Knowing and growing your audiences

MAINSTAGE WORKSHOP
October 19th, 2016
Gympie Civic Centre

David Gration
MBA PhD
© Events Tourism Associates 2016
EMAIL: eventstourism@bigpond.com
In the beginning you need to establish **MY STORY** – what your event is all about.

If your event was a person what would they look like?
What does your current audience look like?

You need to research your existing and potential audiences to establish THEIR STORY.

What do you want your future audience to look like?

Useful Websites

Gympie Council Statistics

ABS Website

Community Profile Website

Qld Government Profile generator
My existing audience looks like...
The challenge is to achieve a sense of ownership between your event and your audience

MY STORY + THEIR STORY = OUR STORY
Identifying new audiences

Target Marketing Process:
Linking Customer Needs to Marketing Action

1. Segmentation
   Identify and describe market segments

2. Targeting
   Evaluate segments and decide which to go after

3. Positioning
   Design a product or service to meet a segment's needs and develop a marketing mix that will create a competitive advantage in the minds of the selected target market
Segmentation

Figure 5 Estimated resident population by age and sex, Gympie (R) LGA, 30 June 2015

Source: ABS 3235.0, Population by Age and Sex, Regions of Australia, 2015
Which target markets?

Requirements for Effective Segmentation

- **Measurable** (can be quantified)
- **Actionable** (able to utilise the marketing P’s)
- **Substantial** (big enough to make sustainable profit from)
- **Accessible** (can communicate with and distribute to)
Position your event

Family event

High brow

Adult event

Low Brow
EUROPEAN FESTIVAL MARKET REPORT

MEET THE EUROPEAN FESTIVAL-GOERS IN 2014

- 23% are over 30 years old
- 9% are over 40
- 53% are aged between 18 and 25

THEIR AVERAGE AGE IS 26

PROMOTERS TAKE NOTE!

- The things that matter most to your customers are:
  - 53% music
  - 21% escaping from normal life
  - 12% hanging out with friends
  - 8% meeting new people
  - 8% love of the great outdoors
  - 3% getting back to basics
  - 3% getting trashed
  - 5% having to walk a long way
  - 5% restrictions on certain items
  - 5% favourite bands clashing
  - 7% the price of tickets
  - 3% the price of food and drink
  - 11% queues and overcrowding
  - 11% no showers or clean toilets
  - 14% wet and muddy conditions

THEmusic: 53%
ESCAPING FROM NORMAL LIFE: 21%
HANGING OUT WITH FRIENDS: 12%
MEETING NEW PEOPLE: 8%
LOVE OF THE GREAT OUTDOORS: 8%
GETTING BACK TO BASICS: 3%
GETTING TRASHED: 3%
HAVING TO WALK A LONG WAY: 5%
RESTRICTIONS ON CERTAIN ITEMS: 5%
FAVOURITE BANDS CLASHING: 5%
The PRICE OF TICKETS: 7%
The PRICE OF FOOD AND DRINK: 3%
QUEUES AND OVERCROWDING: 11%
NO SHOWERS OR CLEAN TOILETS: 11%
WET AND MUDY CONDITIONS: 14%

THE HOME COMFORTS THEY MISS THE MOST:
- Clean flusible toilet: 29%
- Bed: 16%
- Shower: 8%
- Phone charger: 5%
- Internet: 4%
- 34% do not miss anything!

WHAT WOULD STOP THEM COMING BACK NEXT YEAR:
- A 1% increase in the price of alcohol: 18%
- A 1% increase in the ticket price: 19%
- Less high profile headline artists: 89%
- Fewer acts / stages: 59%
- Change of venue: 1%

21% would not be put off by ANY of the above.
SOMETIMES YOU CAN FIND OUT THINGS YOU’D RATHER NOT KNOW

Isle of Wight Festival

Total value of drugs seized - 2011
£27,410.00

- NRG (Grams) £20.00
- MRAI (Grams) £30.00
- Amphetamine (Grams) £480.00
- Ketamine (Grams) £1,300.00
- MDMA (Grams) £1,380.00
- Methadone (Grams) £1,380.00
- Cannabis (Grams) £4,599.00
- MDMA (Pills) £6,985.00
- Cocaine (Grams) £11,256.00

Provoke, Inspire, Amuse
Tell a story
Make it a must
Spur your audience to action
Create Satisfaction, WOM & Loyalty
Co-creation of your event

Marketing Messages

ATTENTION INTEREST DESIRE ACTION

RELATIONSHIP GROWTH

Consumer
WINNING NEW BUSINESS COSTS MORE THAN GROWING EXISTING BUSINESS

Reduce costs by retaining customers
ALWAYS ALIGN YOUR MARKETING MIX WITH YOUR AUDIENCE
Keep your audience engaged

- Offer recognition for long-term involvement
- Communicate with your existing audience members at regular intervals throughout the year
- Offer opportunities to socially engage with fellow audience members at small events
- Establish, and maintain, a social media place for your event tribe to gather and communicate
- Share their stories
- Involve them in developing our story
- Make them special/privileged
- Help them to spread the word
- Listen to their needs
“Love the camping site, even if you’re camped there with 60,000 of your closest friends it still feels like a day in the bush”

Gympie Music Muster audience member

“It’ the festival atmosphere that stands out as the reason why people are motivated to attend. .. We want Woodford to be a community not an institution”

Woodford Folk Festival audience member
Every year try to:

- Incrementally change your event (but not too fast)
- Find a new niche target market to focus on
- Undertake research into what your audience needs, desires, likes & dislikes
- Check your Marketing Mix (P’s) align to your audience
Every story should have an audience in mind
EVENTS TOURISM associates

NEXT SESSION

Sponsorships & Fundraising

Wednesday 30 November 2016

David Gration  MBA PhD
Director
Events Tourism Associates
EMAIL: eventstourism@bigpond.com
MAIL: Box 211, Caloundra, Wld.4551
Mobile: 0408 708 293