

**NEW MUSIC:
NEW AUDIENCES**

**How can we keep new
audiences?**

Heather Maitland

You have just spent time, money and energy on persuading lots of people to see one of your concerts for the first time. All that effort will be wasted unless we can persuade them to come back to see another concert.

**HOW CAN WE GET NEW AUDIENCES TO
SEE ANOTHER CONCERT?**

What works?

- Stay on their shortlist of leisure choices
 - Media editorial (off the arts pages because only real enthusiasts read reviews)
 - Anything that grabs attention
- Help them persuade other people to come with them
 - Give them material to share (website, social media, paper)
- Build relationships
 - Direct marketing (online and offline)
 - Creating word of mouth (online and offline)
 - ... and to do that, you need to collect their contact details

Save time, effort and money by collecting your audiences' contact details. The most effective way to do it is at concerts and on your website, but you must make it easy...

COLLECT NAMES AND ADDRESSES

Don't make them scroll – they won't!

Screenshot of the Sinfonietta Rīga website showing a news article about Enrico Onofri.

Browser Address Bar: <http://www.sinfoniettariga.lv/index.php?&l10> Sinfonietta - News

Navigation Menu: news, Sinfonietta Rīga, concerts, tickets, recordings, "Spikeri", partners & funders, contact us

Left Sidebar (what's on):

- 18 November, 5:30pm**
LATVIA'S ANNIVERSARY CONCERT
Danils Bulajevs, violin
Sinfonietta Rīga
Conductor Andris Veismanis
Programme: DĀRZINŠ, PONE, PELĒCIS, MOZART
[read more](#)
- 28 November, 7pm**
LATVIAN RADIO CHOIR. 75 JUBILEE PORTRAIT
Latvian Radio choir
Sinfonietta Rīga
Conductor Sigvards Klava
Programme: LATVIAN COMPOSERS
[read more](#)
- 4 December, 7pm**
KUNCENDORFS UN

Main Content Area:

News

search:

LV EN  

Festival "European Christmas"
Sinfonietta Rīga welcomes back Enrico Onofri

When Enrico Onofri in the summer of 2013 gave a concert at the Rundāle Palace, Latvia, a few knew him as a baroque expert. For more than 20 years Onofri was a part and the first violin of the legendary ensemble Il Giardino Armonico. The Rundāle event was nominated for the Latvian Grand Music Award 2013 as the "Best Concert", but the musicians got the impulse to perform even more enthusiastically. The concert list of Onofri is full-blooded: he is not only a violinist, but also conductor giving master classes. Nevertheless, he is here with Sinfonietta Rīga on the occasion of its jubilee, presenting sophisticated music from the epoch of Enlightenment.

[read more](#)

archive

Footer: www.SinfoniettaRiga.lv

Image: A photograph of Enrico Onofri, a violinist, performing on stage with Sinfonietta Rīga.

Sinfonietta Rīga has a lovely big sign-up button but to find it you have to scroll ...

OSENDOVSKIS

Orests Silabriedis, vocal
Inguna Rubene, vocal
Sinfonietta Rīga
Conductor Normunds Šnē

Programme: NRSD album
arranged by Platons Buravickis

[read more](#)

