

Humans **GET HUMANS**

*In the age of computerised lists and internet channels
we are in danger of reducing audiences to a
quantifiable commodity.*



Don't Come, Won't Come?

The **ART OF PERSUASION**

Very few audience members attend alone. So, most visits are the result of one person (the booker or decision maker) persuading at least one other person (friend, spouse, family member or colleague) to come too.

Creating **CONVERSATIONS**

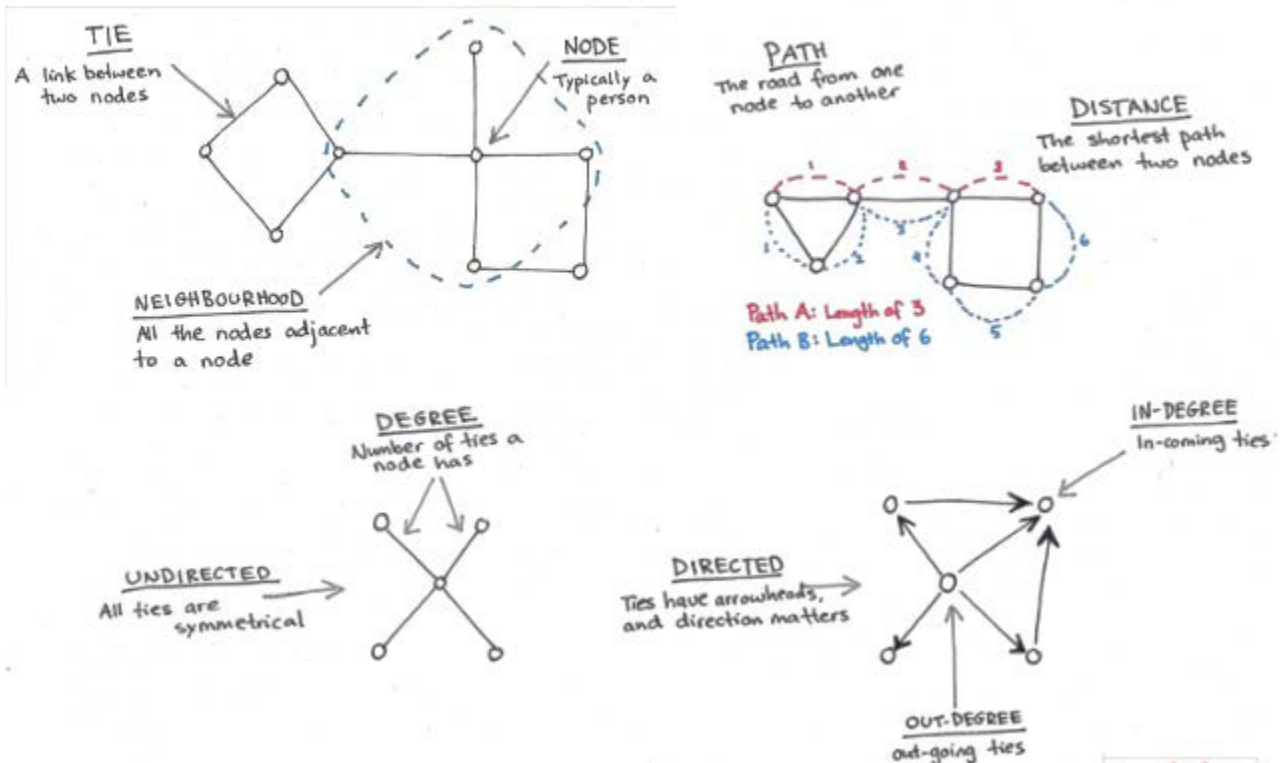
Once you're doing the human thing it rubs off on your copywriting and communications – you start to sound like a well-informed and positive person advocating for something you love, rather than a desperate marketer trying to sell hundreds of empty seats.

Social **NETWORKING THEORY**

Social Network Theory is the study of how people, organizations or groups interact with others inside their network.

