



HASKAYNE Executive EDUCATION

In partnership with the Rozsa Foundation

Mapping the journey of your arts audience

Maximize marketing efforts and improve your customer experience

Arts organizations have audience members with very different needs and behaviours. It is important to understand all the touchpoints that influence consumer choices in the arts and the journey they travel on as they make attendance decisions. From the first time single ticket buyer to the dedicated patron of the arts, “Mapping the journey of your arts audience” will explore the various marketing and non-marketing influences that affect consumer habits.

Today’s arts leaders require the ability to:

- Recognize the increased number of marketing messages being communicated to consumers.
- Effectively segment audiences to deliver well aligned marketing messages that will be heard over the clutter of messages in the market.
- Use digital sources of information to respond quickly and appropriately to consumers actions.

LEARNING OBJECTIVES

Upon completing this online program, you will:

- Effectively identify and segment your current audience;
- Identify and define potential audience segments; and
- Map the audience journey for your sector and identify relevant touchpoints for marketing activities

Register Online: www.rozsafoundation.org/journey

WHO WILL BENEFIT

You will benefit from this learning experience, if you are interested in exploring the following questions:

- How can I more effectively use my marketing budget?
- How can I reach more potential audience members and grow my current audience?
- What are some ways that I can better understand my audience?

Schedule: January - March 2020

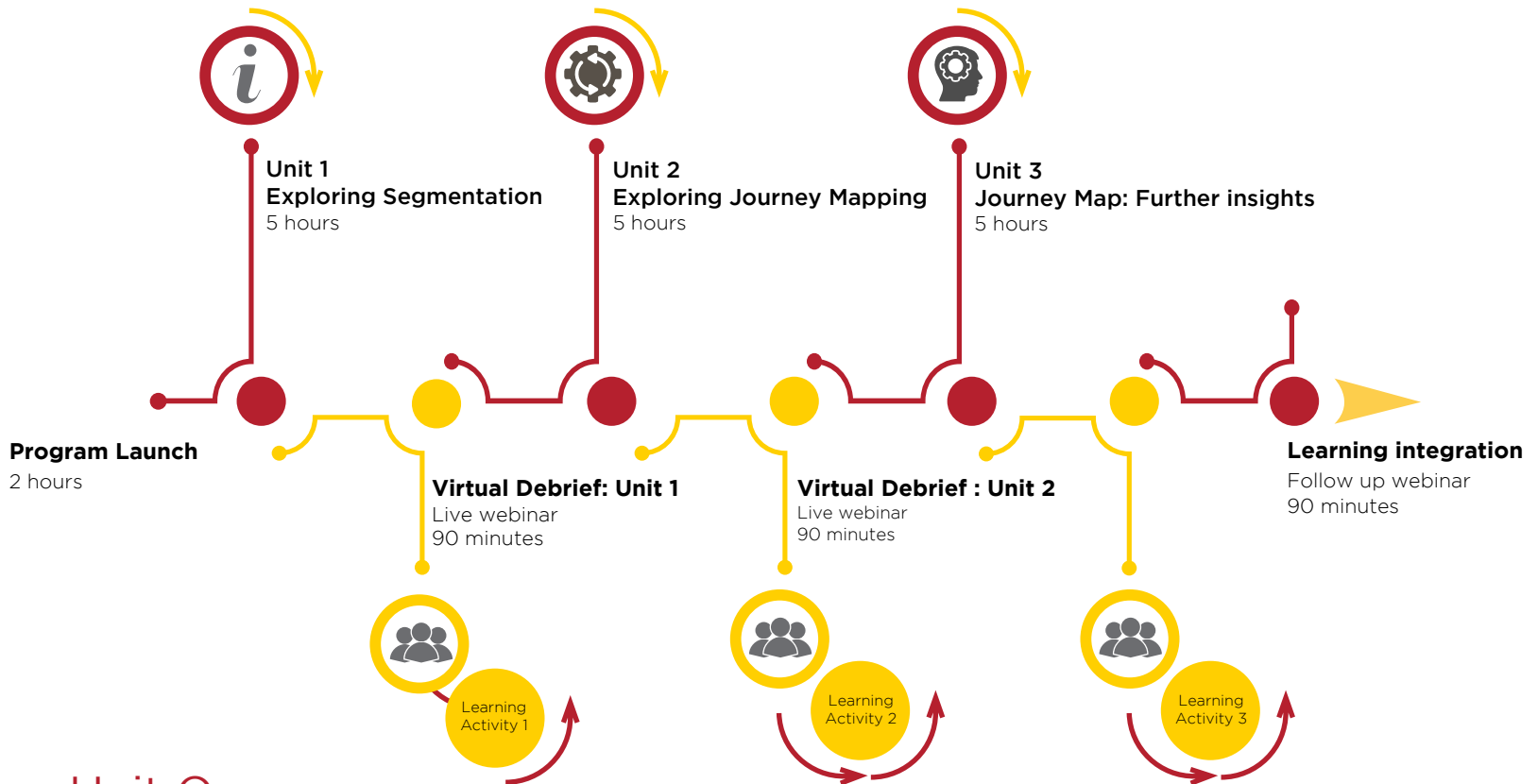
Delivery: Online

Commitment: 21 hours

Investment: \$300

Learning Journey

In partnership with Rozsa Foundation, we at Haskayne Executive Education aim to deliver learning experiences that produce tangible performance outcomes for both the learners and their organizations. To ensure learning impact, this online program is a cohort-based learning experience delivered over a period of time and includes real-time live webinars, self-directed online units, learning activities, and quizzes.



Unit One

- Drawing from segmentation best practices, you will create one (or several) personas for your organization or sector.
- Feedback will be provided on these segments to ensure that you have well developed and useful segments for their organization.

Unit Two

- You will complete a journey mapping exercise where you will identify the journey that these segments engage in and the pain points and positive emotional touchpoints that either cut the journey short or create strong approach behaviours
- Feedback will be provided on the journey map and you will revise and improve these maps.

Unit Three

- In Unit Three, you will be introduced to the four marketing mix elements (Price, Products, Place, Promotion). Drawing from your journey map, you apply these marketing elements to either minimize or remove pain points or improve positive emotional touchpoints in the audience journey. This learning activity will help you identify where you can direct your marketing efforts more effectively to improve the customer experience.

