

Opera Europa Parma

# New Trends in Corporate Fundraising

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12 October 2017

# Current challenges

- Financial Conduct Authority regulations – bribery
- Companies no longer legally obliged to report their charitable contributions
- Reduction in net profits
- Greater accountability - tangible ROI oppose to intangible association benefits
- Brexit!
- Reduction in arts education

# Businesses objectives are changing

- Access to content
- Creative PR
- Unique customer experiences
- Test new business models
- Commercial opportunities (sales, licencing)
- Programming collaborations

Access to content

# English National Ballet and Backes & Strauss





Creative PR

# Chicago Art Institute and Airbnb



Business

## Art Institute re-creates Van Gogh's bedroom to rent on Airbnb



As part of the [Art Institute of Chicago's](#) new exhibit, "Van Gogh's Bedrooms," a replica has been created in River North of the bedroom featured in the artist's paintings. The bedroom is posted on Airbnb; guests can stay overnight.

By **Corilyn Shropshire** · [Contact Reporter](#)  
Chicago Tribune

FEBRUARY 11, 2016, 7:07 AM

**N**ow you can sleep in Vincent Van Gogh's bedroom. Well, sort of.

As part of the Art Institute of Chicago's new exhibit, "Van Gogh's Bedrooms," a replica has been created of the famous artist's bedroom featured in his paintings. For \$10, members of the public can reserve a night's stay on the popular home-sharing website Airbnb.



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# V&A and HSBC



Customer experiences

# English National Opera and Veuve Clicquot





# Somerset House, Tom Dixon and Bombay Sapphire



New business models

# National Theatre and Travelex





# Old Vic and PwC



# Wimbledon and IBM

## IBM Case Studies

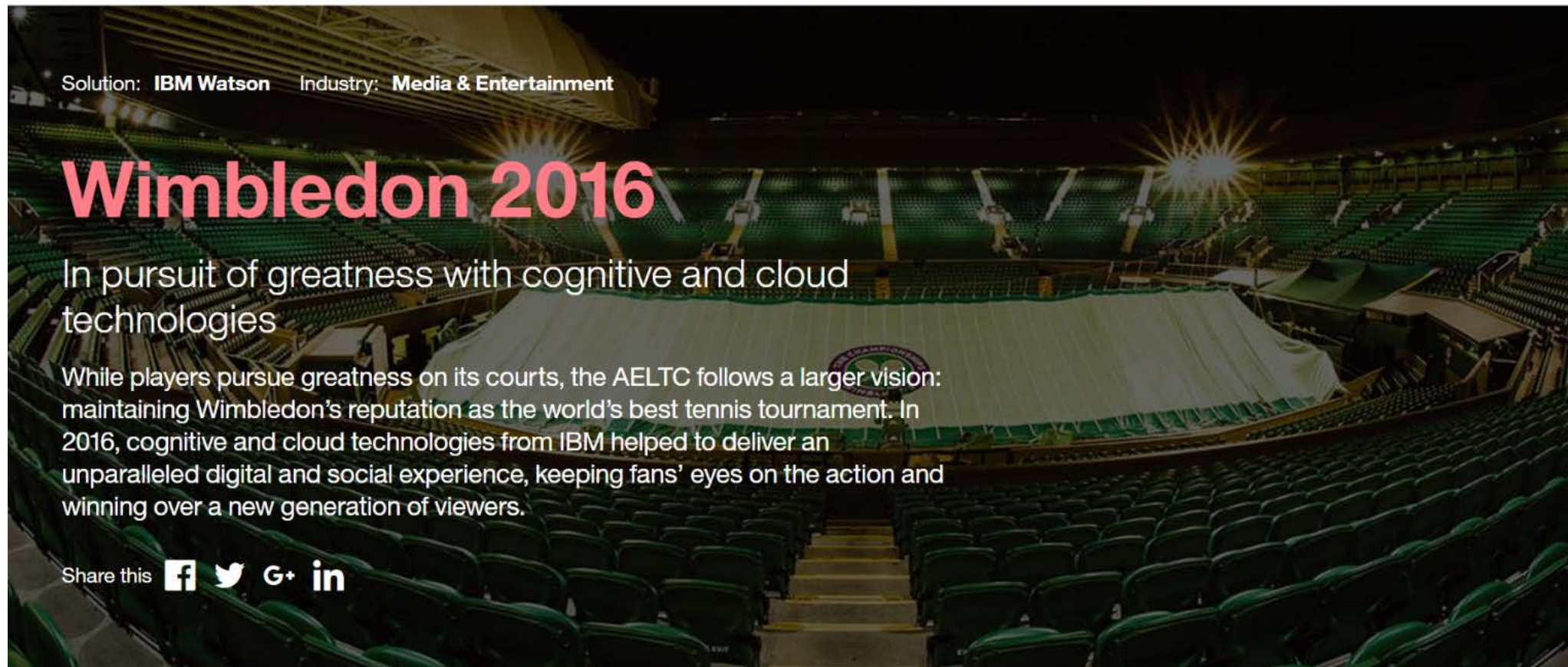
Solution: **IBM Watson** Industry: **Media & Entertainment**

# Wimbledon 2016

In pursuit of greatness with cognitive and cloud technologies

While players pursue greatness on its courts, the AELTC follows a larger vision: maintaining Wimbledon's reputation as the world's best tennis tournament. In 2016, cognitive and cloud technologies from IBM helped to deliver an unparalleled digital and social experience, keeping fans' eyes on the action and winning over a new generation of viewers.