11 December, 7pm

EUROPEAN CHRISTMAS.
HAYDN SYMPHONY AND
MOZART *SERENATA*
NOTTURNA

Enrico Onofri, violin and
leader
Sinfonietta Rīga

Programme:
MOZART, AVISON,
PAISIELLO, KRAUS,
HAYDN

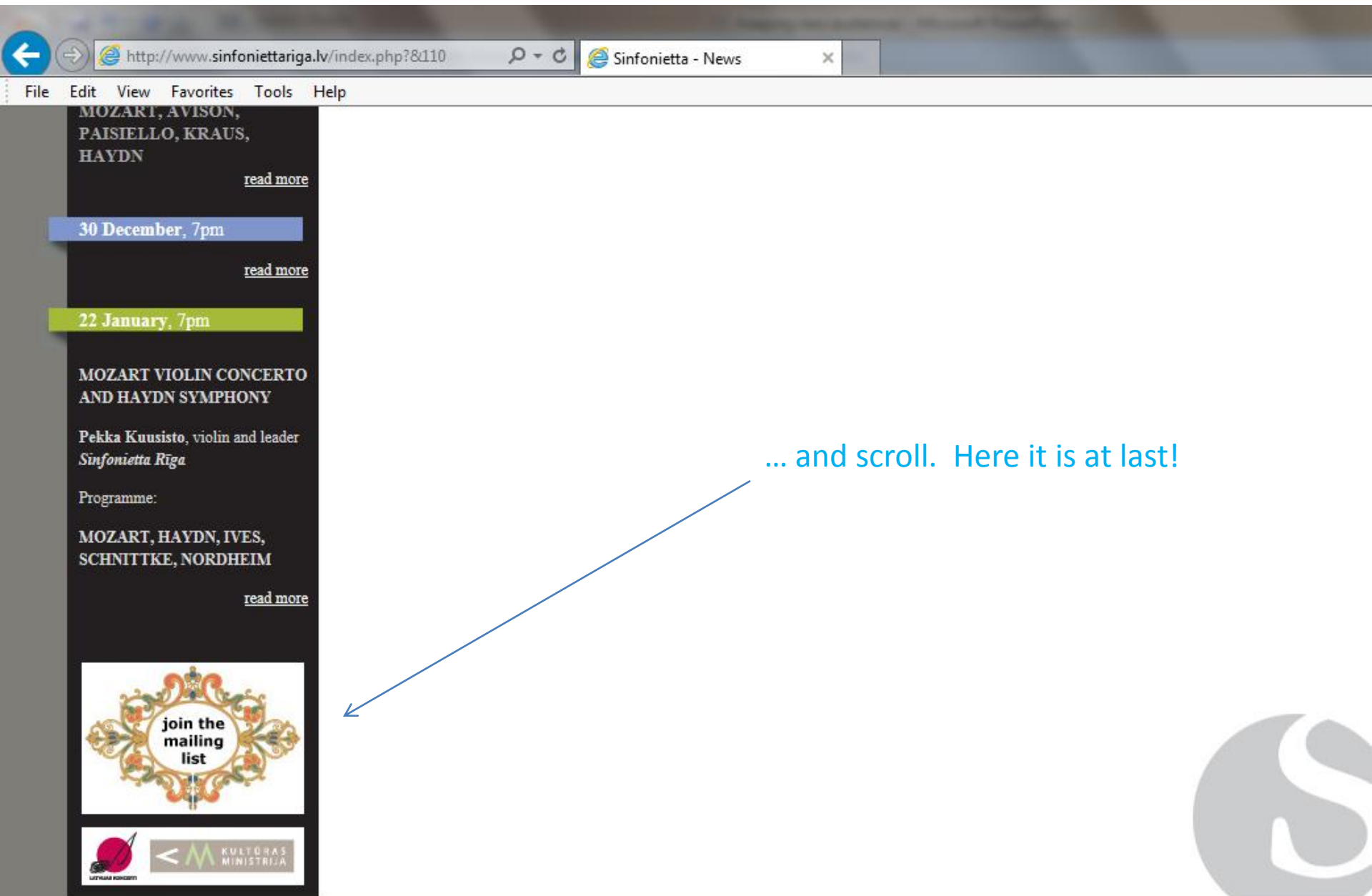
[read more](#)

30 December, 7pm

[read more](#)

22 January, 7pm

MOZART VIOLIN CONCERTO



... and scroll. Here it is at last!

This venue has everything important visible straight away. No-one has to scroll. And they have increased the number of people signing up by telling them what they will get when they do.



TUE 18 MAR
Sinfonia Viva: Dark Clouds are Smouldering into Red



THIS WEEK

THEATRE

COMEDY

MUSIC

DANCE

FAMILY

WORK SHOPS

SPECIAL

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'N' MIX

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**Click here for
Drill Hall TV
to watch clips of
forthcoming shows
and much more!**



Our next event is...

**Unplugged Special a
special 10th Anniversary
event**

Monday 17 Mar 2014

[Find out more...](#)

**BUY
TICKETS
SECURELY**



Sign up **HERE** for our e-newsletter and receive regular Drill Hall updates, special offers, opportunities and content, competitions and much more!

How can we get people to sign up at the concert?

- When they buy their tickets ask them if they want to get regular news and views
- Hand out cards for the audience to fill in
- Get a musician to make an announcement from the stage

Once you have collected their names and postal or email address, don't just keep in touch. You need to persuade them to attend another of your gigs. Here's a postcard that Lincoln Drill Hall mailed to the people who attended for the first time.

**HOW CAN WE PERSUADE THEM TO
COME BACK?**



HELLO!

