

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

**Moderator:**

Ashley Walker, Tessitura

**Presenter:**

**Phil Hanson**

Activity Stream



## **Distraction-free zone**

Please keep keyboard and other  
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## **No recording**

Do not record or broadcast  
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# The Patron Experience Flywheel

How Great Experiences Drive Revenue & Reduce Cost





# Today's Agenda

**Introduction: Why consider the flywheel?**

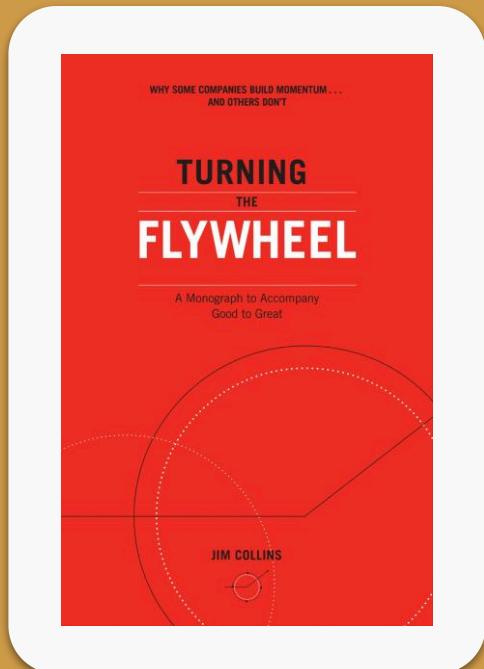
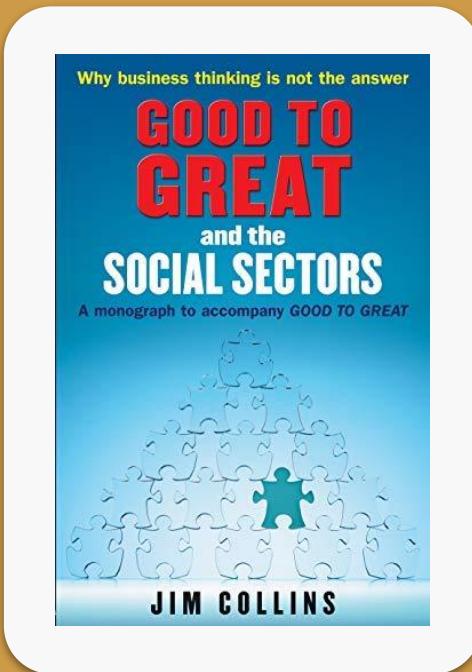
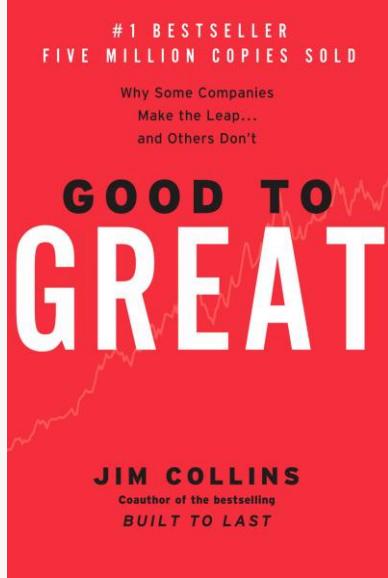
**How this looks in marketing and patron experience for the arts**

**Workbook and exercise for the motion at your institution**

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



# Introduction to the Flywheel



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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

