

Edinburgh International Festival

Improving audience insight and automating supporter journeys at one of the world's most celebrated arts festivals.

Seamless segmentation

Marketing and fundraising teams at Edinburgh International Festival have until now relied on separate, manual reporting to identify targets, and a significant proportion of time is dedicated to pulling lists and manually scrutinising data. When the festival tendered for a new CRM system in early 2020, the ability to better manage customer journeys across teams was central to their decision making. After a comprehensive assessment of potential platforms, they're due to go live with Spektrix this spring.

The team is positive that, with Spektrix, they'll be able to develop seamless, automated customer journeys. By recording customer engagement, booking and giving against the same, comprehensive record, and automatically tagging prospects based on those behaviours, it will be easier to identify, understand and improve communications with distinct segments of their audience.

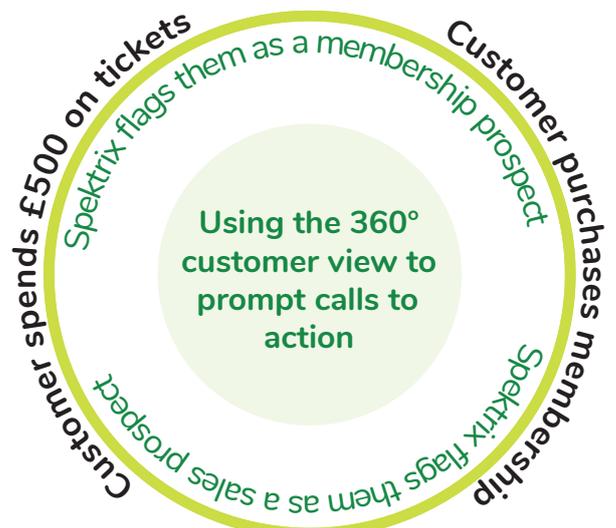
The festival's specific objectives include building its list of returning attendees, growing memberships and establishing a legacy giving programme. Automated segmentation, alongside smooth system integrations with key tools like the website and email provider will free up staff time to concentrate on achieving these goals.



- An annual, citywide celebration of performing arts
- Year round learning, engagement and professional development programmes
- Extensive database of international supporters, audiences and members



360° vision: Tina Walsberger, Director of Marketing and Communications, outlined a simplified model for triggering alerts in Spektrix as the International Festival team begin working more smoothly across departments, in order to maximise revenue from every audience member.



A COMPLETE PICTURE

Why it's the right time

As soon as they had a sense of what coronavirus might mean for the year's events and finances, the festival team felt ready to pick up the tender process. More than ever, it was vital to choose a ticketing partner who would help them to recover and whose costs would map to their future success.

They'll see an immediate impact when they begin managing memberships with Spektrix in March, making it easier to manage access to tailored content and digital events. Without the usual perks associated with live events and priority booking, these will be vital to maintaining membership numbers until plans for 2021 can be confirmed.

Whatever happens this summer, better access control will help to manage Covid-secure events, whilst a more responsive system will make it easier to adapt to changing guidelines. Tina knows that she'll be able to reach out to their implementation project manager, or to a team of Support and Training Consultants, whenever they need help creating new seating plans or adjusting to last minute regulation.

Given the scale and complexity of the organisation, the slowdown of events has created a rare window of opportunity to consolidate ideas across teams. Programming has continued online, and customer care remains crucial, but this year still offers a unique chance to implement radical change in time for a fully-fledged season to resume.

"So far everything we've done in Spektrix has been very responsive" Tina Walsberger

IN BRIEF

- **Ticketing, marketing and fundraising teams will use automated segmentation, system prompts and integrated emails to create more targeted campaigns.**
- **There's still time to review systems and implement change before full programming resumes.**
- **Expect honesty and transparency from any new partner - they should care as much as you do about their ability to meet your unique needs.**

Absolute transparency

A change of CRM system represents a huge decision for any organisation, and perhaps especially so with the profile and weight of expectation attached to Edinburgh International Festival. Following a tender process, the Spektrix team spent entire days demonstrating system tools and running a series of workshops exploring specific use cases relevant to the festival.

The communications team was soon convinced, but the board, conscious of the potential for the crisis to affect everyone in the sector, was concerned about the risk of any move. When they approached Spektrix for reassurance, the festival's leadership team was impressed by the openness and transparency of that conversation, setting the standard for a genuine partnership and allowing them to move forward with their ambitions of dynamic business transformation.