

# Capacity Building Consultancy



TRG's premium consulting partnership builds client capacity to understand patrons, overcome obstacles, and achieve measurable and sustainable revenue results.

## Pioneering strategies. Unparalleled results.

TRG's premium consulting service is the source of the biggest impact results TRG clients achieve. It is a multi-year partnership and a major investment for our clients and for us.

TRG's Capacity Building Consultancy is results-driven and patron-based. Data drives every strategic solution.

OVERVIEW: TRG CAPACITY BUILDING CONSULTANCY		TERM OF TRG CONSULTANCY		
		Year 1	Year 2	Year 3
<b>Baseline Analysis.</b> <b>Establish Growth Path.</b> <b>Understand Patrons.</b> <b>Overcome Obstacles.</b> <b>Create Demand.</b>	<b>Phase 1: Data informs every solutions.</b> Data gathering and analysis. Baseline assessment report. Recommendations for improving revenue. Counsel on big impact strategies: pricing, scale, inventory management, investment allocation. Build organizational capabilities in best practices. Year 1 Report Card: Results and Progress.			
<b>Implement Operational Framework for Growing Loyalty.</b> <b>Manage Demand.</b> <b>Maximize Revenue for Every Transaction.</b>	<b>Phase 2: Loyalty becomes everyone's job.</b> Patron loyalty in-depth analysis. Implement TRG's Ten Steps to grow patron loyalty. Develop integrated roles, campaigns, priorities. Make loyalty the keystone of revenue decisions: pricing, seating, priority, benefits, access. Year 2 Report Card: Results and Progress.			
<b>Build upon Sustainability Practices.</b> <b>Future-focused.</b> <b>Create strategies for sustainable growth revenue and patronage.</b>	<b>Phase 3: Leadership initiatives drive sustainability.</b> Net revenue and root cause analysis. Data-driven business counsel informs new methods. Application to priorities, programming, non-patron revenue streams, all facets of operations. Specifically tailored to client circumstances, needs.			

## TRG's Consultancy Builds Capacity When:

YOUR SITUATION	TRG'S PERSPECTIVE	TRG'S APPROACH
<b>LOOKING FOR EXPERT HELP</b>  Good organizations constantly seek ways to become even better at what they do—especially when admissions, revenue, and patron support are on the rise.	Since 1995, TRG has worked in partnership with the industry's most successful leaders and practitioners to achieve: <ul style="list-style-type: none"> <li>• Million dollar revenue gains.</li> <li>• Improved results from marketing and development campaigns.</li> <li>• Loyal patron relationships that last.</li> <li>• Organization-wide confidence and success.</li> <li>• Relentless focus on the next big opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Bring new models, best new ideas</b> from client and industry experience for consideration and incorporation.</li> <li>• <b>Optimize staff and operational assets</b> to implement practices that are new to the organization.</li> <li>• <b>Work within existing operations to:</b> <ul style="list-style-type: none"> <li>• Institute policies and methods for achieving positive change</li> <li>• Help guide learning about new ways, new tools, new practices.</li> <li>• Provide both models to follow and examples to emulate for success.</li> </ul> </li> <li>• <b>Maximize outcomes quickly.</b> Take advantage of operating expertise to fast-track revenue and loyalty improvements.</li> <li>• <b>Achieve greater revenue and patron loyalty</b> immediately and for a sustainable future.</li> </ul>

