

# Executive Summit Agenda



## TRG Arts Executive Summit

27-29 September 2017

### National Concert Hall

Earlsfort Terrace  
Dublin 2  
Ireland

### Faculty:

#### Jill Robinson

President & CEO  
TRG Arts

#### David Brownlee

Vice President for the  
UK and Europe  
TRG Arts

#### Dan Bates

Chief Executive  
Sheffield Theatres

## Wednesday 27 September

### 7:00 pm Pre-Summit Drinks Reception

Gate Theatre  
Cavendish Row  
Rotunda  
Dublin 1

## Thursday 28 September

### 9:30 am Welcome & Introductions: Your Goals for the Summit

*Your chance to articulate specific goals, so that you can identify opportunities to learn from one another and TRG.*

### 10:30 am Patron Loyalty: Your Organisation's Data Indicators

*TRG sees the power of data-driven decisions, and your organisation's data will lay the groundwork right away. You'll submit readily-available sales/donor data in advance, and TRG will provide high-level analysis and benchmarking to guide this discussion.*

### 12:00 pm Lunch Break on you own

*Get out and enjoy lunch and each other's company. We'll suggest places to eat.*

### 1:30 pm Leading toward Loyalty Part I: Opportunities & Challenges

*Leading an integrated organisation requires strong change management skills, but the payoff can be big revenue gains. How can you break down the traditional silos between marketing and development to put your patrons at the center of revenue growth?*

The challenges to integration: organisational culture, staff alignment, structure change

The work of integration: planning, implementing and measuring patron loyalty

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## Thursday 28 September (continued)

**5:00 pm**     **Adjourn: Return to your accommodation before Dinner**

**7:00 pm**     **Dinner**  
*BANG Restaurant & Bar*  
*11 Merrion Row*  
*Dublin 2*  
*You're our guest for a three-course dinner.*

## Friday 29 September

**9:00 am**     **Review and Respond**  
*We'll reflect on yesterday's discussion and what was most meaningful to you.*

**9:30 pm**     **Leading toward Loyalty Part II: From Theory to Practice**  
*What does loyalty-building leadership look like in practice? Dan Bates, Chief Executive of Sheffield Theatres, will be joining us as our guest presenter.*

*Dan will provide real-life examples of patron-centric approaches to leadership, drawing on his experience...*

**11:00 am**     **Managing Success**  
*In a "Big Data" world, what activities are most important to measure and manage to maximize patron revenue?*

**12:00 pm**     **Roundtable Sessions with TRG Consultants**  
*Join a TRG consultant for one of two roundtable sessions where you will talk about a specific issue UK organisations are facing.*

**1:00 pm**     **Working Lunch** (lunch provided...)

**1:30 pm**     **Roundtable groups present-out findings**  
*Representatives from each roundtable group will lead a discussion around the findings that resulted from the roundtable session.*

**2:00 pm**     **Cheers, Fears and Next Steps**  
*What have you learned that energizes you? What is going to keep you up at night? What is the one thing you will do differently when you return to the office on Monday?*

**3:00 pm**     **Adjourn**