

The patron experience flywheel: How great experiences drive revenue & reduce cost

Moderator:

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Presenter:

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Activity Stream



Distraction-free zone

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The Patron Experience Flywheel

How Great Experiences Drive Revenue & Reduce Cost



Today's Agenda



Introduction: Why consider the flywheel?

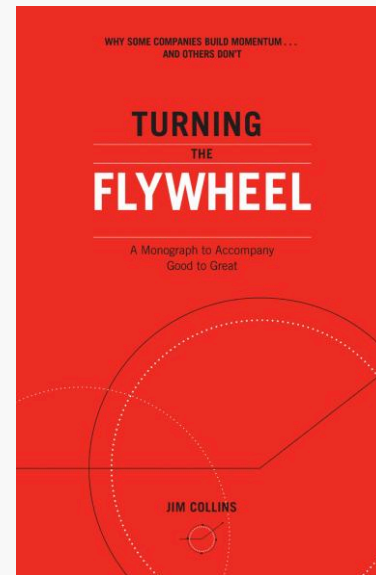
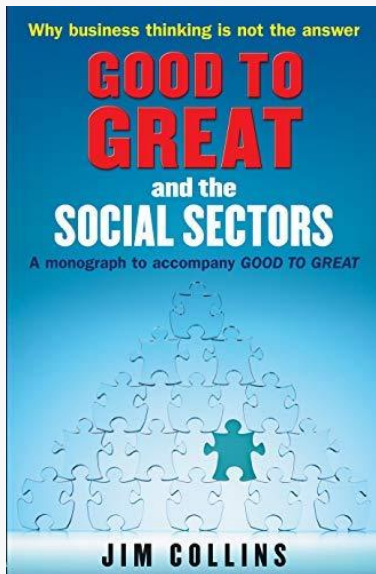
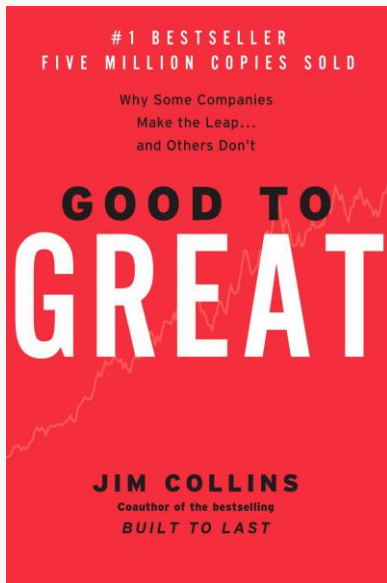
How this looks in marketing and patron experience for the arts

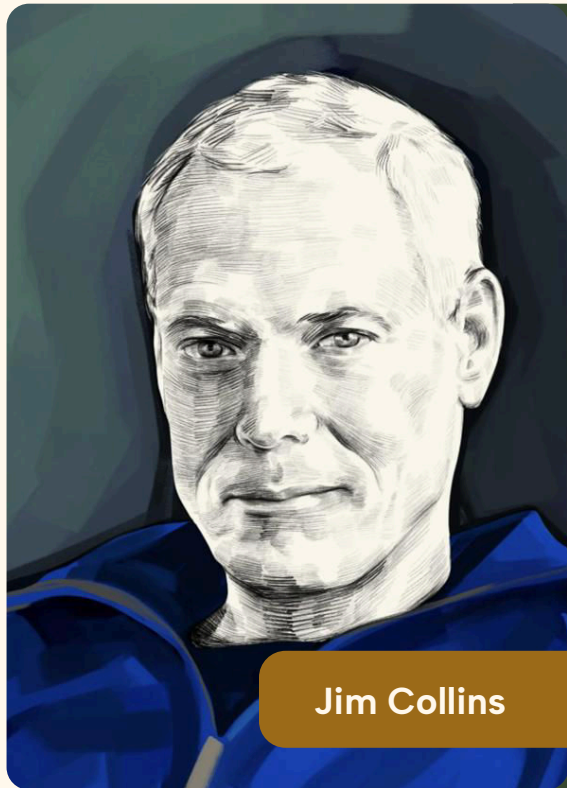
Workbook and exercise for the motion at your institution

How taking this long-view is impacting the bottom-line ... TODAY



Introduction to the Flywheel





Jim Collins

There is no silver bullet.

