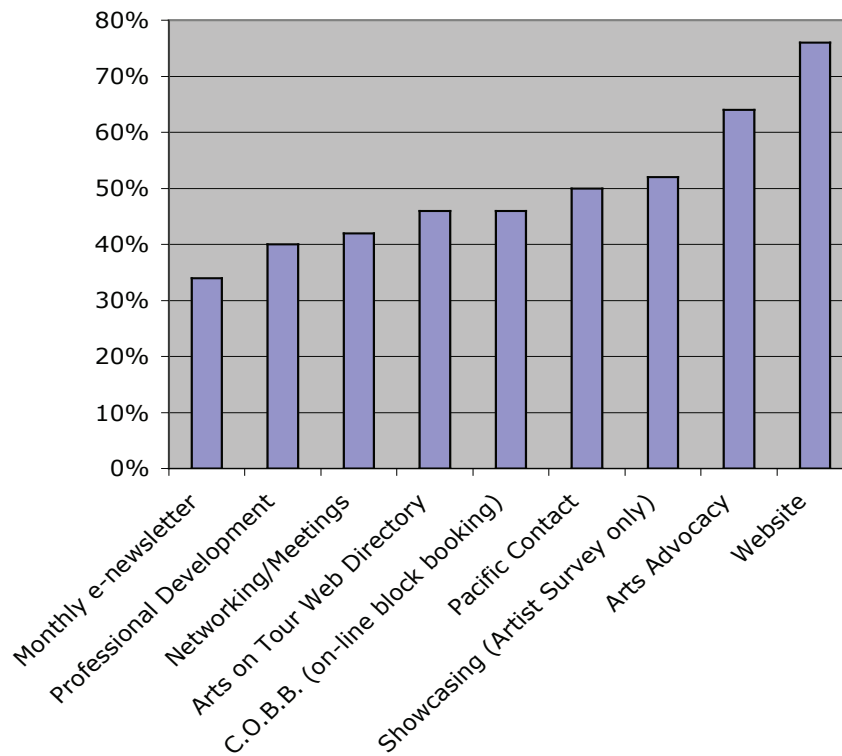
\*Note: Artists indicated that showcasing at Pacific Contact was the most important service. They ranked the quality of those showcases 4.3 out of 5, which was the highest score overall.



### BCTC Services – Quality



### BCTC Services – Improvement in the past two years



## Pacific Contact

Pacific Contact was identified as one of the top three services offered by BCTC with **29%** indicating they **attended the conference an average of 1 to 3 years, and 60% indicating they had attended in 2009 and/or 2010.**

The main reasons people gave for not attending the conference in 2009 or 2010 was that they did not have a showcase or **did not represent an artist or company** who were showcasing or they were simply **too busy.**

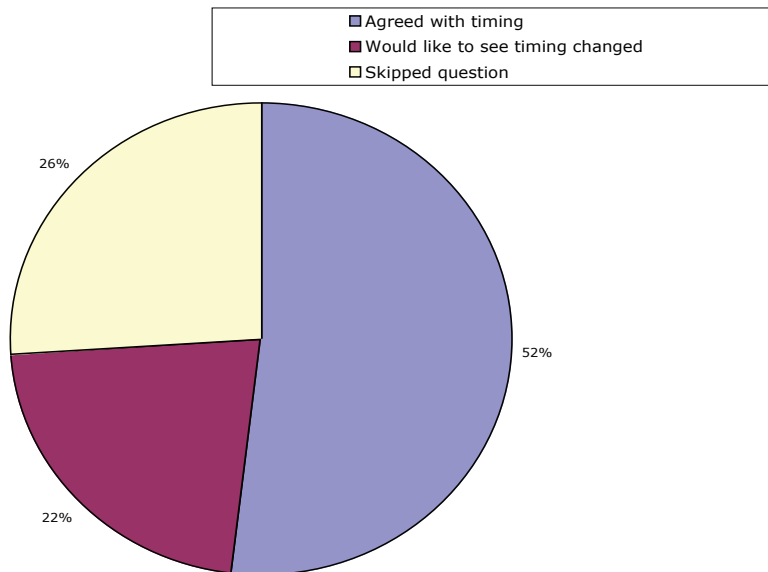
All participants surveyed indicated that Pacific Contact is of great importance to the business of booking tours and performances in BC, and they placed great importance on the value of networking at the conference.

