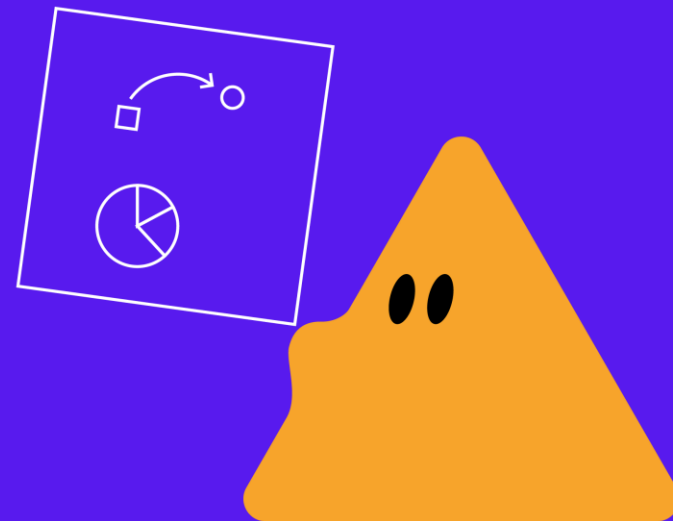




Presents



November, 4 2021

synapsec.ca

Course

1 Public C

2 *Audience analytics collective* project

3 Coaching program

public @



Synapse C

- NPO dedicated to the valorization of data
Since 2017
- > 10 collective data projects
Joined > 100 cultural organizations

Public C

A collective business intelligence tool focused on knowledge and understanding of audiences and non-audiences.

By automating data sharing, Public C offers customized dashboards, the ability to compare metrics with peer organizations, and easy generation of recurring reports.

It provides the ecosystem with common vocabulary, segmentation, and business questions.

Public C establishes dialogue between different data in order to foster dialogue between stakeholders.

public



Ticketing data

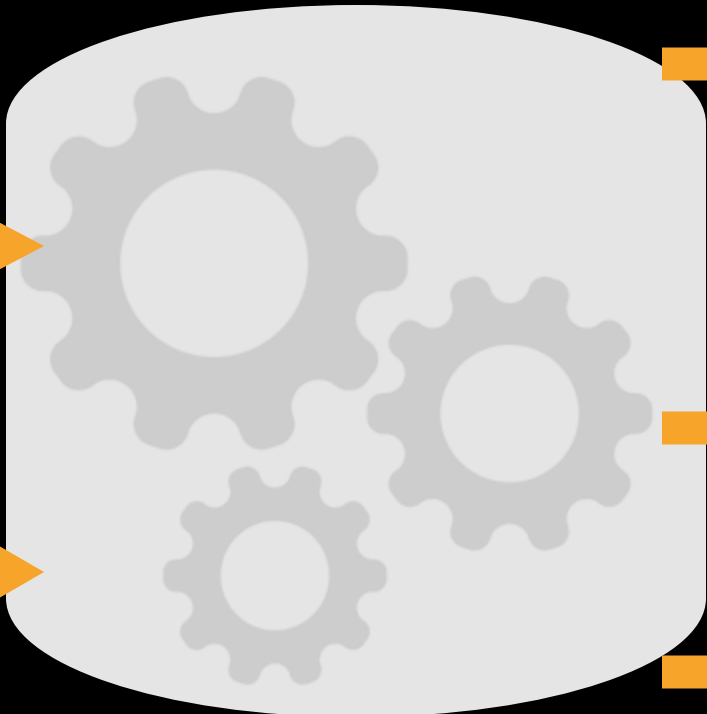


Survey data



Common segmentation
Audience and non-audience indicators

Common repertoire



Customized dashboard
by cultural organization
Audiences of an organization



Collective portraits
Collective business
intelligence
Benchmarks



Standard and custom
reports
Sharing, scheduling, reviewing

synapse

Public C

Public C is developed to increase the impact of collective projects.

For example, it is currently being tested as part of the Audience Analytics Collective data sharing project in Toronto (a project led by TO Live, operated by Nordicity).

Benchmarking & Reporting

Benchmarking

- Standardizes data from different organizations in a rigorous manner, and allows for an individual and comparative view.
- Various comparative options. E.g. by city or territory, by discipline or by organization size.
- Allows for meaningful comparison. In particular, to inform audience development plans.



Reporting

- Facilitates access to information internally/to partners.
- Allows for easy generation of certain reports, and offers the flexibility to export data as needed.



Benchmarking at the show



Show level benchmark

- Facilitates the management of data access requests by third party partners. In case of inventory sharing or touring of a show, it will be possible to grant or decline these access requests for a specific show.
- Allows you to better understand synergies or complementarities (for example, between producer and presenter) or to better understand the particularities of your customer/subscriber base (for example, how audiences in different territories react to the same show that is on tour).

Survey and segmentation

Surveys



- Enables digital intelligence and audience insight to be enhanced through the integration of third-party data. Surveys can be initiated to capture qualitative aspects of the audience experience, as well as their intentions.
- Surveys created in the same way by multiple organizations will offer the ability to compare them, if necessary and desired. The ability to inform individually & collectively on a large scale opens up.

Segmentation



- Eventually provides a segmentation of audiences specific to the Quebec and Canadian culture and context. This common segmentation further increases the comparability between organizations and how your audiences differ or resemble those of others.

Public C

Public C is developed to give **more meaning to your data.**

Activate data into useful information, leading to decision/action.



It is for example currently tested in the context of the Audience Analytics Collective data sharing project in Toronto (supported by TO Live, operated by Nordicity).



With the support of



Conseil des Arts
du Canada

Canada Council
for the Arts



AUDIENCE ANALYTICS COLLECTIVE PROJECT

Background

The Audience Analytics Collective is a project funded by the Canada Council for the Arts in 2019 through the Digital Strategy Fund. This initiative is led by TO Live and managed by Nordicity.

Objectives

Create a collaborative structure among approximately 20 of Toronto arts organizations to trial the sharing of anonymous audience data through an analytics platform.

To generate meaningful information about Toronto's arts audiences.

<https://www.nordicity.com/news/aac-pilot-project>



COACHING PROGRAM

Description

With an analyst, you will be coached in the following ways:

1

Targeting audience development issues in relation to their data

2

Reformulating business needs using their data

3

Integrating their data in our new collective business intelligence tool, Public C, including free access for one year

Audience Development Issues

Trend analysis

Best customers?

How do I compare to last season?

What % of development is realistic?

Profile of the audience?

Should I change the price of the tickets?

Which offer should I bring to which segment?



Ticketing data

Integrating Public C



Ticketing data



- Progressive support of data from various sources
- Focusing our efforts on your data realities

- Sharing of issues
- Focusing our efforts on your information needs



Customized dashboard
Audiences of an organization



Calendar

Registration:

Announcement of
the organizations
selected in the cohort:

Start of the coaching
program:

Data integration
into Public C:

Before November
29, 2021

December 13,
2021

January 24, 2022

March 2022

Criteria #1: Privacy Policy

- Have an adequate privacy policy in place at the time of data collection
- Privacy policy that includes language such as "use of data for service improvement/statistical analysis/trend analysis" or similar language

Criterion #2: Data

Customer table

Customer Number	Title*	First Name	Last Name	Address	City	Province	Country	Postal Code	Phone Number*	Email*
CLI123	Dr.	LePrenom	LeNom	123 rue ABC	Saint-ABC	QC	Canada	H0H 0H0	123-456-7890	<u>prenom.nom@email.com</u>
CLI124		FirstName	LastName	321 DEF Street	St-DEF	ON	Canada	O0H 0H0	098-765-4321	<u>firstname@email.com</u>

Order table

Order Number	Customer Number	Performance Code	Order Date & Time	Amount	Price Type*	Channel
111111	CLI123	ABC123	2020-12-25 09:15	50	General	Internet
111112	CLI124	DEF456	2020-12-25 08:05	35	Reduced	Internet

* : not required

Criterion #2: Data

Table "événement" Event table

<i>Performance Code</i>	<i>Performance Title</i>	<i>Venue Name</i>	<i>Start Date & Time</i>	<i>Total Number of Seats*</i>	<i>Artform</i>
ABC123	Romeo & Juliette	Large Room	2021-01-01 8:00 PM	300	Theatre
DEF456	The Music Group	Small Room	2021-01-02 7:30 PM	250	Musique

* : not required

History: years 2018, 2019

REGISTRATION

Your involvement counts

→ Email invitation

- Express your interest
- Check if you meet the criteria
- Feel free to share the invitation and the recording of the presentation

<https://jwjyte9jso9.typeform.com/to/xBfKPDgW>

→ Process

- 1st cohort of 30 organizations that meet both criteria
- Signature of a confidentiality agreement

THANK YOU



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