No matter how dramatic the end result, good-to-great transformations never happen in one fell swoop. In building a great company or social sector enterprise, there is no single defining action, no grand program, no one killer innovation, no solitary lucky break, no miracle moment. Rather, the process resembles relentlessly pushing a giant, heavy flywheel, turn upon turn, building momentum until a point of breakthrough, and beyond.

Avoiding the Doom Loop



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Conflicting audience
strategies

Siloed Data

Siloed Teams

Over-reliance on
Manual Work

IDENTIFYING FRICTION

Lack of Audience
Insight

Initiative
Fatigue

Mission
creep

Fear of Change

Fear of Tech

Undefined
metrics of
success

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The Flywheel Effect

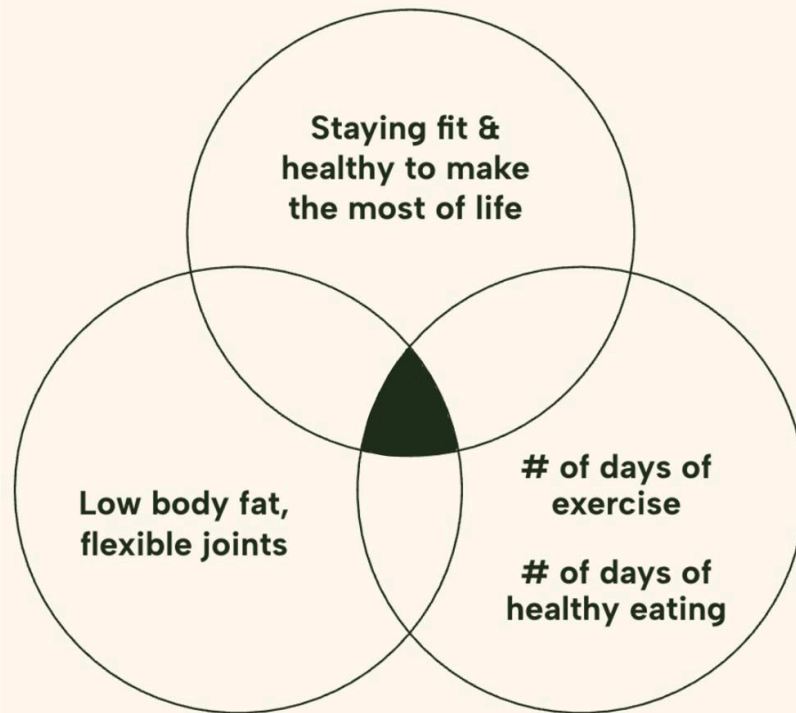
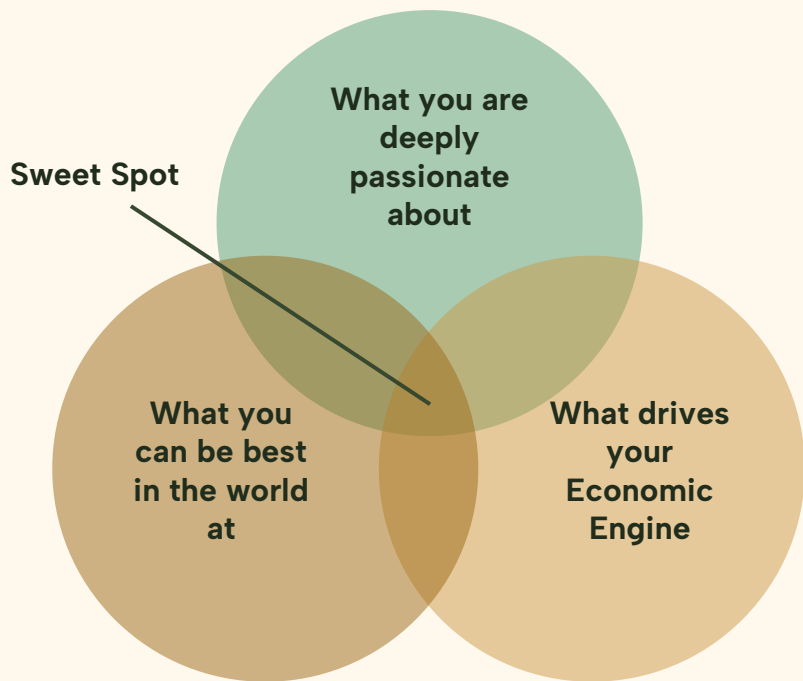


