

What share of your annual revenue is holiday?

Under 10%

10 – 25%

25-40%

More than 40%

I'm not sure – I'd have to look!

Answer by poll, or type your answer in the chat

Turn Up the Heat on Your Holiday Season

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What we'll cover today

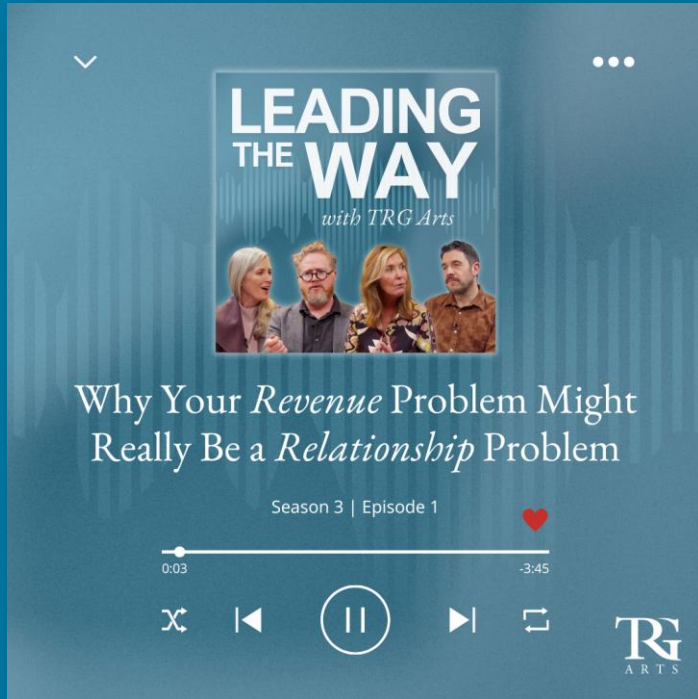
01 The opportunity

02 Segmentation

03 Campaign timing and messaging

04 Pricing and demand management

05 What happens after



“Your *Relationships*
Are What Drive
Your *Revenues.*”

“
Holiday events
practically sell
themselves.”

✗ *Passive thinking. Missed revenue.*

“
I can have a
big impact.”

✓ *If you start early.*

The holiday show is your biggest revenue event.

That makes how you plan it your biggest strategic decision.

Up to 50%

of total annual earned revenues come from holiday productions, on average

Up to 90%%

of holiday audiences are new each year, creating your single biggest prospect pool for the rest of the season

What that demands:

ADVANCE PLANNING

**Start long before
the sales cycle opens**

SEGMENTED COMMS

**The right ask to
the right person**

DEMAND MANAGEMENT

**Shape the market
before it shapes you**

*Campaign Messaging
& Timing*



The foundation of great holiday campaigns

Key takeaways:

- Know who you're talking to before you decide what to say
- Not every show has the same job. Match expectations accordingly
- Start with the audience, not the budget
- Frequent, segmented, multi-channel, not every channel

"I planned out our whole day:
*First we make snow angels for two hours, and
then we'll go ice skating, and then we'll eat a
whole roll of Tollhouse Cookie Dough as fast as
we can, and then to finish, we'll snuggle."*

Right Person

Right Time

Right Channels

Right Message

Right Person?

Segment from the start

LAPSED HOLIDAY ATTENDERS

Attended your holiday show previously but not in the last season. High intent, low recency.

NEW PROSPECTS

Cold acquisition. Highest cost, lowest conversion. Use later in the cycle and with targeted channels only.

GROUPS & SCHOOLS

Don't forget your groups. They have their own renewal cycle and deserve dedicated inventory policies from the start.

ACTIVE SUBSCRIBERS / MEMBERS

What role does holiday programming play for this group? Bringing family or friends? Don't assume their relationship with this holiday programming mirrors the rest of the season.

Do you know the people behind your holiday audience?

Revenue targets are outcomes. Behavior is what creates them.

Do you have a revenue or ticket target, and what's behind it?

How do your segments or relationships make up those revenue figures?

How would you adjust your messaging or investment as a result?

It's never too early to start.

Think in a 12-month cycle. Start earlier than you think.



When is next year's holiday season going on sale?

Christmas in July

Yep, July.

Celebrate Christmas in July!

Because here's your chance to celebrate **EARLY!**

- NOV 30-DEC 1: Back to the Future in Concert with the Minnesota Orchestra
- DEC 8-6: Merry Christmas, Baby! Tony Danza with the Minnesota Orchestra
- DEC 13: John Denver: A Rocky Mountain Holiday with the Minnesota Orchestra
- DEC 16: Merry & Bright with Charles Lazarus Elf in Concert
- DEC 31-JAN 1: A New Year's Celebration: Jon Kimura Parker Plays Gershwin

Get these hot buys before it gets too cold out there—tickets will go fast!

Tickets on sale July 9 at MINNESOTAORCHESTRA.ORG

CHARLOTTE SYMPHONY

CHRISTMAS IN JULY

DON'T MISS THE MAGIC OF HOLIDAY POPS WITH THE CSO!

Act now – Holiday Pops is on sale for just two weeks: July 9-23!

Order yours today or frozen to guarantee the best rates of the season.

CHARLESTONSYPHONY.ORG

EXCLUSIVE OFFER: SAVE 20% ON TICKETS!

MAGIC of CHRISTMAS

Dec 3-6

POPS

Back to America

CHARLOTTE SYMPHONY

Balk Theater | Blumenthal Performing Arts Center

ELF THE MUSICAL

Order before August 1
25% OFF
TEN PERFORMANCES

SYRACUSE stage

315.443.3275 | SYRACUSESTAGE.ORG

The campaigns that work all have one thing in common.

Frequent. Segmented. Multi-channel (not every-channel).

