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Getting On The Pathway Glyndebourne Under 30's Audience Development Programme - A Case Study

**'Creating, Funding and Promoting the Customer Journey to
the Chosen Destination' Session**

**Opera Europa 2017 Autumn Conference
Teatro Regio di Parma
Dr. Andrew Higgins**

Glyndebourne Under 30's

- Launched in 2009
- Seen as an integral part of Glyndebourne's Audience Development Programme
- **to attract and nurture young people (ages 18-29) to become Glyndebourne's future audiences**
- This engagement at a relatively early stage of life is an important pathway to future deeper involvement with Glyndebourne and further progression towards Glyndebourne Membership.



Glyndebourne Under 30's

- Free enrollment through the Glyndebourne website.
- Currently c. 7,000 members enrolled (over subscribed)
- Window of opportunity after members to purchase tickets.
- Roughly 2,000 tickets made available over the Festival
- This year limited to 2 tickets per Under 30 to fulfil more Under 30 members.



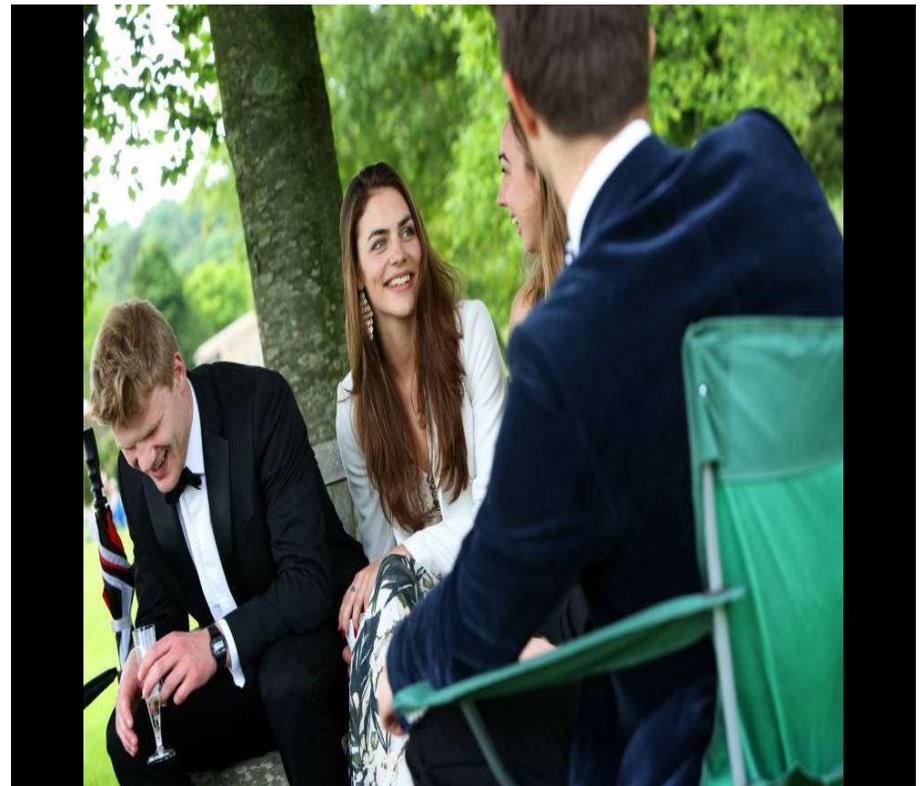
The Funding of Under 30's

- The loss of revenue for these tickets needs to be covered by funding subsidy.
- Investment through the New Generation Programme
- Current subsidy level is £150,000 per annum to offer Under 30 tickets
- Funding mainly covered by philanthropists who understand the importance of attracting and building young attenders towards becoming members.
- Also seen as an opportunity for a potential corporate sponsor (still searching!)
- Subsidy allows offering of best seats in the house for full experience.



Under 30's Research

- Want to be part of the Glyndebourne Festival audiences – no exclusive nights.
- Cultivate when at Glyndebourne – no time for London events.
- Education – insights – meet the cast.

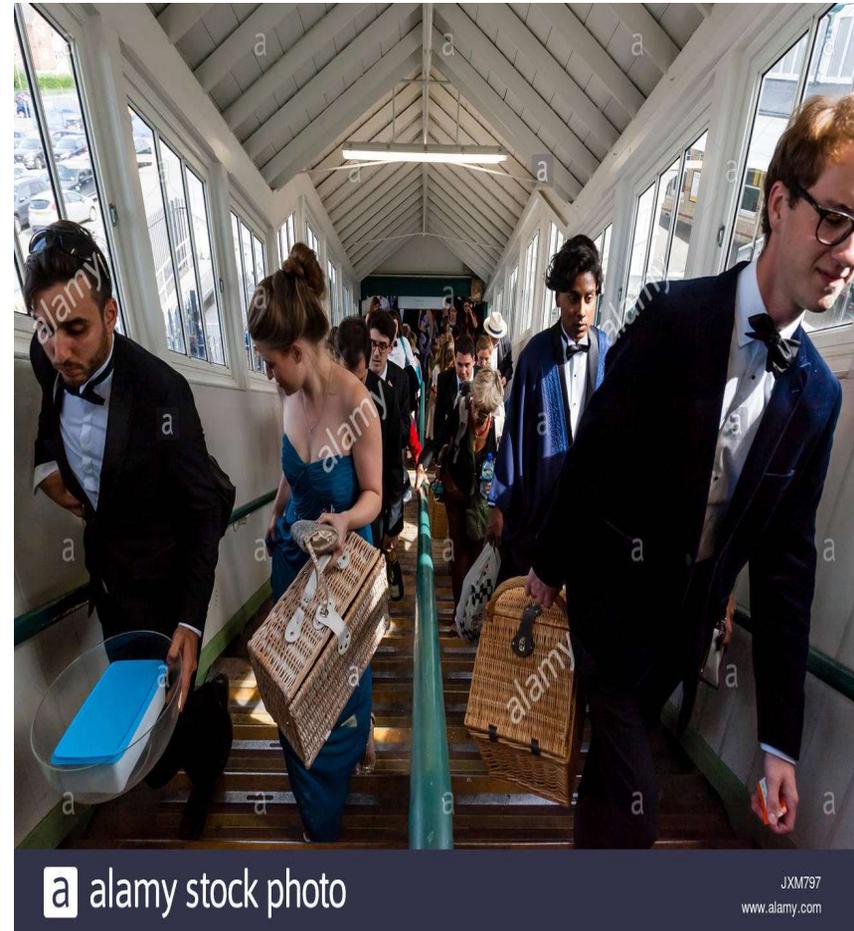


Under 30's Promo Film

- <http://www.glyndebourne.com/join-and-support-us/become-a-member/under-30s/>

Whence Next On The Pathway?

- Crucial to the success of and investment in this programme is fully realising the opportunity for 'graduating' Under 30's.
- Recognising that Associate Membership carries a £500 joining fee we have introduced an option to spread the fee payment by monthly instalments.
- We also actively promote the full range of ways to engage with Glyndebourne and convert to the 'next stage', including Tour, Cinema, Shop and online/live streaming.
- Currently developing strategies on how to maintain engagement with Glyndebourne before they are ready to become 'full' members



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