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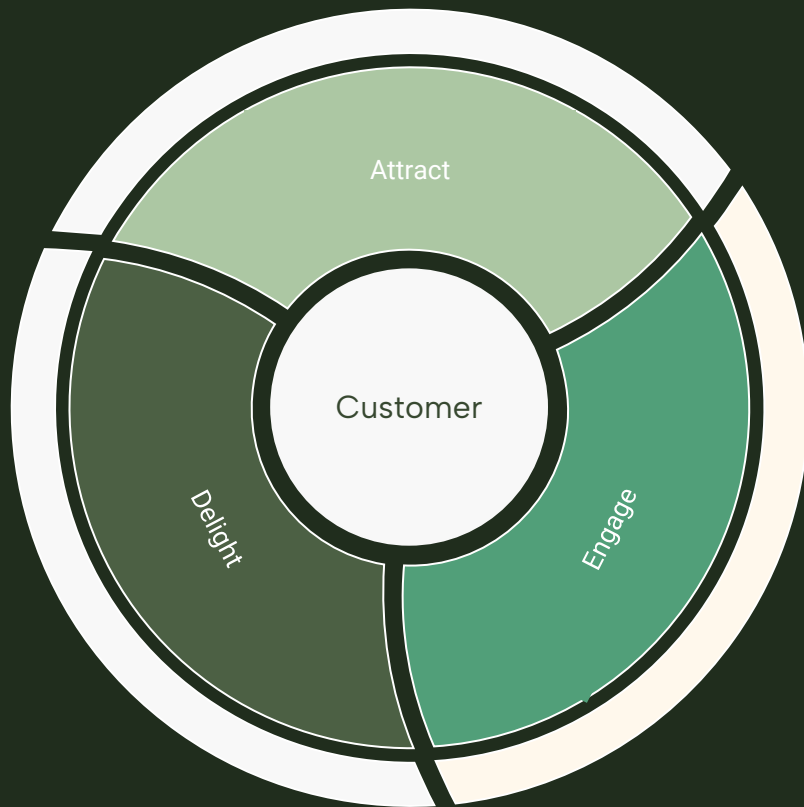