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<p><b>ANTICIPATING AN EXTRAORDINARY EVENT</b></p> <p>Growth—in admissions, donors, and revenue—will occur whenever the opportunity is planned for, focused upon and optimized.</p>	<p>In good times or in bad, organizations have once-in-lifetime opportunities:</p> <ul style="list-style-type: none"> <li>• New venue</li> <li>• New artistic leadership</li> <li>• Mounting of a blockbuster presentation.</li> </ul> <p>These rare, unprecedented events are time-sensitive occasions that bring increased consumer demand.</p>	<ul style="list-style-type: none"> <li>• <b>Leverage the opportunity</b> in all cultivation and prospecting efforts. TRG's process of data discovery, prescriptive strategies, and counsel makes this opportunity its keystone, especially around recommendations for: <ul style="list-style-type: none"> <li>• Honoring most loyal patrons</li> <li>• Pricing and inventory management</li> <li>• Priority for seating and access</li> <li>• Prospecting for new patrons</li> <li>• Allocating staff resources optimally</li> </ul> </li> <li>• <b>Create a build-up</b> to the event. TRG will prompt early action because the longer an organization has to create excitement, the greater will be consumer demand and associated patronage and revenue.</li> <li>• <b>Implement best practices in best-ever fashion.</b> Optimizing outcomes of this opportunity becomes everyone's job and the focus of TRG consulting.</li> </ul>
<p>“TRG made us the hot ticket in town.”</p> <p>~ Marcello Angelini, Artistic Director Tulsa Ballet</p>		
<p><b>MEETING UNANTICIPATED CHALLENGE</b></p> <p>For even in the most financially stable organizations, recovering from unforeseen challenges is fraught with risk.</p>	<p>Catastrophe strikes in unimaginable ways:</p> <ul style="list-style-type: none"> <li>• Natural disasters like Hurricane Katrina</li> <li>• Labor stoppages</li> <li>• Weather-forced cancellations</li> <li>• Venue damage or disruptions</li> </ul> <p>TRG has two decades of experience operating in an arena where the margin for error is razor-thin even in good times.</p>	<ul style="list-style-type: none"> <li>• <b>Mitigate risk</b> from damaging fallout in all revenue streams. TRG's Capacity Building Consultancy process focuses on recovery: <ul style="list-style-type: none"> <li>• <b>Minimizing losses</b> due to cancelled or rescheduled events.</li> <li>• <b>Good communication</b> with priority constituents first, before press and public.</li> <li>• <b>Best role assignments</b> for patron care, managing expectations.</li> </ul> </li> <li>• <b>Re-start ASAP</b> with strategic plans that focus on all-staff preparedness.</li> <li>• <b>Optimize recovery efforts</b> to: <ul style="list-style-type: none"> <li>• Recognize patrons' commitments</li> <li>• Welcomes continued engagement</li> <li>• Reactivates lapsed patronage</li> <li>• Develops, cultivates new patrons.</li> </ul> </li> <li>• <b>Restore best practices and good will.</b></li> </ul>

