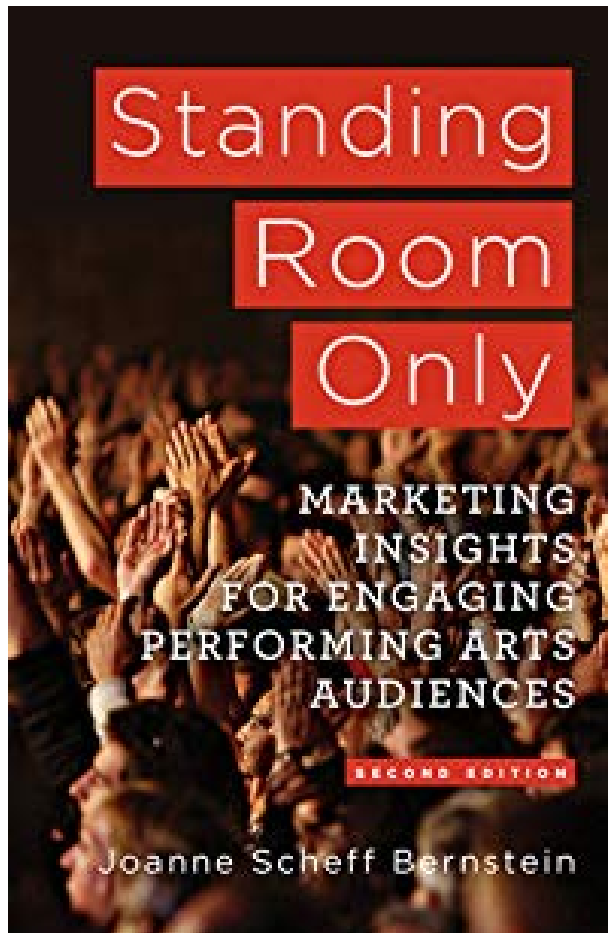


# Standing Room Only: Marketing Insights for Engaging Performing Arts Audiences



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If you are a performing arts manager, marketer, educator, student, board member, or consultant, you will find this book indispensable. Standing Room Only is a comprehensive, newly revised, and up-to-date sourcebook of marketing strategies and techniques for theater, music, dance, and opera organizations. It presents the ideas and information you need to attract and engage current and potential customers effectively and efficiently today and into the future. This book combines proven marketing wisdom with viable new ideas and approaches that will help arts organizations improve their practices and impact and realize their artistic missions. In Standing Room Only, Joanne Scheff Bernstein guides readers to understand performing arts audiences, provide excellent customer service, conduct market research, comprehend the complexities of pricing strategies, and engage audiences. Bernstein discusses ways to develop loyalty while subscriptions are declining, people want to choose exactly which performances to attend, and competition for leisure time activities is on the rise. In this era of changing customer values and a highly dynamic business environment, Bernstein offers strategies for long-range marketing planning and advises readers how to leverage the Internet, email, and social media as powerful marketing tools. Bernstein presents vivid case studies and examples that illustrate her strategic principles in action from organizations large and small world-wide—strategies that will

ensure that the performing arts will prosper in today's rapidly changing social, economic, digital, and demographic climate.