### Applying to Showcase at Pacific Contact

Artists and Arts Managers were surveyed about the timing of applying to showcase. A **majority of the artists surveyed (66.7%) suggested that the end of June was not the best time to apply** to showcase, while **73% of arts managers/agents agreed that it was the best time.**

### Timing and Location of Pacific Contact

**69%** of participants indicated that the current length of Pacific Contact was appropriate while **52%** indicated they agreed with the current timing of the conference.



Those who indicated that the timing of Pacific Contact was not appropriate for them were then asked to choose the most suitable time of year. The results were January (15%), followed by February (8%) and October (6%).

The satisfaction of the current location rated was ranked at 3.9 out 5, while 42% indicated they would attend if it were to be held in another location in BC.

## Coordinated On-line Block Booking Service (C.O.B.B.)

The survey for presenters and facility managers included questions about BCTC's coordinated on-line block booking service with **90.7% being aware of the service**. The results indicated that C.O.B.B. has improved and streamlined individual and block bookings, but the key benefit identified was the **improvement of networking with other presenters**.

Many participants suggested that BCTC continue to support block booking and encourage presenters to work together to strengthen touring circuits around the province. Presenters and facility managers indicated that C.O.B.B. had great potential and they consider it in its infancy stage. Others expressed dissatisfaction with the lack of efficiency with the current process and suggested that the process needs to be more efficient in order to be effective.

Artists and Arts Managers/Agents indicated that they were unclear about who is using the service and would like to understand and be more involved in the process, as well as receive more frequent communications.

### Has the Coordinated On-line Block Booking:

	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>
Improved and streamlined the process for individual bookings?	14.3%	39.3%	46.4%
Improved and streamlined the process for blocking bookings?	25%	39.3%	35.7%
Improved networking with other presenters	35.7%	39.3%	25.0%

# Professional Development

## Preferred topics

Overall the topics of interest for professional development identified include **marketing using social media** and **negotiating with presenters**.

It is also interesting to note that there was an expressed interest in learning how to build relationships with the presenters in the questionnaire portion.

By category the top three topics for each category were (see charts also):

### Artists

1. Negotiating with Presenters
2. Touring in Canada
3. Touring in the United States

### Artist Managers/Agents

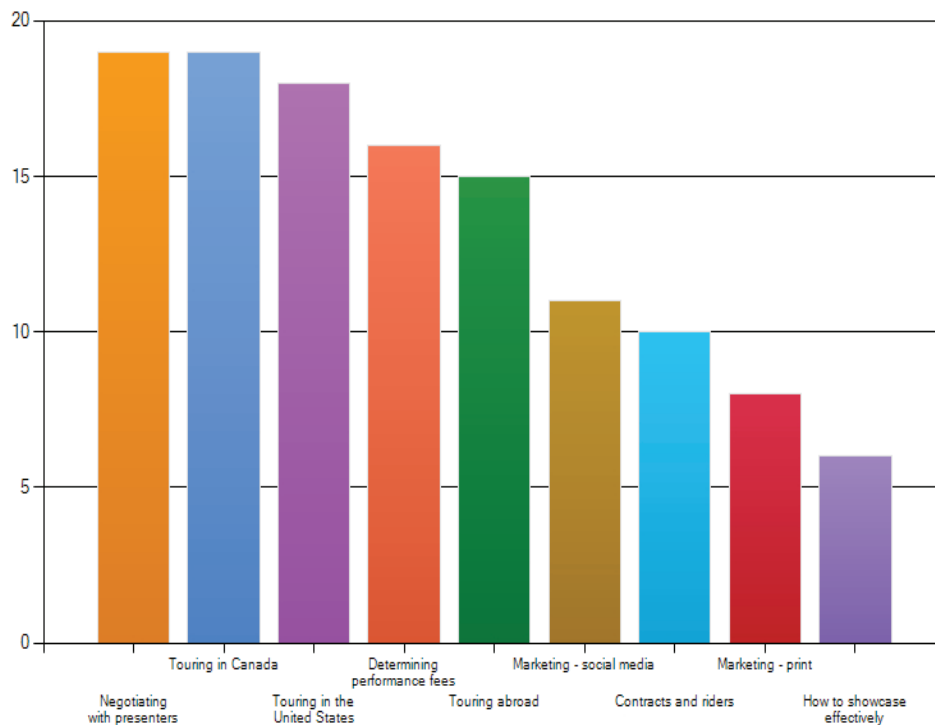
1. Negotiating with Presenters
2. Marketing – Social Media
3. Determining performance fees

