



Case study



Salisbury International Arts Festival

The Salisbury International Arts Festival was named "one of the top multi-arts festivals in the country" and described by Classical Music Magazine as "Two weeks with a theme, a focus, a flair for cross-continental connections and a joyous sense of occasion".

Over 16 days in May/June each year the Festival inspires with a colourful mix of events, outdoor spectacles and the best of the world's talent; commissioning and creating work that is unique to the region.

'Ear catching cross-fertilizations abound' **BBC Music Magazine March 2009**

'Five best talks & festivals in 2009' - **The Independent, The Information**

'Salisbury International Arts Festival relishes dynamic themes' – **Classic FM Magazine**

'Top Five Events in 2009' – **The Times Knowledge**

'Hitting the cultural agenda – what's hot in the weeks ahead' – **Sunday Times Culture**

Rosa Corbishley, Communications and Development Manager, describes their experience of choosing and using Vital Statistics:

"As a festival, we were ticketing through 2 different box office systems – our own and another venue acting as an agent. We wanted to bring the data together into one place where we could access daily sales reports for our planning and financial reconciliation as well as marketing information.

We could have attempted to bring the data together manually, but this would have been too time-consuming, so there wasn't really another workable option.

Vital Statistics fulfilled the technical and practical requirements we needed, but also offered extensive marketing functionality, giving us information about our audiences.

"We are now able to measure the financial return on our mailings"

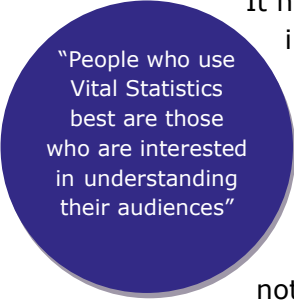
In the set up process there were some technical issues getting the integrity of the data verified but Purple Seven jumped onto the problem and did everything they could to successfully rectify the issues.

OUTPUTS

While the reasons for our purchase were practical and technical – to get the data into a single place – we actually use it heavily for audience

"Knowledge is power, the more you know about your audiences the further you can develop them"

development, reporting to funders & sponsors and to measure the financial effectiveness of our promotional activity.



“People who use Vital Statistics best are those who are interested in understanding their audiences”

It has been great to be able to easily report to funders our achievements in target areas of the city such as areas of deprivation that we are funded to access, and by using the Mosaic profiling we have a much clearer understanding of our audiences.

Also, we are now able to measure the financial return on our mailings – for example, 2 weeks before the 2009 festival, we mailed a reminder letter to 2000 of our previous festival attenders who had not yet made a purchase for the upcoming festival. Approximately 50% responded, generating a staggering £35k. By having VS, we were able to create the mailing lists, excluding people who had already purchased, export the data to do the mailing and measure the resulting ticket purchases.

Sponsors are interested in the profile of our audiences and the catchment area – which we now know is far wider than we thought.

Sales reporting is another area we regularly use VS for, particularly the Event Snapshot report which I use a lot.

ADVICE TO OTHER NEW USERS

Be sure to build evaluation into your planning.

Be prepared to let your findings shape what you do, so you can do it more effectively

People who use Vital Statistics best are those who are interested in understanding their audiences and are prepared to let that knowledge shape and change what they do, from programming to promotions and pricing – all elements of the mix.

Knowledge is power, the more you know about your audiences the further you can develop them.”