To thank you for your first visit to Lincoln Drill Hall (and because we'd love to see you again) we'd like to offer you **£2 off the lowest ticket price** for the following events:

Thursday 2 September, 8.30pm **Red Herring Comedy Club**

Top class stand up from Matt Kirshen, Dave Twentyman and special guest tbc

You pay just £7 per ticket (usual price £10 advance, £9 on day)

Thursday 9 September, 8pm **Heidi Talbot**

Join the hugely talented Irish folk singer and very special guests for a cracking evening of music. **You pay just £10 per ticket** (usual price £14, £12 concs)

Friday 17 September, 7.30pm **Showstopper! The Improvised Musical**

The sell out West End and Edinburgh Festival show where the audience calls the shots.

You pay just £8 per ticket (usual price £12, £10 concs)

Saturday 18 September, 1.30pm **Snail Tales: A Little Bird Told Me**

A fantastic storytelling show for 3-11 year olds. **You pay just £4** (usual price £6)

Wednesday 6 October, 7.30pm **sinfonia ViVA**

Gorgeous classical melodies from the orchestra of the East Midlands, with special guest percussionist Colin Currie. **You pay just £8** (usual price £12, £10 concs)

Friday 15 October, 8pm **Plested and Brown: The Perfect Wife Roadshow**

A sharp, satirical and very funny take on modern marriage from the acclaimed comedy duo. **You pay just £7 per ticket** (usual price £10, £9 concs)

Wednesday 20 October, 7.30pm **Master Drummers of Africa**

The world's greatest drum orchestra featuring drummers from 10 African nations.

You pay just £8 per ticket (usual price £12.50, £10 concs)

To book your tickets call (01522) 873894 and quote 'Welcome' or present this card at the Drill Hall Box Office before 1 October.

SEE YOU SOON!

There is no limit to the amount of tickets you can buy with this offer but it is not valid with any other offer.

**TELL THE NEW AUDIENCE ABOUT YOUR
NEXT CONCERT IN A WAY THEY
UNDERSTAND**

Tell them!

- If you are changing venues each time, your website may be the only way your new audiences can find out
- So make sure you communicate in ways they understand. You have to be a musical expert to understand the website that follows...



LONDON
CONTEMPORARY
ORCHESTRA

Upcoming
Past

[Home](#) [Performances](#) [Imagined Occasions](#) [News](#) [About](#) [Hire](#) [Media](#) [Press](#) [Support](#) [Contact](#)

Monday 17 March 2014

Harmonic Series: LCO Soloists

Monday 17 March 2014, 8pm
Royal Festival Hall (Spirit Level), London

Laurence Crane *Sparling 2000* (for clarinet & string quartet)
Howard Skempton *Tendrils* (for string quartet)
Éliane Radigue *L'isle re-sonante* (for tape)

LCO Soloists perform Howard Skempton's string quartet *Tendrils* and Laurence Crane's clarinet quintet *Sparling 2000*. These pieces of still and sustained lyricism are followed by a diffusion of *L'île re-sonante*, the 55-minute electro-acoustic meditation on sound and final electronic work by cult French composer Éliane Radigue.

Tickets: SOLD OUT

[#LCOSoloists](#) | www.southbankcentre.co.uk

Friday 28 March 2014

LCO Soloists: Liam Byrne

Friday 28 March 2014, 8pm
LimeWharf, London

Featuring members of the LCO, Liam Byrne will perform works by **Edmund Finnis** and **Nico Muhly** as well as **Morris and Gibbons**.

It is difficult for people who don't know you well to choose what to come to next. Too much choice is terrifying! Help them make choices, like this venue ...

CREATE PATHS THROUGH THE PROGRAMME

kings place

music+art+restaurants



VERY 21ST CENTURY
FINANCIAL TIMES

UPCOMING AT KINGS PLACE

All Genres

Spoken Word

Contemporary

Comedy

Folk

Jazz

Classical

World

Food & Drink



Duets: Marius Neset, Michael Wollny, Daniel Herskedal,



Piano-Yoga® Retreat: Spring
Clean Your Piano Practice!



ChamberStudio
Masterclasses: David



Effy & Litha Efthymiou
Parting

CURATED WEEKS

'A NEATLY EFFECTIVE IDEA
OF INVITING DIFFERENT
MUSICIANS TO PLAN
WEEKLY THEMED
CONCERTS...'
THE GUARDIAN

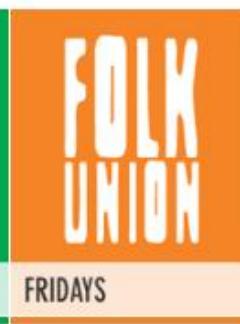
REGULAR NIGHTS



MONDAYS



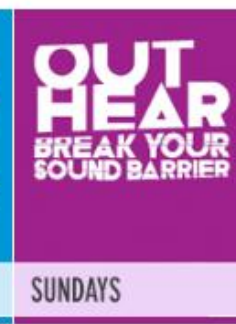
THURSDAYS



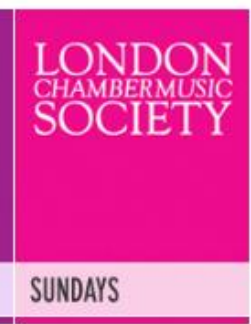
FRIDAYS



SATURDAYS



SUNDAYS



SUNDAYS

If you understand your audiences , you can talk about the things that will persuade them to come back. These ensembles are so persuasive ...