Lack of Audience  
Insight

Fear of Change

Initiative  
Fatigue

Siloed Data

Siloed Teams

Over-reliance on  
Manual Work

# IDENTIFYING FRICTION

Fear of Tech

Undefined  
metrics of  
success

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Mission  
creep



# The Flywheel Effect

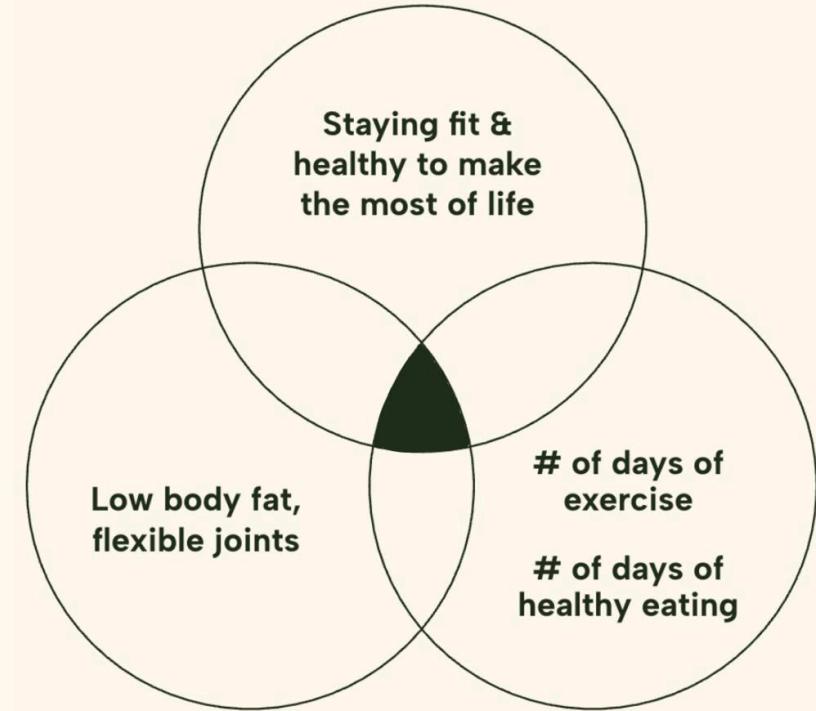
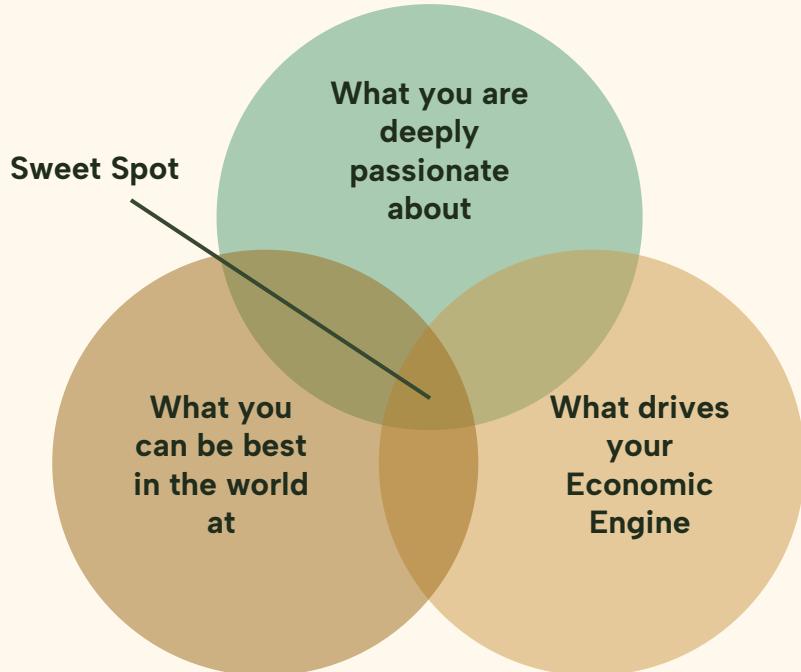