### Presenters/Facility Managers

1. Marketing – Social Media
2. Audience Development and Engagement
3. Fundraising - Sponsorships

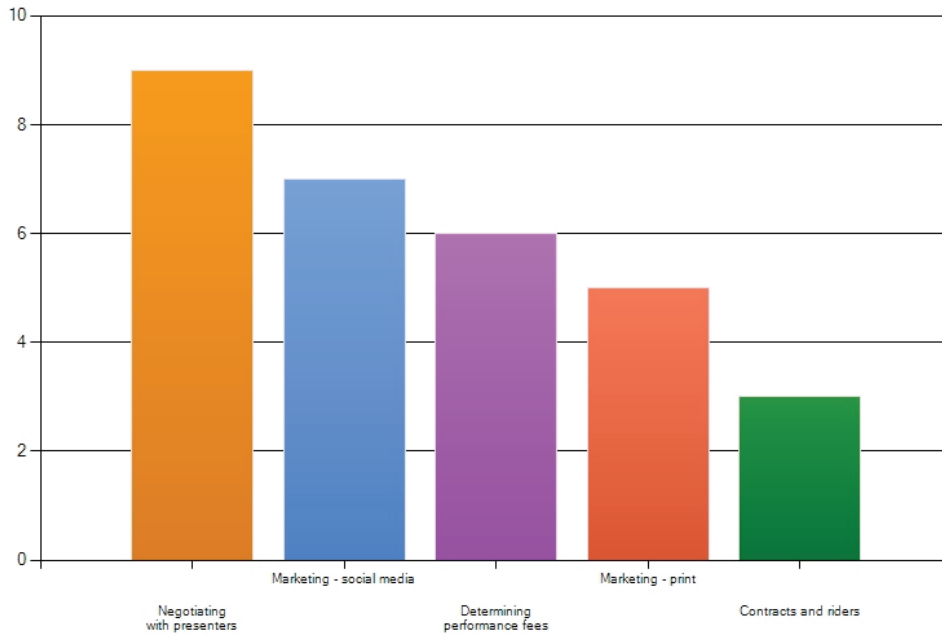
## Artists– Topics for Professional Development

Please indicate your interest in topics you feel BCTC should focus on in designing its professional development opportunities at Pacific Contact or throughout the year? (Please check all that are of interest to you)