**KNOW WHY THEY CAME THE FIRST
TIME**

Wed 18 Jun 2014
Village
Underground

The Night Shift: E1

Time: 9:00pm

Admission: £15 unreserved

Info:

Venue website: [view](#)

Venue telephone:

BOOK NOW

CLOSE ←

GET LINK ←



Our Night Shift series gets an East End mash up in the special event as part of the Spitalfields Music Summer Festival.

Tonight The Night Shift is just a little bit different...

We'll be playing baroque originals alongside contemporary reworkings from our REMIX ensemble and contemporary composer/performer Arun Ghosh, with sounds from Vivaldi to Kagel unexpectedly springing up around the building. Unlike other Night Shift's there's no MC, so the music itself will be your guide. However some Night Shift hallmarks remain – drinks are welcome, there's a DJ set to round off the night and you can clap, talk and come and go as you want, all in the fantastic



JITTERBUG

20 JULY 2014, LSO ST LUKE'S

PAGANINI • RAMEAU • STRAVINSKY • GERSHWIN

FEATURING: SWING PATROL • MAN OVERBOARD • THOMAS GOULD

Photo: Thomas Gould (Principal First Violin and Leader) and dancers from Swing Patrol

HUSH HUSH FOLKS!

IT'S TIME TO GIVE PROHIBITION A SHAKE-DOWN:

THE AURORA

JITTERBUG

IS COMING TO TOWN

LIQUOR-UP THOSE EARS FOR A DIZZYING NEW ARRANGEMENT OF

'PORGY AND BESS'

A DEEP-FIZZ PUNCHBOWL OF

STRAVINSKY, PAGANINI

AND (JUST THE TONIC) MAN OVERBOARD

PLUS SOME HIGH-FALUTIN', SPIRIT-LIFTIN' RAMEAU

TO SET THE FEET A-TAPPING.

JERWOOD CHARITABLE FOUNDATION

The Elias Fawcett Trust

LSO St Luke's

PAGANINI

CAPRICE NO. 24 IN A MINOR

RAMEAU

LES INDES GALANTES

STRAVINSKY

CONCERTO IN E-FLAT
(‘DUMBARTON OAKS’)

GERSHWIN

(ARR. IAIN FARRINGTON)

PORGY AND BESS FANTASY

PLUS SWING ARRANGEMENTS
BY MAN OVERBOARD WITH
AURORA AND LIVE DANCE
FROM SWING PATROL

TRY YOUR HAND (AND FEET) AT SWING
DANCING WITH A PRE-CONCERT DANCE
LESSON FROM 3PM – 4.30PM FOR JUST £5.

SUNDAY
20 JULY, 6PM
LSO ST LUKE'S

FEATURING:

MAN OVERBOARD

SWING PATROL

THOMAS GOULD
VIOLIN

NICHOLAS COLLON
CONDUCTOR

TICKETS:

£12 / £18 / £25 / £30

WWW.LSO.CO.UK/LSOSTLUKES

BOX OFFICE: 020 7638 8891

New Moves

STILL STANDING?

STICK AROUND FOR A
DRINK OR TWO AND A
DANCE AT THE AURORA
POST-CONCERT SPEAKEASY
FROM 8.45PM, WITH MORE
LIVE MUSIC FROM MAN
OVERBOARD. TICKETS £10.

(JUST DON'T TELL THE FEDS.)

People have relationships with people not organisations, so...

BE HUMAN

Be human

- Have an MC or 'frontman' who people can relate to (eg who tells people about the next concert)
- Invite people to use the venue for their own activities (encourage ownership):
 - Stitch 'n' Bitch knitting group:
 - Local youth forums
 - Skateboarders
- Start by saying thank you and goodnight to your audiences as they leave

Architects and sociologists have researched what makes a building become a focal point for a community. These are “third spaces”. We are all looking for third spaces where we meet our social needs through creative interaction with others.

BE A THIRD SPACE

This is Baltic's mission statement. It's all about being a third space:

BALTIC is a place where visitors can experience innovative and provocative new art, relax, have fun, learn and discover fresh ideas.