# The flywheel for arts organizations' marketers and patron advocates

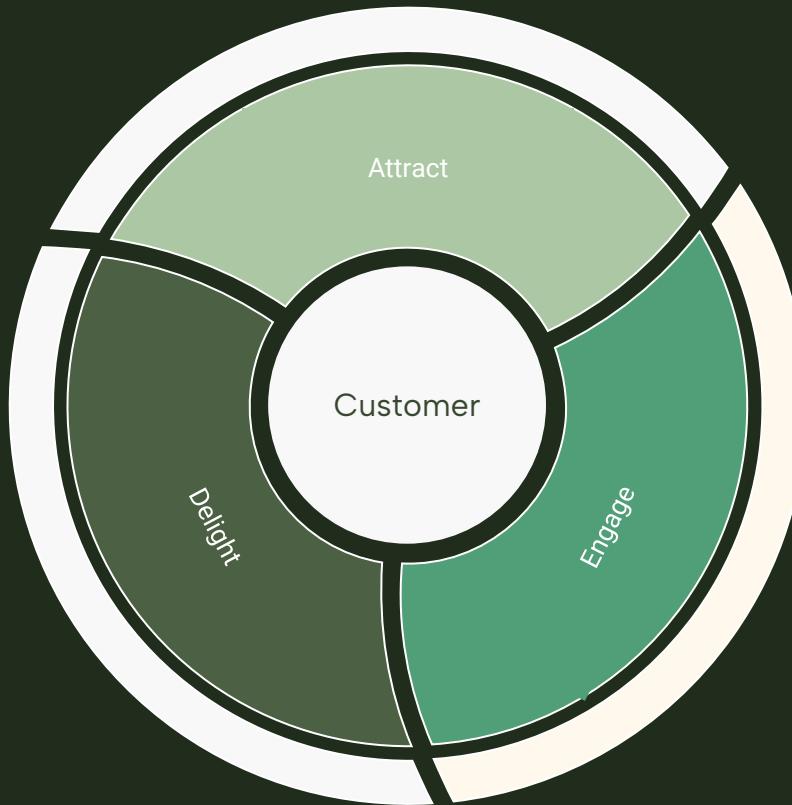


# The Hedgehog Concept





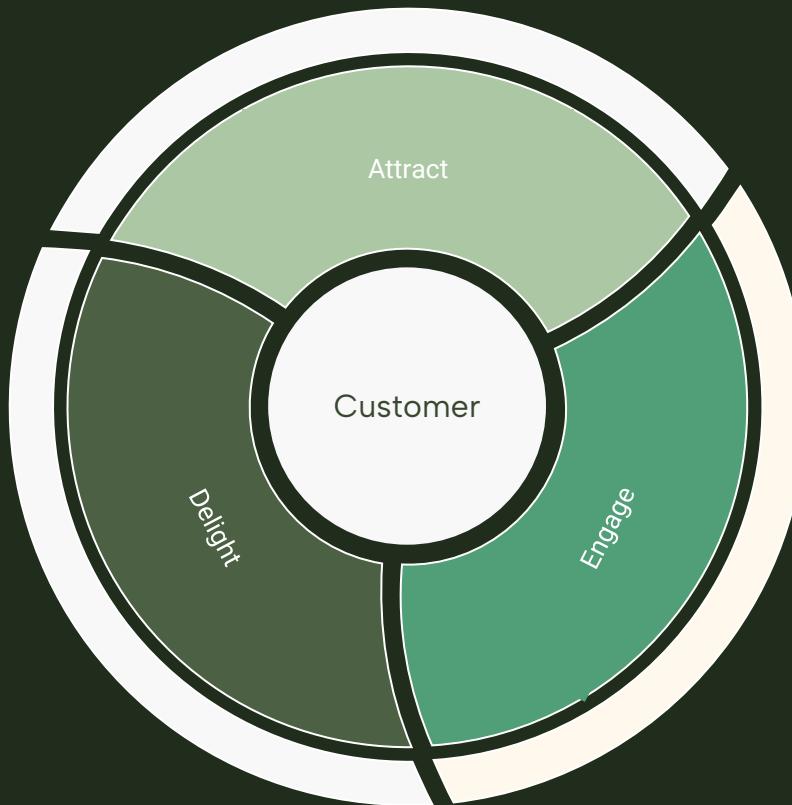
# The Traditional Flywheel



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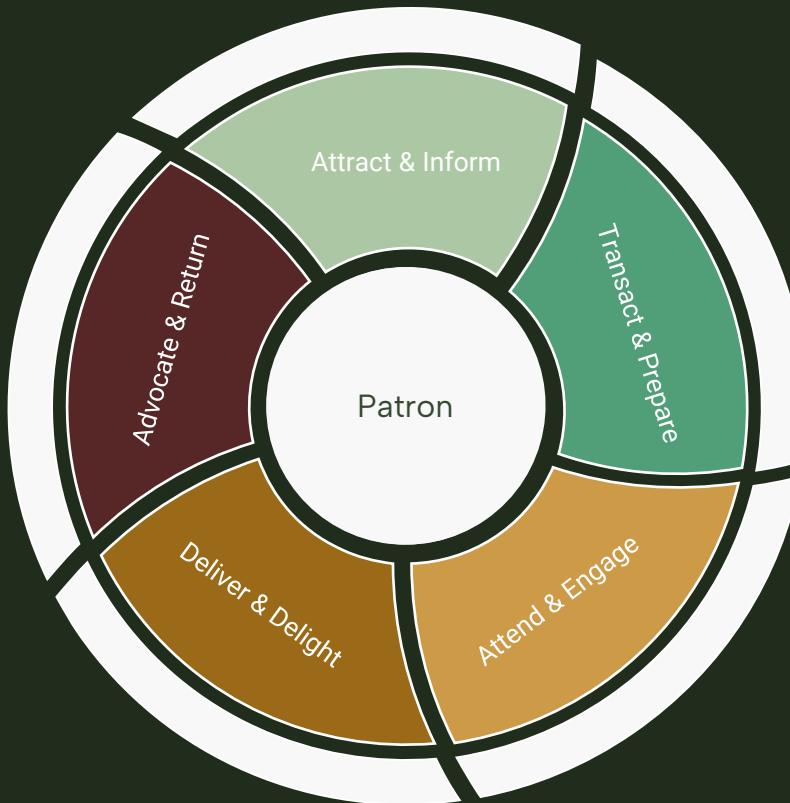


