

Direct Marketing for your Season Ticket

Increasing revenue from your season ticket – a case study from Chiltern Open Air Museum

27 June 2014

Speaker : Stephen Thorn, Cass Business School

10.30am – 3.00pm

Based on a brand new Case Study from Chiltern Open Air Museum, this interactive workshop shares the research, analysis and planning that the Museum has recently undertaken in order to implement and maximise revenue from a new annual membership scheme.

The Workshop includes:

- Case Study: *COAM season ticket drive 2014 – research, analysis and campaign planning*
- How to plan and execute a successful direct marketing campaign
- Discussion around the opportunities and implications for your own organisation

Attendees will come away understanding:

- How to engage visitors with an annual membership
- How to structure new and existing services around the product offering
- The challenges that you will face along the way
- What support and resources are required
- The best ways to communicate your campaign
- How to measure the results

The workshop will provide participants with the tools and techniques they will need to build and grow profitable membership schemes in their own organisations.

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