

INNOVATION IN AUDIENCE EXPERIENCE

ARIZONA OPERA

Joseph Specter, *General Director*
Arizona Bold 2.0

AUSTIN OPERA

Annie Burridge, *General Director*
New Senior Position: Director of Audience Experience

OPERA PHILADELPHIA

David Devan, *General Director and President*
O17 Festival

SEATTLE OPERA

Aiden Lang, *General Director*
Opera Up Close

OBSERVATIONS

To make change, audience engagement needs to be important to the entire company from the very top, through strategic planning or as a call to action.

Studying successful practices will reveal pathways for success. Learn from leaders who demonstrate desirable qualities in customer-oriented sectors.

Be mindful of **FIVE E's** when mapping audience journeys: **Enticement** to participate, **Entering** the experience, **Engaging** with the event, **Exiting** out of the event, **Extending** the experience. Success is found in all five areas.

Walk in the steps of similar audiences, noting successful experiences and finding pathways around barriers.

Consider assessing changes in "Net Promoter Scores" before and after an experience: *On a scale of -100 to +100, how likely are you to recommend X to others?*