

## Marketing & Development

### AI:

- RCA Kelowna: graphic designer integrating AI, can see possibilities.
- Aimee Venables using the help of ChatGPT for press releases
- Using ChatGPT for blog posts
- The consensus is that ChatGPT is helpful as a prompt for certain areas but not a replacement.

### Audience Segmentation:

- RCA Kelowna using age groups.
- CCC U28 group affordable ticketing for under 28 years
- CCC Patron Programs
  - U28
  - Discover
  - Discover RED
  - Joy Years
- Marketed directly to high school and university students.
- Discussed the discounts to the patron programs and the benefits, signing up through box office.
- Evergreen has some specific ticketing advantages, student ticketing for post-secondary.
- Family series:
  - Evergreen
    - added additional show for the winter presentation.
    - Spring and summer activities are promoted together.
  - Venables Theatre
    - struggling to fill its 400-seat theatre with family shows.
    - circus camp may help with cross-promoting.
  - Tribute shows sell out
- Hard to get people out of their houses and get out to experience culture.
- RCA Kelowna working on a campaign with the city to encourage experiencing the cultural sector
- Behavioral and financial changes to all communities
- Chilliwack Cultural Centre
  - 30 days to use 50% off pre-season sale
  - Ticket guarantee
- Subscription Services
  - RCA Kelowna next season presentation 3 for and 5 for, mixing it up within the genres rather than a single genre
  - CCC doing a dance subscription in the new year
  - The Port did subscription service a few years ago, became tricky with cancellations (COVID), next season could be considered, has to be easy to understand.
  - Evergreen: early bird 30% off 8 shows, 4 pack, 6 pack etc. for the remainder, clients can pick their seats for the series. Matinee subscriptions: multiple purchases give deeper discounts. Variety subscriptions: include shows like dance, comedy etc. Cross-promoting with local craft breweries.

Difficult shows:

- Immerging
- International

**New Audience Outreach:**

- Evergreen: no longer have print (newspaper) options locally, using transit, using visual and digital, direct marketing with newsletters, building volunteer base for postering.
- RCA Kelowna: postering is difficult as not a lot of surfaces, have a partnership with Staples, keeps cost down, digital, email/newsletter, google ads and social media.
- The Port: using the newspaper to do “impress branding”.
- CCC: still using a lot of print (newspaper), use radio ads, we have discounts as sponsorships.

Fundraiser Events not happening as much.

CCC cancelled the fall fundraiser.

The big notes are:

- Where do we put the resources (staff)?
- Has to be strategically planned.
- Donor event after a show.