Curious about how to get started? Ask for a **FREE PREVIEW SESSION**

Jill Robinson • LetsTalk@trgarts.com • 719-686-0165

## TRG's Consultancy Builds Capacity When:

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<p><b>LEADERSHIP DISSATISFACTION</b></p> <p>This is a challenging time to be in any business. Executive leaders have no experiential framework in which to measure unprecedented economic challenges. Volunteer leaders have the added burden of fiduciary responsibility along with their own personal concerns about family and business financial stability.</p>	<p>Leadership, especially trustees, has a need to know.</p> <p>An inadequately or poorly informed board or executive leader can quickly lose confidence in management and staff teams.</p> <p>In any information gap, assumption and reaction can prompt ill-conceived decisions and directives.</p>	<ul style="list-style-type: none"> <li>• <b>Address concerns.</b> TRG routinely includes board communication in its Capacity Building Consultancy.</li> <li>• <b>Present meaningful facts.</b> TRG's analysis distills data study and discovery into a factual overview of the ways and means growth can occur.</li> <li>• <b>Relieve the destructive tension of assumption.</b> TRG connects facts to recommended actions, current practices with best-that-can-be operations.</li> <li>• <b>Illuminate a path toward growth.</b> TRG's recommended consulting plan directs each client to immediate and longer-term actions that can achieve increased, sustaining revenue and patronage.</li> <li>• <b>Provide decision support.</b> Industry trends, market analysis, organization-specific fact-finding and two decades of experience support leadership understanding for informed decision-making.</li> </ul>
<p>“The only organizations that are weathering the storm are those working with TRG.”</p> <p>~Tom McCabe, Executive Director Theatre Calgary</p>		
<p><b>STRUGGLING WITH CHANGE</b></p> <p>New technology and 21st century techniques promise new efficiencies and outreach, and can also deliver debilitating distraction.</p>	<p>Patron-centric management, new media or new revenue yield strategies in pricing may be the right destination but there's no roadmap for an organization to get there.</p> <p>TRG has pioneered database, pricing and loyalty practices and has successfully introduced and guided their implementation as new ideas in hundreds of organizations.</p>	<ul style="list-style-type: none"> <li>• <b>Distinguish between what's new and what's right</b> for your organization. <ul style="list-style-type: none"> <li>• New media and technology that reaches and resonates.</li> <li>• Pricing that follows demand for programs and marketplace.</li> <li>• Loyalty programs that are effective and manageable.</li> </ul> </li> <li>• <b>Develop start-up plans for change</b> <ul style="list-style-type: none"> <li>• Identifying the right first action</li> <li>• Defining change step-by-step</li> <li>• Testing new ideas and practices</li> <li>• Creating trial runs on new ideas</li> <li>• Measuring results to refine, roll out new operations successfully</li> </ul> </li> <li>• <b>Facilitate internal dialog that leads to success</b>, whether it's cross-departmental or institution-wide.</li> </ul>

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## TRG's Full Suite Consulting Helps When:

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<p><b>EXPERIENCING DECLINE</b></p> <p>Overall or in</p> <ul style="list-style-type: none"><li>• Subscriptions/Memberships</li><li>• Paid Admissions</li><li>• Ticket Revenue</li><li>• Donors</li><li>• Contributed Revenue</li></ul>	<p>Since 2008:</p> <ul style="list-style-type: none"><li>• Economic stress</li><li>• Uncertainty</li><li>• Negative impact on spending decision-making</li><li>• Passion-based demand for art continues</li></ul>	<ul style="list-style-type: none"><li>• <b>Assume nothing.</b> Economic and consumer trends, organizational problems or shortcomings help define the context for solutions. We study the facts—revenue histories, operational detail—to develop findings.</li><li>• <b>Follow data to discovery.</b> We pinpoint opportunities by analyzing data, seeking correlations between <b>demand</b> for programs and factors that impact admissions and revenue.</li><li>• <b>Study patron development operations,</b> measuring opportunities for increasing <b>loyalty:</b><ul style="list-style-type: none"><li>• Growing subscribers/members</li><li>• Developing donors</li><li>• Retaining patrons at all levels of engagement</li><li>• Prospecting for new patrons</li></ul></li></ul>

**TRG studies first, then:**

- **Prescribes a course of actionable strategies** that are suited to the client's specific operations and that can reverse decline immediately and sustain incremental growth over time.
- **Optimizes budgeted investments** with ongoing analysis and application of cost-of-sale strategies.
- **Guides actions** through ongoing counsel, analysis, evaluation, and thought partnership throughout the consultancy.

### Big Impact Results Start Here FREE PREVIEW SESSION

Every new Capacity Building Consultancy begins with a preview session. Whether by phone and webinar or in person, it is designed to provide:

- TRG with a top-line look at your organization's needs and our ability to make a difference.
- You with a trial TRG experience. See our approach, ideas, and analysis capabilities in action. Experience what it's like to work with TRG.

When the fit is right, and the TRG's premium consulting partnership gets underway, TRG clients **get results** from:

- **Experience** with best industry practices in arts and entertainment.
- **Data-based discovery** that describes and informs understanding of consumer behavior.
- **Know-how** to create actionable solutions tailored to individual client's needs.
- **Mitigating risks** associated with change or new ideas.
- **Pioneering strategies** in pricing, demand-management, and patron loyalty.
- **Laser-focus** on achieving revenue and patronage growth.