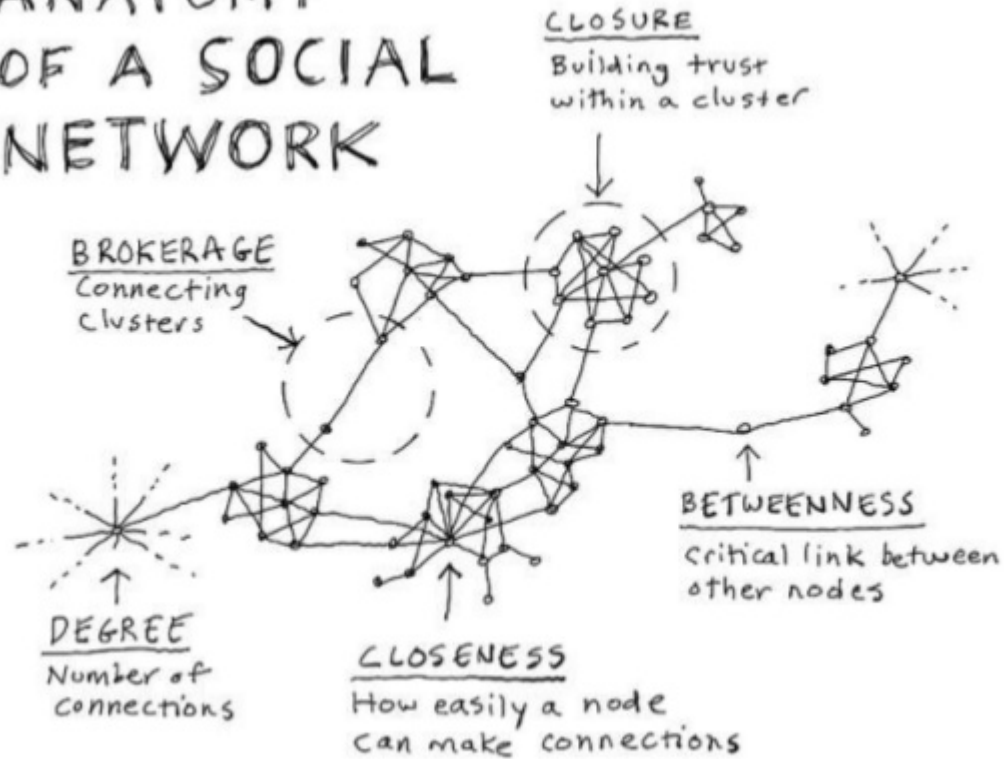
Social NETWORKING MAPPING

SOCIAL NETWORK ANALYSIS - GRAPH THEORY BASICS



Social NETWORKING MAPPING

ANATOMY OF A SOCIAL NETWORK



This graphic appeared in Fast Company and was created by Dave Gray

ATC IN EDINBURGH

GOAL: *Make 20 new friends per day.*

ATC SUNDAY CLUB



The **TIPPING POINT**

by Malcolm Gladwell

"the moment of critical mass, the threshold, the boiling point".

The **LAW OF THE FEW**

"The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts".

The **TIPPING POINT**

The **CONNECTORS**

The people in a community who know large numbers of people and who are in the habit of making introductions.

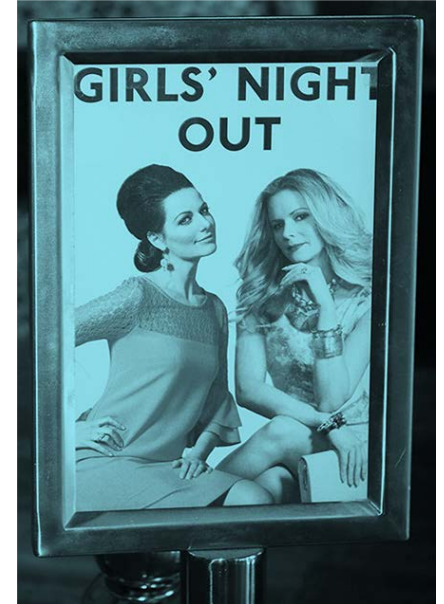
The **MAVENS**

The people we rely upon to connect us with new information.

The **SALESMEN**

The charismatic people with powerful negotiation skills who are great at persuading people to do things.

ATC GIRLS' NIGHT OUT



ATC BOOK CLUB



AUCKLAND
THEATRE
COMPANY

#CNZBIGCONVO

The **BIG** conversation 2015

Don't Come, Won't Come?

ATC THEATRE CLUB

The **DEAL**

Group Size: minimum 6 people

1. Easy to manage for group leaders
2. Two couples bring another couple

Number of Shows: 7 Shows

1. High Frequency
2. Boosts attendance at Audience Builder A-C shows

The Price: \$295 per person

ATC THEATRE CLUB

Subscriptions



■ Other Subscriptions
■ ATC Theatre Club (12%)

Tickets



■ Other Subscriptions
■ ATC Theatre Club (30%)

Revenue



■ Other Subscriptions
■ ATC Theatre Club (28%)

ATC THEATRE CLUBs dramatically increase box office efficiency

ATC THEATRE CLUB

The RESULTS

First Year: 728 new subscribers

2015: 100% Resubscription Rate

1. ATC Average 81%
2. Industry Average 72%

2011: 85 **2012:** 96 **2013:** 112 **2014:** 124 **2015:** 136

2015 Smallest: 6 People

2015 Largest: 84 People

2015 Average: 7.79 People

Feedback Cards

The biggest insight I got from this session was...