# The Traditional Flywheel



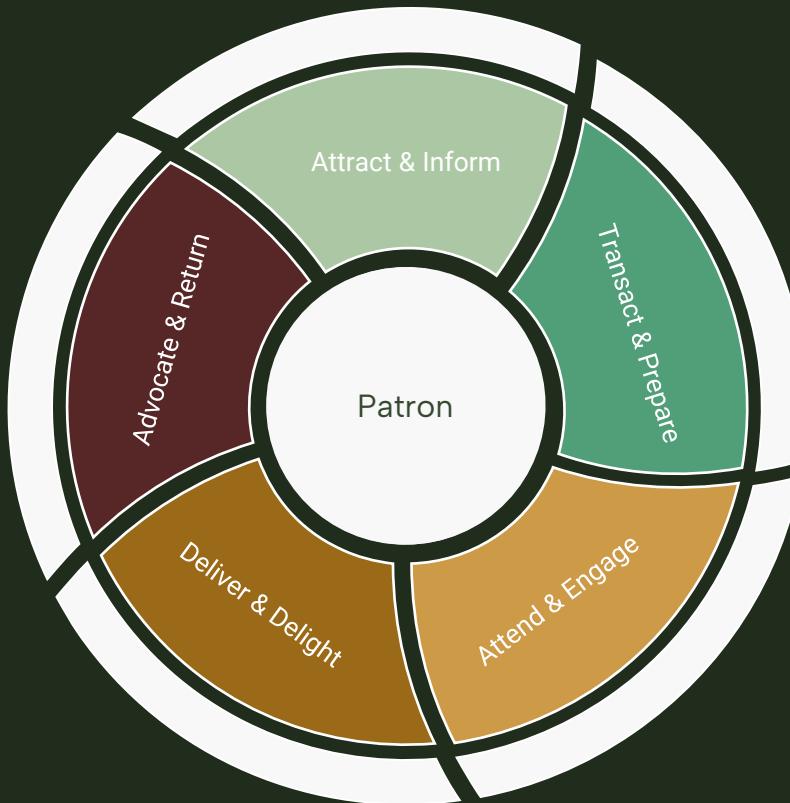
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# Patron Experience Flywheel



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# Performing Arts Flywheel



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

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

# Friction Points & Impact Worksheet

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

# Value Stop Start Analysis

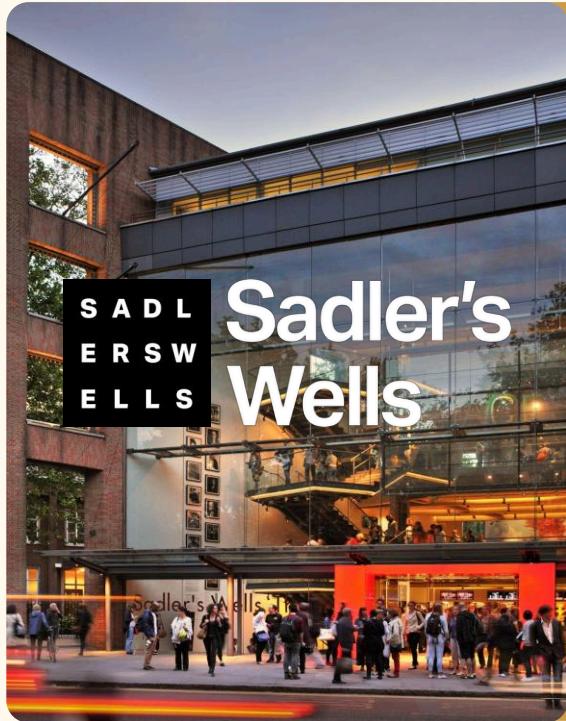
		Attract & Inform	Transact & Prepare	Attend & Engage	Deliver & Delight	Reflect & Advocate
		More	Less	Stop	Start	
More	◆ Dynamic emails based on previous behavior	◆ Mobile-first ticketing with venue maps	◆ Pre-show SMS with FAQs	◆ Feedback prompts tied to experience	◆ Referral links or shareable show recaps	
	◆ Broad, untargeted paid ads	◆ PDF attachments or will-call pickups	◆ Day-of-event email-only comms	◆ One-size-fits-all follow-ups	◆ Silent post-show periods	
	◆ Printing flyers with generic CTAs	◆ Manually reminding people of event times	◆ Staff answering repeat questions	◆ Ignoring feedback trends	◆ Only targeting donors for re-engagement	
	◆ Leveraging event based automations	◆ Integrating Calendar links in confirmation emails	◆ Automated arrival instructions	◆ Highlighting donor perks or upcoming VIP events	◆ 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



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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



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# ROI Analysis

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



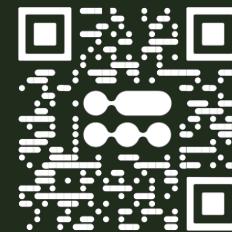
Thank you!

# The Patron Experience Flywheel

How Great Experiences Drive Revenue & Reduce Cost



**Phil Hanson**  
Chief Growth Officer  
 [Activity Stream](#)



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# 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