



benchmark

NOUN: A standard or point of reference against which things may be compared.

Imagine if there was also some way of having context; the chance to compare yourself against others – to spot opportunities, identify areas for development and share ideas and best practice.

Imagine no more, as thrive are delighted to announce the return of **Foundations**, the Northern Ireland box office benchmark.

What will it tell me?

Foundations allows you to see how you compare to the benchmark – and swap ideas about best practice or practical tips, when we bring everyone together to look at the results.

Each participant will receive both the collective report, plus their individual results, with our recommendations of audience development actions. It will be

The Annual Check up

Audience growth is grounded in data, so if your data isn't healthy, you are limiting your growth. This section will look at:

- The size of your database and how fast it's growing
- Who you contact and how you can contact them
- How many duplicates are clogging up your database (*additional charge)

Understanding your customers

Your data is a key source for understanding how your customers are engaging with you, which informs what you can do to improve existing customer relationships and start new customer journeys. This section will look at:

- Ticket sales, online versus offline sales and supply & demand
- Understanding how you are attracting new customers, enticing existing customers back, deepening your relationship and minimising customer churn.



How much will it cost to be included?

	PROJECT COST (2018/19)	OPTIONAL: QUANTIFYING DUPLICATE RECORDS
VENUES	£400 + VAT	£50 + VAT
FESTIVAL	£250 + VAT	£25 + VAT

When will it take place?

We're looking to collect the data from the 2017 calendar year at the start of 2018, delivering the findings in April and May next year (so you can include this in next year's budget!)

How do I sign up?

For more information or to sign up for the next round of Foundations, email Chris Palmer at insightdirector@wewillthrive.co.uk.