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The 10 core technologies that every arts group should use

(but mostly hav en't had the time to)

Ron Evans
2008



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ment...

%d believe that every arts organization should be empowered to intelligently use technology to extend its marketing and audience development reach in the most efficient and cost -effective way possible. +
--Ron Evans



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- Arts organizations believe that the use of next-generation technology is vital to audience development



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- Arts organizations feel that they can be doing a lot better with implementing next-generation technology



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- Arts organizations feel that they can be doing a lot better with implementing next-generation technology
- One issue . many haven't yet mastered % previous-generation technology+
- The main problem? A changing volunteer base and a lack of manpower.



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solution . Patrons!



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- Live here in Silicon Valley





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solution . Patrons!

- Live here in Silicon Valley
 - Passionate about your cause
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- Live here in Silicon Valley
- Passionate about your cause
- Experts -- use them to create content



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solution . Patrons!

- Live here in Silicon Valley
- Passionate about your cause
- Experts -- use them to create content
- Pay them in tickets, galas, whatever you got !

An example:

Saratoga Drama Group

<http://www.saratogadramagroup.com/>



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sed website

Why you want it:

- Allows you to easily update the contents of your site using a regular webpage
- Thousands of themes available, easy to modify your site's look and feel
- Either install on your server, or host your site with a host that includes %0-click installs+of CMS
- Once you've built the site, you can update easily whenever you'd like, on your own.
- Easy install of google analytics

Good solutions include: Wordpress, Joomla

Examples of hosts who offer them: dreamhost.com,
lunarpages.com, and perhaps your web host (ask them)



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grants research

Why you want it:

- The net has great resources to find grant money for your organization . google is your friend
- Local, regional, and national foundations
- Local corporations and businesses
- Local arts agencies (Arts Council Silicon Valley, Theatre Bay Area)
- Research deadlines, requirements, and submission guidelines in advance, and make a calendar to apply
- Then, actually apply . just get it in the pipeline!

Good solutions include: <http://foundationcenter.org>,
<http://www.afpnet.org/>

“80% of success is showing up...” -- Woody Allen



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s online photos

Why you want it:

- Content consumers need it! (Press, online sites, PR agencies, etc.)
- Captions are a requirement for publicity photos
- Make them visually interesting . closeups of faces with emotion vs. %execution at dawn+
- Hi-res is 300 DPI.
- Neato flash-based slideshows you can embed on your site. (ex. -- http://dragonproductions.net/showinfo_balance.htm)

Good solutions include:

<http://flickr.com/>

<http://photobucket.com/>



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Video

Why you want it:

- Allows you to provide a sample/preview of your event
- Allows you to provide content to content consumers (Press, online calendars, blogs, etc.) (ex. --
- 30-second spot is great . make it short
- Can be shot with your regular still camera (ex. -- Puppets)
- Many online free hosts . upload and then grab the code to use in your website
- Check with your publisher, but short publicity clips are ok 99%

Good solutions include: Youtube.com, dropshots.com,
photobucket.com

ex. 1 -- <http://www.youtube.com/watch?v=DmMQN0AMk7k>

ex. 2 -- <http://www.youtube.com/watch?v=NCcteoqwtTw>



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Marketing

Why you want it:

- Allows you to send out announcements of event information, survey your patrons (ex. Palo Alto Players)
- Pre-designed graphical templates . add your logo and go
- Allows you to track who's engaging with your message
- Gives them something to easily forward to their friends . so ask them to!
- Many content ideas . interview a cast member, give background on the event, ask for subscribers, show a video...etc.
- Extremely inexpensive (\$15-\$30 per month)
- Automatic subscribe/unsubscribe via your site

Good solutions include: constantcontact.com, Patronmail.com



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Direct marketing

Why you want it:

- Easy way to send a physical announcement about your event
- Allows you to purchase lists of residents in addition to your existing database
- Great for bulletin boards at group places (Senior centers, schools, etc.)
- Online sites allow you to use pre-defined templates . just upload your content and go
- Inexpensive online services include mailing services for a low fee . design the card, upload your mailing addresses, and they'll take care of everything else

Good solutions include: psprint.com, vistaprint.com



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ticketing/registration

Why you want it:

- Take a load off your box office
- Allows patrons to help themselves
- People are ok with paying online fees (just not ticketmaster)
- The BEST way to gather contact information is an online sale
- Allows ticket sales 24/7/365
- Get a system that is for you to use . ask other groups what they are using and shop around

Good solutions include: brownpapertickets.com,
artsopolis.com, vendini.com,



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er relationship database

Why you want it:

- You must have a database of customers so you can continue to market to people who have been to your events . otherwise each show is on its own
- Doesn't have to be fancy, but does need to exist.
- Some online ticketing solutions come with it built in -- GREAT
- Advanced . segment for what they like

Good solutions include: vendini.com (includes ticketing),
convio.com (includes fundraising)



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donations

Why you want it:

- Easy way to accept online donations . in general, or for a specific reason . works for Obama!
- Can use email marketing to ask for donations
- Donations are tax-deductible if you are 501c3 -- great for end of year/holidays
- Another great way to gather contact info
- Always on+button on your site, in your email, etc.

Good solutions include: Google Checkout, Network for Good, Just Give



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alendars & Press

Why you want it:

- Easily one of the biggest (and easiest!) ways to spread the word about your event -- search engines love it
- Content consumers need it (A&E blogs, newspapers, etc.)
- Content is reused over and over as it spreads
- One to many distribution (powered by)
- Make sure you provide all of the details (who, what, when, etc.), complete dates, times, prices, etc., and your contact info
- Photo is a requirement, multiple photos and video is a plus
- Send your information where appropriate . coverage areas, etc.
- If sending to a person . make it easy, be available

Good solutions include: artsopolis.com, zvents.com,
upcoming.org, eventful.com, your local newspaper



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In closing...

- DON'T be afraid to try new technologies to promote your art . it's a medium that lends itself well to technology
 - DO try to leverage OPT (Other people's time) and OPM (Other people's money) as much as possible . find those patrons, volunteers, etc.
 - Make a promotions & technology plan
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For artists diving into a new technology, it is a triple short-cut to mastery: you get a free ride on the novelty of the medium; there are no previous masters to surpass; and after a few weeks, you are the master. Try that with the violin.+

-- *Stewart Brand*



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