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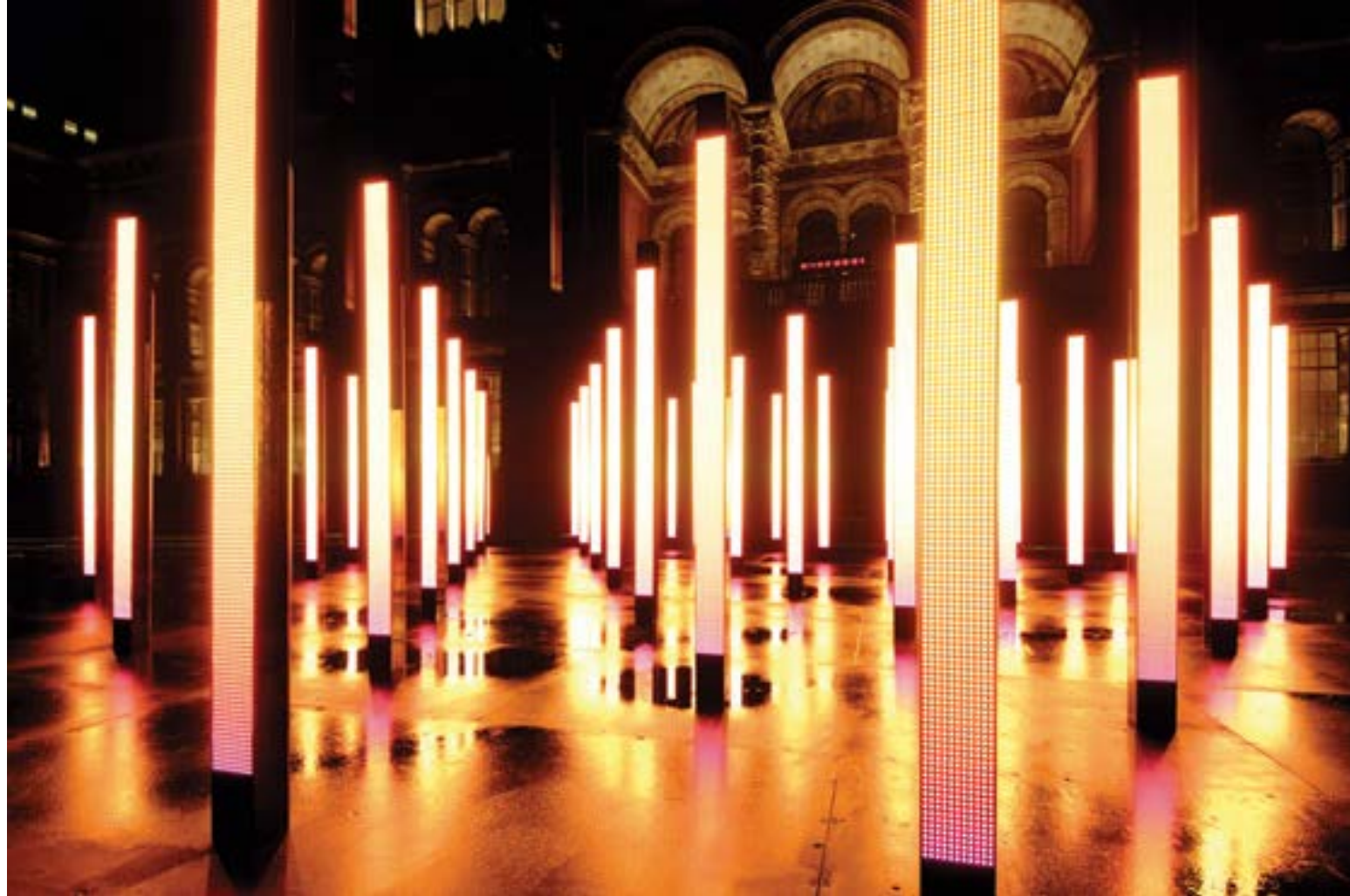


Joint programmes

# Punchdrunk and Louis Vuitton



# V&A, UVA, Massive Attack and PlayStation: *Volume*





# Think differently.....

- Think outside your programme
- Create complementary programmes
- Think about your human resource
- What are your commercial channels?
- Be imaginative
- Be flexible
- Take risks

Thank you

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