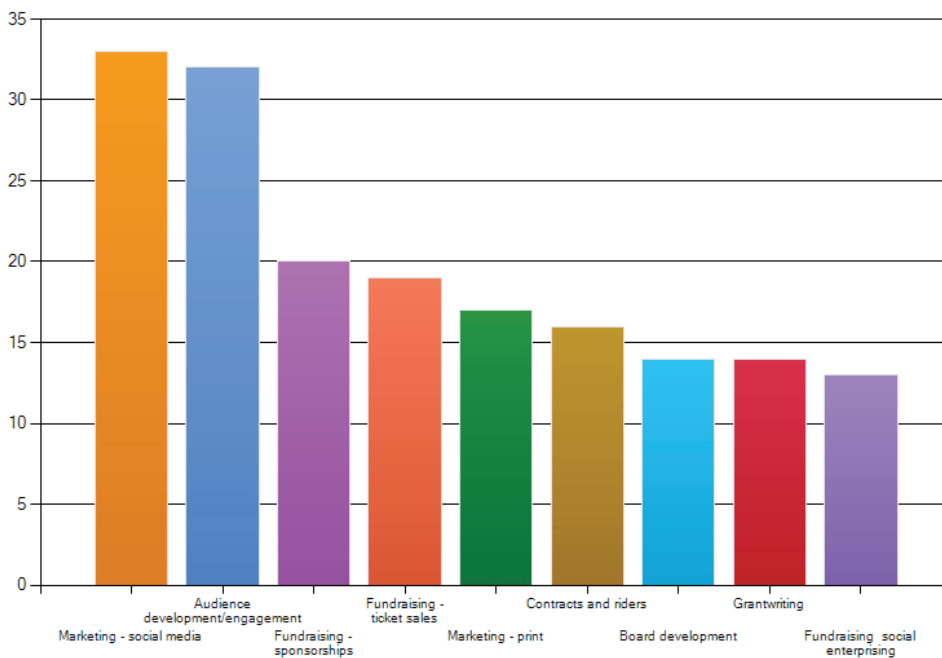
## Artist Managers/Agents – Topics for Professional Development

Please indicate your interest in topics that BCTC should focus on in designing its professional development opportunities at Pacific Contact or throughout the year? (Please check all that are of interest to you):



## Presenters/Facility Managers –w Topics for Professional Development

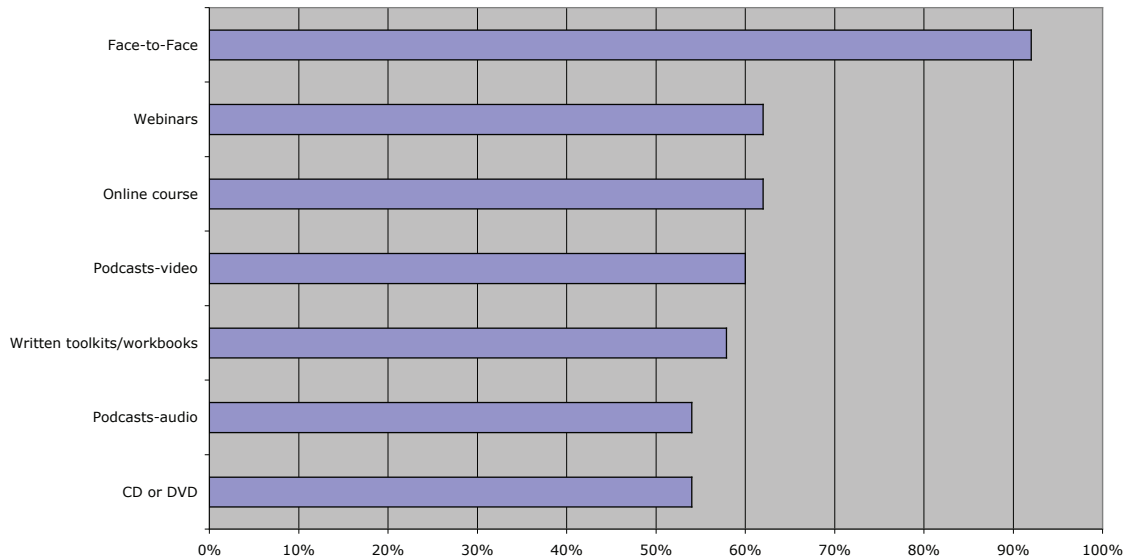
Please indicate your interest in topics that BCTC should focus on in designing its professional development opportunities at Pacific Contact or throughout the year?



## Professional Development - Method of Delivery

The preferred method of delivery for professional development by all participants was **face-to-face opportunities** followed by **webinars** and **online courses**.