The flywheel for arts organizations' marketers and patron advocates

The Hedgehog Concept

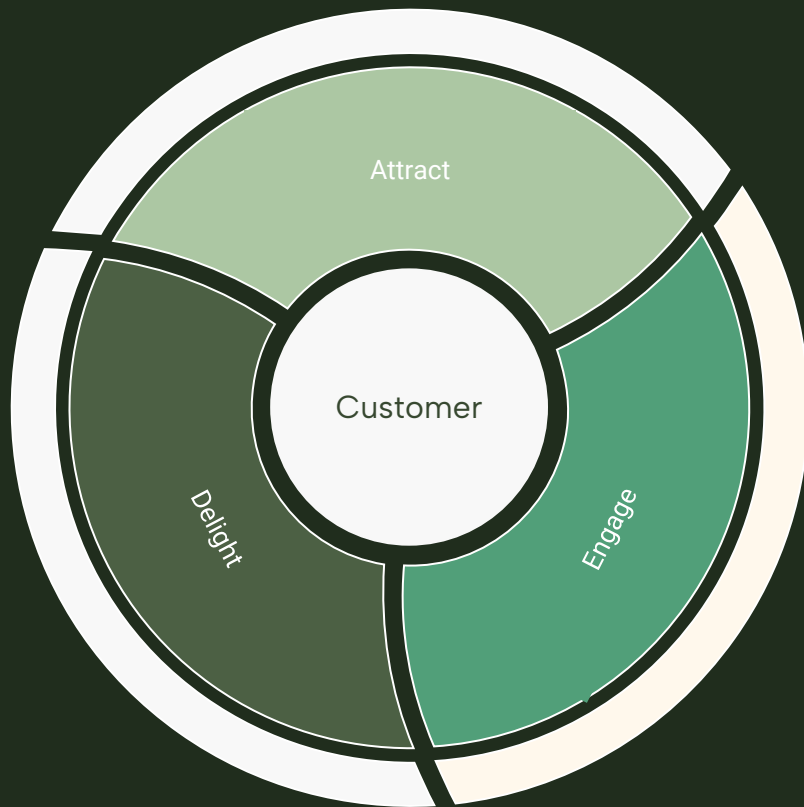


The Traditional Flywheel



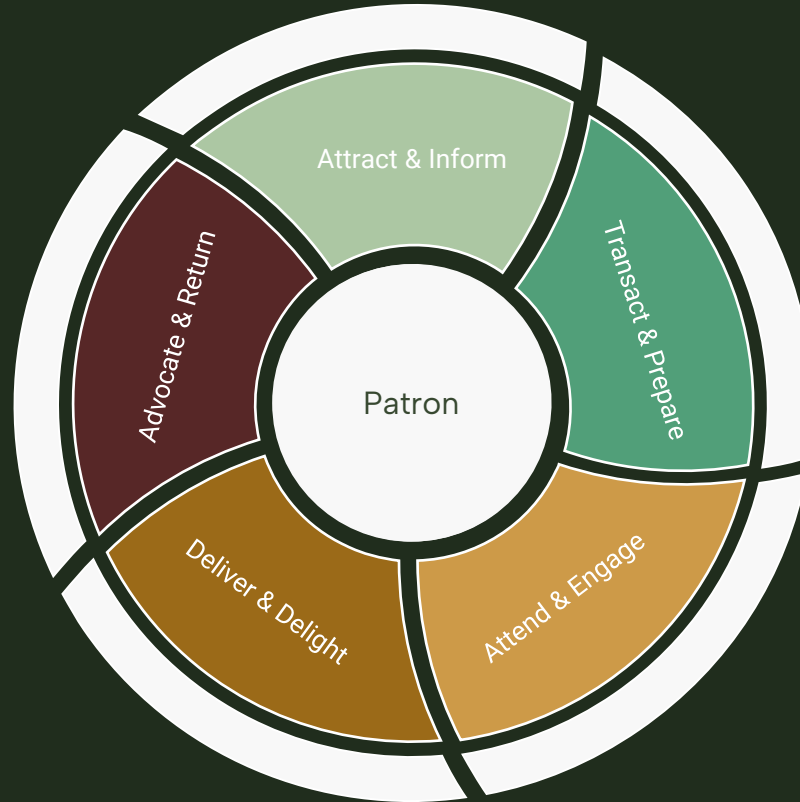
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The Traditional Flywheel