Program schedule: January to March 2020*

DATES	LEARNING ACTIVITIES	FORMAT	COMMITMENT
week of 9 Dec 2019	Virtual learning platform orientation	Online, self-directed	60 minutes
13 Jan 2020	Program Launch Webinar	Live webinar	45-60 minutes
week of 13 Jan	Unit One: Exploring segmentation; create and submit persona(s) learning activity	Online, self-directed	5 hours
3 Feb	Virtual Debrief: Unit One	Live webinar	90 minutes
week of 3 Feb	Unit Two: Exploring journey mapping; create and submit Journey Map learning activity; quiz	Online, self-directed	4 hours
24 Feb	Virtual Debrief: Unit Two	Live webinar	90 minutes
week of 24 Feb	Unit Two: Continued: Revise the Journey Map	Online, self-directed	1 hour
week of 2 Mar	Unit Three: Journey Map - Further Insights	Online, self-directed	5 hours
30 Mar	Learning integration and follow-up webinar	Live webinar	90 minutes

*Schedule subject to change

*Live learning components

Rozsa Foundation

The Rozsa Foundation is committed to strengthening the arts community by developing, supporting, and celebrating arts organizations and leaders. It is with this mission that the Rozsa Foundation, in partnership with the Haskayne School of Business, has offered the Rozsa Arts Management Program (RAMP) since 2012 in Alberta. The "Mapping the journey of your arts audience" virtual learning experience was developed out of RAMP in response to the demand outside of Calgary for more professional development opportunities for arts managers and leaders across the country.

Faculty Lead

Scott Radford is Associate Dean (Teaching and Learning) at the Haskayne School of Business. He received his Ph.D. from the University of Missouri. Scott Radford's research on sustainability and design focuses on consumer responses to attributes such as visual product design, mass customization, and product sustainability. He also studies the influence of death and mortality salience on consumer decision making. His work appears in the Journal of Product Innovation Management, European Journal of Marketing, Marketing Letters, and Journal of Consumer Culture. Scott teaches digital marketing and marketing management. He is currently the Academic Director of the Rozsa Arts Management Program and has been teaching in the program since its inception in 2012.

Register Now

Apply early at <https://www.rozsafoundation.com/journey> or contact admin@rozsafoundation.org.

The "Mapping the journey of your arts audience" virtual learning experience is already **subsidized** by the Rozsa Foundation. Additionally, you may also have the option of applying for municipal, provincial, or national funding within Canada. In Alberta, you may apply for the Canada-Alberta Job Grant, a funding opportunity for employers to develop their employees. For more details visit www.albertacanada.com

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