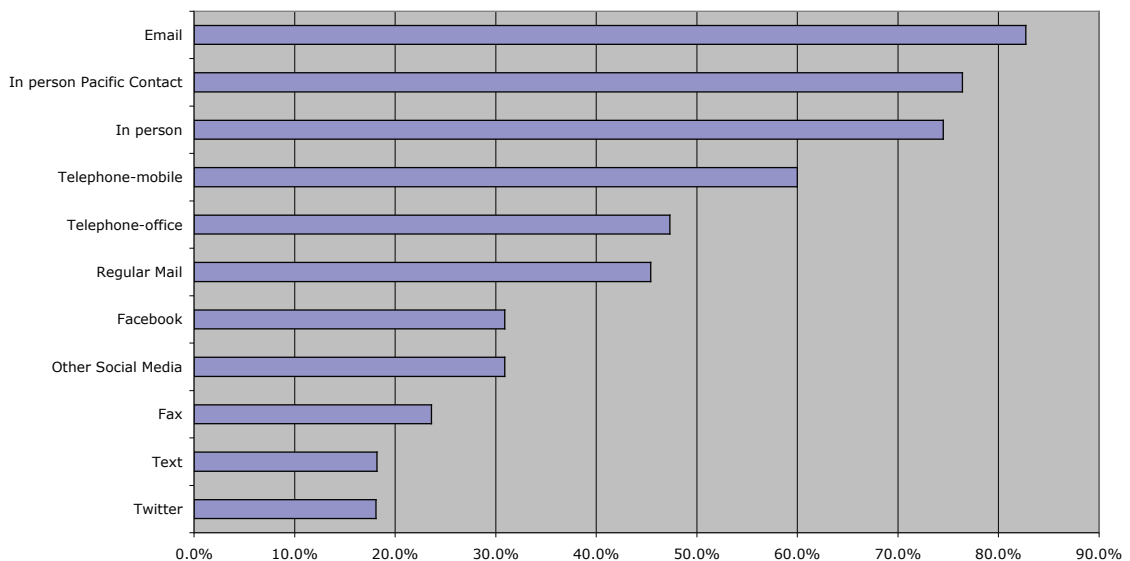
Artist managers/agents indicated that **video podcasts** and **CD/DVDs** were also preferable. **Audio podcasts** were the least preferred method for the delivery of professional development by all groups surveyed.



## Preferred Method of Communication

Participants were asked to rate their preferred method of communication. Overall, participants indicated that **email, as well as in person at Pacific Contact or in-person at other times of the year** were the preferred methods of communication followed by **regular mail** and **mobile telephone**.

Chart below indicates preferred method by percentage with 100% being most preferred and 1% the least preferred method.



## Key Issues Members Think Important that BCTC consider for Future Planning:

- Sustainable funding, advocating and lobbying for government funding given cuts to BC Arts Council and Gaming;
- Articulating and educating the general public about the relevance and importance of the professional touring arts to enhancing the quality of life in communities;
- How to sustain touring and presenting in a climate of ever-increasing costs for both touring artists and presenters;
- The perception that not all genres, disciplines and/or artists are provided equal access, profile and opportunities at Pacific Contact;
- How to more effectively coordinate block booking (including using C.O.B.B.) to make presenting and touring financially feasible, especially for tours to more remote and rural areas;
- Continue to build new audiences from a wider geographic and demographic of the population;
- Risk management associated with current non-profit structures including volunteer and board of director's liabilities.

The consensus was that BCTC is a well-run organization, however there were services identified that could be expanded or improved to reflect current issues and improve touring and presenting:

- Develop a community of practice to allow facility managers/ presenters to share best practices, knowledge and advice;
- Facilitate mentoring between presenters;
- Continue to expand networking and professional development opportunities including hosting regional meetings and offering webinars;
- Offer professional and audience development opportunities for genre specific presenters i.e. classical music, theatre, dance, etc.
- Build and maintain on-line presenter/facility profiles to provide key contact information, booking cycles, process, etc. (for members only);
- Continue to enhance website content to raise the profile of services, as well as to deliver new services (e.g. hosting a CITT Callboard like service);
- Use social media more effectively to communicate and promote services.