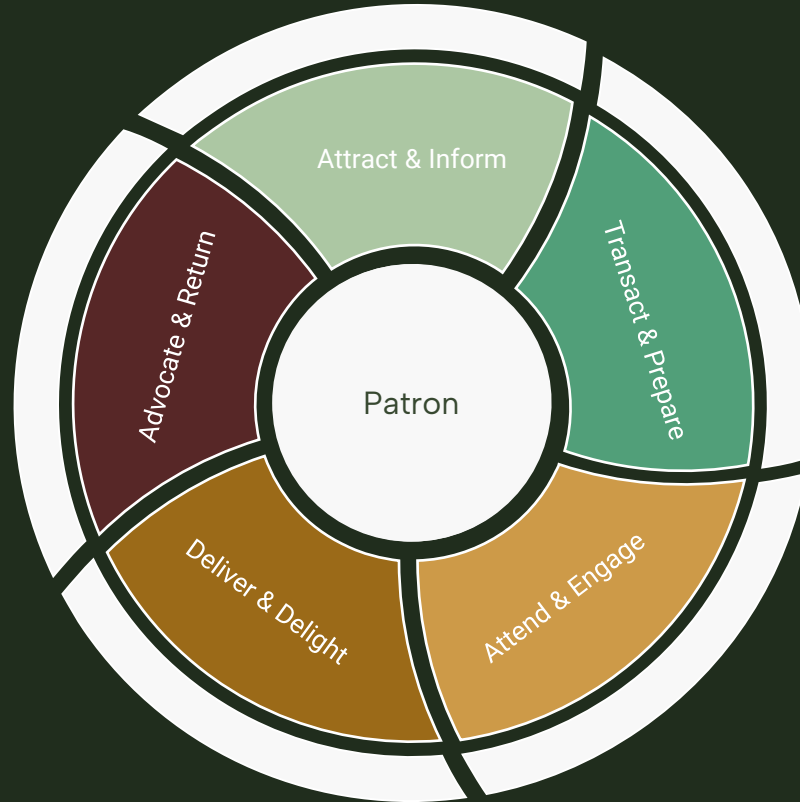
Activity Stream

Patron Experience Flywheel



Activity Stream

Performing Arts Flywheel



Activity Stream



Workbook and exercise for the motion at your institution

Laundry List of Activities

Attract & Inform	Transact & Prepare	Attend & Engage	Deliver & Delight	Reflect & Advocate
<ul style="list-style-type: none"> Organic & paid social Email campaigns Digital ads Newsletter content Audience segmentation Press releases & editorial features Community partnerships Paid Radio 	<ul style="list-style-type: none"> Mobile ticketing setup Simple checkout flows Upsell prompts (parking or VIP pass) Payment flexibility (Apple Pay) Reminder emails/SMS before show Pre-show FAQs QR code tickets & wallet integration 	<ul style="list-style-type: none"> Day-of-show SMS reminders Wayfinding or maps Pre-ordered concessions Personalized welcome signage or screens Staff briefings with patron notes (VIPs, donors) Onsite surveys or QR codes for feedback 	<ul style="list-style-type: none"> Acknowledging donor/loyalty tiers Efficient concessions and merch flow Post-show content: backstage videos, artist interviews Seamless departure/exit signage In-seat ordering or merchandise delivery Automated "thank you" emails with personalization 	<ul style="list-style-type: none"> Post-show surveys with incentives Referral program or "bring a friend" offers Follow-up email with "You may also like..." Loyalty/reward programs Personalized re-engagement Discount or early access for returning patrons

Laundry List of Activities Worksheet

Attract & Inform

Transact & Prepare

Attend & Engage

Deliver & Delight

Reflect & Advocate

Friction Points & Impact

	Attract & Inform	Transact & Prepare	Attend & Engage	Deliver & Delight	Reflect & Advocate
Friction Points	<ul style="list-style-type: none"> ◆ Data silos ◆ Mass outreach ◆ Lack of personalization ◆ Manual time spent on repetitive tasks 	<ul style="list-style-type: none"> ◆ Manual ticket delivery ◆ No preshow automation ◆ Missing arrival instructions 	<ul style="list-style-type: none"> ◆ Last-minute changes poorly communicated (or not at all) ◆ Difficulty finding ticket/difficulties for older patrons 	<ul style="list-style-type: none"> ◆ Staff unaware of patron history ◆ Experience interruptions ◆ Experience detractors (long lines) 	<ul style="list-style-type: none"> ◆ No post-show thank you, nudge, survey ◆ Disconnected systems
Impact	<ul style="list-style-type: none"> ◆ Weak conversion ◆ Opportunity cost of time spent ◆ Wasted ad spend 	<ul style="list-style-type: none"> ◆ Patron confusion ◆ Late arrivals / missed moments 	<ul style="list-style-type: none"> ◆ Box office Strain ◆ Missed moments ◆ Disruption of opening 	<ul style="list-style-type: none"> ◆ Lower return visits ◆ Weak donor lift 	<ul style="list-style-type: none"> ◆ Flat retention <p>Cant:</p> <ul style="list-style-type: none"> ◆ Spot trends ◆ Optimize Campaigns ◆ Prioritize Resources

Friction Points & Impact Worksheet

	Attract & Inform	Transact & Prepare	Attend & Engage	Deliver & Delight	Reflect & Advocate
Friction Points					
Impact					

Value Stop Start Analysis

	Attract & Inform	Transact & Prepare	Attend & Engage	Deliver & Delight	Reflect & Advocate
More	<ul style="list-style-type: none"> Dynamic emails based on previous behavior 	<ul style="list-style-type: none"> Mobile-first ticketing with venue maps 	<ul style="list-style-type: none"> Pre-show SMS with FAQs 	<ul style="list-style-type: none"> Feedback prompts tied to experience 	<ul style="list-style-type: none"> Referral links or shareable show recaps
Less	<ul style="list-style-type: none"> Broad, untargeted paid ads 	<ul style="list-style-type: none"> PDF attachments or will-call pickups 	<ul style="list-style-type: none"> Day-of-event email-only comms 	<ul style="list-style-type: none"> One-size-fits-all follow-ups 	<ul style="list-style-type: none"> Silent post-show periods
Stop	<ul style="list-style-type: none"> Printing flyers with generic CTAs 	<ul style="list-style-type: none"> Manually reminding people of event times 	<ul style="list-style-type: none"> Staff answering repeat questions 	<ul style="list-style-type: none"> Ignoring feedback trends 	<ul style="list-style-type: none"> Only targeting donors for re-engagement
Start	<ul style="list-style-type: none"> Leveraging event based automations 	<ul style="list-style-type: none"> Integrating Calendar links in confirmation emails 	<ul style="list-style-type: none"> Automated arrival instructions 	<ul style="list-style-type: none"> Highlighting donor perks or upcoming VIP events 	<ul style="list-style-type: none"> Return for less" promo codes