Frequent

Send more than you think you need to. Most audiences require **multiple touchpoints** before booking. Plan your cadence, don't leave it to chance.

Segmented

Different messages for different people. A lapsed ballet subscriber doesn't need the same email as a first-time family show attendee.

Multi-channel

Email + direct mail alone outperforms either solo. Add retargeting where COS allows. Don't try to be everywhere, **be purposeful.**

Even just two channels working together will outperform one channel used repeatedly.

What good campaign execution looks like across every channel.

DIRECT MAIL

KPI: Response rate

- **Lead with value, not brand.**

Price-based message prominent on every panel. Break format with the sales ask, don't bury it.

- **Be directive.**

"Buy now", "Order by July 31". Patrons respond to clear instruction, not passive copy.

- **Personalize and select tightly.**

List choice based on past response data. Cost-per-piece discipline = better ROI than volume.

EMAIL

KPI: Clickthrough rate

- **One CTA. One job.**

Define the primary action before writing anything. Every image, subject line, and button serves that one ask.

- **The 5-second rule.**

Have someone read your email for 5 seconds. What's the CTA? If they can't say it, rewrite.

- **Segment, don't spray.**

"Spray and pray" email harms deliverability and trains patrons to ignore you. Tailor by segment, always.

DIGITAL & SOCIAL

KPI: Conversion / ticket click

- **Match the platform.**

Short-form video wins on TikTok and Instagram Reels. Facebook carries more text. Design for the context, not the brand deck.

- **Always include a CTA.**

Every ad drives an action: buy, sign up, watch. Awareness without a next step is spend without return.

- **Test, then scale.**

A/B test subject lines, button colour, image choice. What works at small scale is worth investing in at large.

How to Calculate Cost of Sale

Cost-of-Sale

Total
Expenses



Total
Revenue



Cost-of-
Sale

Acquiring NEW bookers can be 3x-4x
more expensive than retaining an EXISTING booker.

*Pricing & Demand
Management*

Demand management isn't what you do when sales are slow. It's what stops them slowing.

INVENTORY

Control what you release, and when

Hold premium inventory back from general on-sale. Release in tranches tied to demand signals, not arbitrary dates. Loyal patrons get first access to the best seats.

PRICING

Let demand dictate the price

Price is not the tool that creates demand, it responds to it. Dynamic pricing captures willingness to pay as demand builds, and signals value. Discounting late signals the opposite.

VELOCITY

Read the pace and respond early

Weekly pacing meetings. Sales-to-date vs. same-time-last-year. If you're behind in August, you have options. In November, you have discounts.

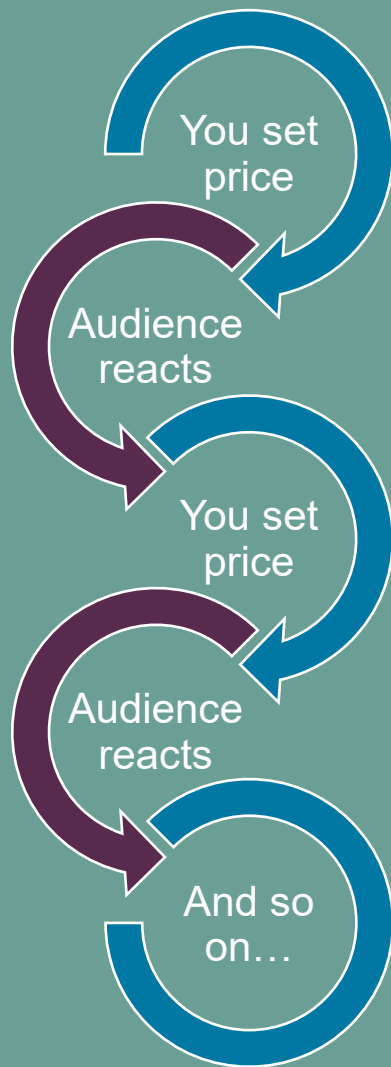
What about discounts?



Pricing Questions to Ask Now:

1. Have we considered multiple price tables within the same run?
2. Are we thinking about basket cost, not just ticket price?
3. Does our pricing incentivize earlier commitment and reward loyalty?
4. How are we using data to inform your prices?







PACER

What Happens After?

You invested to get them in the door.

Don't let the relationship end at the exit.

75–85%

of first-time attendees never return

90%+

of every database we study are one-time or lapsed visitors

2x+

lower cost to retain than to acquire a new patron

PLAN IT NOW

BEFORE

Know-before-you-go email

Segmented for first-timers. Practical, warm, welcoming. Tell them where to park. Make them feel expected.

DURING

Front-of-house welcome

Train front-of-house to identify and acknowledge first-timers. The in-person moment matters more than we admit.

WITHIN 48HRS

Thank you + next invitation

Ask quickly. The window closes fast. A personalized follow-up with a next-show offer is your single highest-ROI retention action.

3-6 MONTHS

Renewal into next season's holiday show

This year's new-to-file holiday buyer is next year's lapsed holiday attendee. Start the cycle again before they forget you.

Five things to do to turn up the heat on your holiday season:

1

Identify Your Three Most Valuable Holiday Segments

Focus effort where relationship strength already exists.

2

Check your inventory and pricing are still working for you

Are the right seats available at the right prices? Is demand building unevenly across performances?

3

Give people a reason to act before September

Give folks a reason to act before fall/autumn. Early access? Christmas in July?

4

Formalize weekly revenue pacing meetings

Set an agenda, agree key metrics, and brief executive and artistic leaders on their role.

5

Plan your retention before opening night

Know exactly what happens within 48 hours of a first-timer attending

Book a 1:1 Revenue Strategy Session

We'll work through your audience behavior, campaign structure, investment questions, and immediate opportunities together.



**Stronger relationships.
Stronger revenue.**