



Building Experiences for 21<sup>st</sup> Century Groups

## THE PROBLEM:

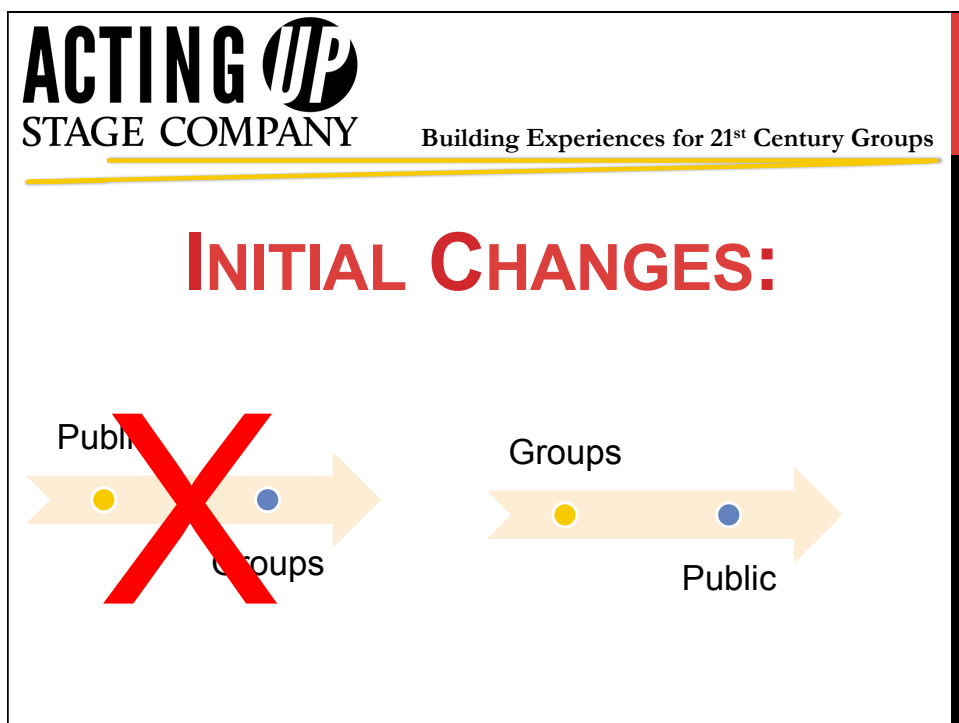
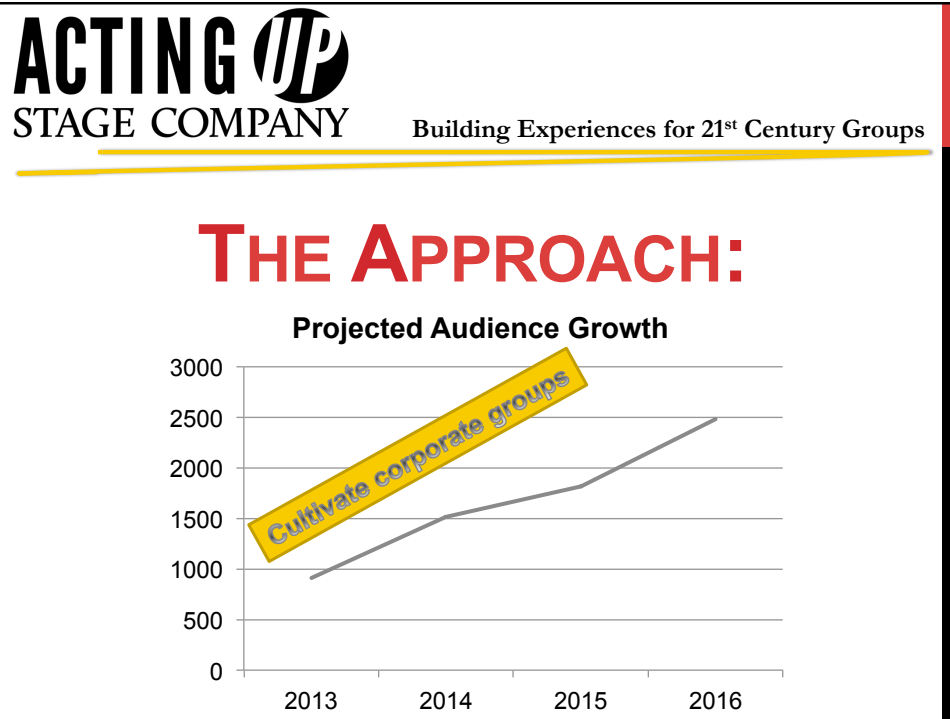
How do we build a signature, revenue generating event without adding new programming?



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## THE SOLUTION:





ACTING UP

STAGE COMPANY

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INITIAL CHANGES:

actingupstage.com/uncovered-concert

victrola

UnCovered: Billy Joel & Elton John

ACTING UP STAGE'S 2014 UnCovered CONCERT

Jazz Legend  
Jackie Richardson

02:45

vimeo

To get this much talent in one beautiful venue in one night and then use it as a corporate hosting opportunity... there's not an event in the city that beats it.

JORDAN BANKS  
Managing Director | Facebook Canada

ABOUT

EXPERIENCE

PRICING

ACTING UP

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INITIAL CHANGES:





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## WHAT HAPPENED?



- Goal of 75% capacity = Reached 86%
- Goal of 1512 paid tickets = Sold 1742 paid tickets
- Goal of \$76,543 gross = Actual was \$93,651.84 gross

34 groups secured (32 new)  
43% of attendance from groups



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## OUR LEARNING:

1. Many kinds of groups are looking for a night out.



## OUR LEARNING:

2. The experience is so much more than the show.



## OUR LEARNING:

3. Look inwards rather than outwards for new audiences.





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## OUR LEARNING:

4. Audience is audience.



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## OUR LEARNING:

5. Rallying an organization around a digestible initiative is effective.



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## THE FUTURE:

