

Audiences Central New Membership Scheme

1 April 2008

Which Package is Right for You?

You... are a very small organisation with a limited budget. You don't have a great need for support with audience development or distribution, but you would still like to be involved and feel part of the arts in the West Midlands.

Turn to page 4 for Connect Membership

You ... want advice and support, discounts on marketing services and some networking opportunities. You don't necessarily have extensive resources for your own audience development.

Turn to page 5 for the Enhance package

You... want to network with your peers to learn and share. You want to join in collaborative campaigns, and use some marketing services. You are interested in further audience development work.

Turn to page 7 for the Insight package

You... would like to collaborate with other arts organisations in the region. You are keen to be at the forefront of audience development activity, and want to network to influence and share.

Turn to page 9 for the Momentum package

You... principally want to add value to your own marketing activities. You are interested in networking and collaborating with other arts organisations, but want a more flexible package of benefits.

Turn to page 11 for the Flex package

You... are an organisation that does not directly promote or produce arts activity, but lead a network or agency capacity and are interested in joining Audiences Central in a partnership or strategic role.

Turn to page 13 for Link Membership

See also...

Top up your package

page 15

The benefits explained

page 15

DRAFT: Details subject to change.

What is included in each package?

Benefit	Connect	Enhance	Insight	Momentum	Flex	Link
Newsletters	X	X	X	X	X	X
Website resources and on-line community	X	X	X	X	X	X
Designated account manager		X	X	X	X	X
A page for your organisation on artscentral		X	X	X	X	X
Free advice, information and guidance		X	X	X	X	X
The right to stand for election onto our Board		X	X	X	X	X
Voting rights to elect to the nine places on our Board		X	X	X	X	X
25% discount on all marketing services		X	X	X		X
30% discount on services (subject to minimum order)					X	
25% discount on training courses, seminars and events		X	X	X	X	X
25% discount on all research and consultancy			X	X	X	X
2 x free subscriber support modules		X				
1 x free insight session			X			
Attendance at up to 4 of the free network meetings per year		X				X
Attendance at all free network meetings (up to 8 per year)			X	X		
1 x free place at special events (eg. Symposium)				X		X
5 x flexible credits to use as you choose					X	
Be an Audiences Central Champion (see pg 12)				X		

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Connect	
<p>You... are a very small organisation with a limited budget.</p> <p>You don't have a great need for support with audience development or distribution, but you would still like to be involved and feel part of the arts in the West Midlands.</p>	Free
Benefits	
Benefit from online resources and community on the members only area of website	
Newsletters	

You can add additional benefits to this package. Visit page 15 to find out more

The Connect package will... keep you informed about the work Audiences Central is doing in the region and give you access to online resources.

This package might suit:

- Small, voluntary arts organisation with tight budgets
- Companies touring briefly into the West Midlands
- Organisations or groups with an irregular programme or one-off events.

Enhance							
<p>You ... want advice and support, discounts on marketing services and some networking opportunities.</p> <p>You don't necessarily have extensive resources for your own marketing.</p>	<table border="1"> <thead> <tr> <th>Total Organisational Expenditure:</th> <th>Annual fee 2008/09</th> </tr> </thead> <tbody> <tr> <td>< £100k</td> <td>£200 + VAT</td> </tr> <tr> <td>> £100k</td> <td>£350 + VAT</td> </tr> </tbody> </table>	Total Organisational Expenditure:	Annual fee 2008/09	< £100k	£200 + VAT	> £100k	£350 + VAT
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Benefits							
Your own designated account manager to look after your organisation's needs and make sure you get the most out of your membership							
Benefit from online resources and community on the members only area of website							
Profile for your organisation on its own designated page of artscentral							
Newsletters							
25% off non-member rates on all marketing services							
25% off non-member rates on training courses, seminars and events							
Free telephone advice							
Attendance at up to 4 of the free regional marketing and regional press network meetings per year							
2 x free subscriber support modules (pg 12)							
The right to stand for election onto our Board.							

DRAFT: Details subject to change

Voting rights to elect to the nine places on our Board.

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The Enhance package will... get you great value for money on free and discounted marketing services to support your own marketing, give you the opportunity to gain advice and information from Audience Central's staff and network with other members.

This package might suit organisations with:

- a regular programme
- a small staff, or voluntary team
- a marketing budget and wanting to make their resources go further

Insight									
<p>You... want to network with your peers to learn and share.</p> <p>You want to join in collaborative campaigns, and use some marketing services. You are interested in further audience development work.</p>	<table border="1"> <thead> <tr> <th>Total Organisational Expenditure</th> <th>Fee 2008-09</th> </tr> </thead> <tbody> <tr> <td><£500k</td> <td>£500 + VAT</td> </tr> <tr> <td>£500k - £1m</td> <td>£750 + VAT</td> </tr> <tr> <td>>£1m</td> <td>£1,000</td> </tr> </tbody> </table>	Total Organisational Expenditure	Fee 2008-09	<£500k	£500 + VAT	£500k - £1m	£750 + VAT	>£1m	£1,000
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Profile for your organisation on its own designated page of artscentral									
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25% off non-member rates on training courses, seminars and events									
25% off non-member rates on all research and consultancy									
Free telephone advice									
1 x free insight session (see pg 13)									
Access to all free regional marketing and regional press network meetings per year (up to 8 per year)									
Newsletters									
The right to stand for election onto our Board.									
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The Insight package will... help your team keep up-to-date with current thinking and ideas. It will give you plenty of opportunities to share good practice stories, your own experiences and learn from other subscriber organisations. It will get you great value for money on free and discounted marketing services to support your own marketing.

This package might suit organisations with:

- a designated marketing person or small marketing team
- some resources to dedicate to trying new things
- a year-round programme (which might include education work)

Momentum

You... would like to collaborate with other arts organisations in the region.

You are keen to be at the forefront of audience development activity, and want to network to influence and share.

Total Organisational Expenditure	Fee 2008-09
<£500k	£600 + VAT
£500k-£1m	£900 + VAT
£1-5m	£1,500 + VAT
>£5m	£2,000

Benefits

Your own designated account manager to look after your organisation's needs and make sure you get the most out of your membership

Benefit from online resources and community on the members only area of website

Profile for your organisation on its own designated page of artscentral

25% off non-member rates on all marketing services

25% off non-member rates on training courses, seminars and events

25% off non-member rates on research and consultancy

Free telephone advice

2 x insight sessions (see pg 13)

Access to all free press and marketing networking meetings (up to 8 per year)

1 free place at special events (eg. Senior Marketers, Symposium)

Newsletters

The right to stand for election onto our Board.

Voting rights to elect to the nine places on our Board

Be an Audiences Central Champion (see page 16)

DRAFT: Details subject to change

You can add additional benefits to this package. Visit page 15 to find out more

The Momentum package will... give your organisation a platform to lead the audience development debate, try out new ways of working through audience development projects and advocate within the region. It will also give you opportunities to influence and share ideas with your peers

This package might suit organisations with:

- a commitment to driving forward the audience development agenda
- capacity to take on new ways of working
- an active role within the West Midlands Region

Flex									
<p>You... principally want to add value to your own marketing activities. You are interested in networking and collaborating with other arts organisations, but want a more flexible package of benefits.</p>	<table border="1"> <thead> <tr> <th>Total Organisational Expenditure</th> <th>Fee 2008-09</th> </tr> </thead> <tbody> <tr> <td><£1m</td> <td>£750</td> </tr> <tr> <td>£1-5m</td> <td>£1,500</td> </tr> <tr> <td>>£5m</td> <td>£2,000</td> </tr> </tbody> </table>	Total Organisational Expenditure	Fee 2008-09	<£1m	£750	£1-5m	£1,500	>£5m	£2,000
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<p>Benefit from online resources and community on the members only area of website</p>									
<p>Profile for your organisation on its own designated page of artscentral</p>									
<p>30% off non-member rates on services (subject to minimum order)</p>									
<p>25% off non-member rates on events, research and consultancy</p>									
<p>5 x flexible credits to use as you choose on:</p> <ul style="list-style-type: none"> •Network meetings •Projects •Special events •Insight session •Redeem against research or consultancy 									
<p>Newsletters</p>									
<p>The right to stand for election onto our Board.</p>									
<p>Voting rights to elect to the nine places on our Board.</p>									

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You can add additional benefits to this package. Visit page 15 to find out more

The Flex package will... give you the flexibility to use Audiences Central's services according to what you need. It will also reward heavy print distribution users with better discounts. You will also have lots of opportunities to collaborate and share ideas with your peers.

This package might suit organisations with:

- a large marketing operation
- an extensive and varied programme
- a large market and/or high audience targets

Link	
You... are an organisation which does not directly promote or produce arts activity, but leads a network or agency and are interested in joining Audiences Central in a partnership or strategic role.	£250 + VAT
Benefits	
Your own designated account manager to look after your organisation's needs and make sure you get the most out of your membership	
Benefit from online resources and community on the members only area of website	
Profile for your organisation on its own designated page of artscentral	
25% off non-member rates on services	
25% off non-member rates on events, research and consultancy	
Attendance at up to 4 of the free regional marketing and regional press network meetings per year	
1 x free place at special events eg. senior marketers, Symposium	
Newsletters	
The right to stand for election onto our Board.	
Voting rights to elect to the nine places on our Board.	

You can add additional benefits to this package. Visit page 15 to find out more

DRAFT: Details subject to change

The Link package will... keep you informed about the work Audiences Central is doing in the region. You will be able to take part in training programmes and networking opportunities.

This package might suit:

- Agencies supporting other organisations or peers within the sector
- Bodies which do not put on a public programme themselves
- But have a strategic role within the region

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You can top-up your package with additional benefits

If your circumstances change during the year, or you want to top up on benefits not available within your package, you can add on extras from any of the packages:

1 Subscriber module	2 x credits	£150
1 Project Module	2 x credits	£150
1 Training course, seminar or event	1 x credit	£85
1 Network meeting	1 x credit	£85
1 Insight session	2 x credits	£150

Buy bundles of credits: the more you buy together, the cheaper they are:

1 x credit	£85
2 x credits	£150
3 x credits	£225
4 x credits	£325
5 x credits	£400

The Benefits Explained

Member rates on Marketing Services, Events, Research and Consultancy

Members of Audiences Central can benefit from a preferential rates on all marketing services, training courses, conferences, research services and consultancy. This is a standard 25% off non-member rates. The **Flex** package can offer an even greater 30% discount on marketing services, and is therefore suitable for organisations requiring bulk orders.

Project Credits

Project Credits can be redeemed against Audiences Central audience development projects. These are usually tailor-made programmes of support and intervention, to help you test out a new approach or reach a specific market. Multiple credits may be required for larger projects. Examples include Family Friendly, Captivate.

Network Meetings

Audiences Central facilitates four Regional Press Networking events and four Regional Marketing Networks each year. This benefit allows you to attend four or all of the meetings depending upon your package free of charge.

Information, Advice and Guidance

Audiences Central members are entitled to access advice information and guidance from a specialised member of the Audiences Central team and/or their Account Manager free of charge at any time, whether a quick query by phone or in person for a more in-depth conversation (subject to a fair use policy).

Special Events eg. Symposium, Senior Marketers Events

Members with the Momentum or Link packages are entitled to a free place at special events such as the Symposium or Senior Marketers events. Members on other packages will be entitled to member-rates (25% discount).

Audiences Central Website

This benefit allows you to have access resources and participate in the online community on the members only area of the Audiences Central B2B website. Here you will be able to access downloadable documents, and restricted news pages, contribute news, blogs, participate in forums and upload press releases, jobs and events free of charge.

Be an Audiences Central Champion

When you buy the **Momentum** package you can nominate one member of your staff to be an Audiences Central Champion.

The Champions will have an extra role in influencing the audience development debate on the regional platform. Audiences Central's work and an opportunity to showcase the work of your organisation on the regional audience development platform.

You are the people at the leading edge of audience development practice with new ideas and stories to share with peers. You will be the people we call upon to speak at conferences and events, invite to meetings to advocate for the arts and cultural sector in regional networks such as tourism or the media. You will be a voice for audience development in the region, influencing our work and advocating on behalf of Audiences Central.

Although there will not be regular meetings of Champions as a group, there may occasionally be invitations to discussions or fora, and being a Champion does require a commitment to Audiences Central and our work.

Subscriber Support Modules

When you buy the **Enhance** package you are entitled to two free modules of subscriber support per year. Each module is the equivalent of five hours of Audiences Central consultancy time including one-to-one contact time, all preparation and a written report or recommendations.

We have put together a wide-ranging portfolio of support packages based on our specific areas of expertise and the support needs identified by you. These sessions offer the chance to draw on the knowledge and expertise of specialist staff to make sure you are allocating your precious time and resources most effectively. Examples include:

- **Marketing Audit** – Take a snapshot of your current marketing and promotional activities to make sure you are spending your time and money as effectively as possible to reach your target audiences
- **Print Review** – If you are thinking of refreshing the look and feel of your brochures, flyers and printed materials, this session will give you a fresh pair of eyes to help understand what works and what doesn't, and to help come up with some new ideas
- **Website Review** – Is your current website working well enough for you? Is it as user-friendly as it could be? Is it optimised for search engine hits? This session will bring up-to-date thinking to make your website fulfil its potential as a marketing tool and online experience.

Other examples are Campaign Planning, Copywriting, Press and PR planning, research.

Insight Sessions

When you buy the **Insight** package, you are entitled to one free Insight Session per year. The **Momentum** package entitles you to two per year.

This is the equivalent to five hours consultancy time, on strategic issues or areas of new development for your organisation. As well as the face-to-face contact time, an insight session includes us undertaking the analysis, planning and reporting back, freeing up you and your team to get on and do it.

- Family Friendly
- TGI
- Diversity
- Branding
- Positioning
- Pricing

These are not training sessions as they do not have learning outcomes, but rather provide you with the chance to have some thinking and planning time, bringing in a fresh outside eye to look at what you do and drawing on our tools and models in audience development, research and marketing to facilitate your own work.