Value Stop Start Analysis Worksheet

Attract & Inform

Transact &
Prepare

Attend & Engage

Deliver & Delight

Reflect &
Advocate

More

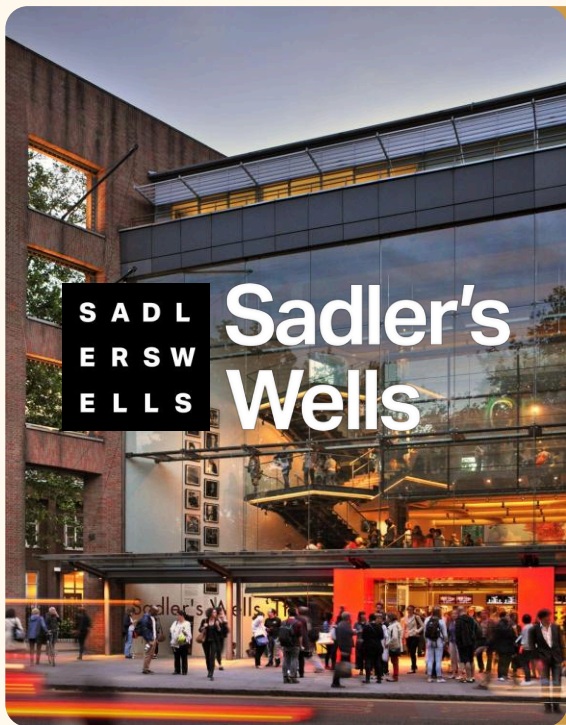
Less

Stop

Start



The long-view while
impacting the bottom
line today



Attend & Engage

“Sadler’s Wells enhanced every stage of the audience journey—from mobile ticket delivery and pre-show messaging to faster bar service and more personal interactions.”

James Broderick Head of Ticketing



Activity Stream



Delight & Deliver

“It’s simply right there on your phone as you enter. So it’s been a win.”

Jamie O'Brien
Associate Director of Digital Services



Activity Stream

ROI Analysis

Flywheel Stage	Action	Benefit to Patrons	Benefit to Organization
Attract & Inform	<i>Segmented Audience & Personalized Communication</i>	Sees more tailored & relevant event promotions, easier decision-making	Increased ticket sales, Higher conversion rate
Transact & Prepare	<i>Mobile ticketing & Ticket Sharing</i>	Easy ticket access, fewer hassles when bringing friends	No print cost, reduced fraud risk, New patron records acquired
Attend & Engage	<i>Pre-show SMS: 'Know Before You Go'</i>	Preparedness, arrives stress-free, trust in the venue	Less day-of chaos, smoother front-of-house experience
Deliver & Delight	<i>Pre-ordering: Drinks & Merch</i>	Skips lines, receives order faster, Can enjoy the show more	Boosts F&B revenue per head revenue, smoother concessions staffing
Reflect & Advocate	<i>Thank-you email w/ show suggestions</i>	Feels valued, receives thoughtful next-step suggestions	Higher re-engagement, boosts repeat ticket sales & loyalty



Pick one bucket to start.
What's one action you
could take this week?



Small Changes, Big Results

- ✦ Digital patron experience is no longer optional– it's a strategic lever.
- ✦ The flywheel works by aligning internal systems with patron needs.
- ✦ Revenue growth and cost savings don't require massive investment—just consistent motion.
- ✦ Take your first turn of the flywheel. It only gets easier (and faster) from there.

Thank you!



The Patron Experience Flywheel

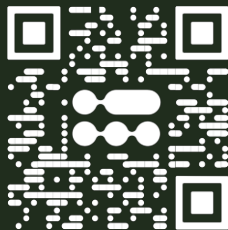
How Great Experiences Drive Revenue & Reduce Cost



Phil Hanson

Chief Growth Officer

 Activity Stream



Your opinion matters!



Complete the short in-app survey

Give your feedback

Rate and share your experience with the event organizer about this session.

★ ★ ★ ★ ★

Add a review (optional)

Send



Q&A

Please use a microphone so that everyone in the room can be part of the conversation