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Wednesday, September 12, 2012

Breaking the FifthWall: Patron Technology Marketing and Information Session

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When: Wednesday, September 12, 2012, 9:00-11:00 a.m.

Where: Mertz Gilmore Foundation, 218 East 18th Street, Conference Room, 3rd Floor, New York, NY

Featured Speaker:

Greg O'Neill, Account Executive, Patron Technology

Changes in technology and shifts in consumer behavior have changed the way arts organizations need to approach their audience-development efforts. Based on [Patron Technology's](#) newest book, [Breaking the FifthWall: Rethinking Arts Marketing for the 21st Century](#), this session covers the essential techniques you need to build long-lasting patron relationships using social media, e-mail marketing, websites, and CRM.

You'll learn:

- Results of a five-year research study of arts patron online preferences
- How to maximize your Twitter and Facebook posts to engage your patrons
- Why e-mail is still the most powerful digital marketing technique you have
- Website design guidelines that will change patrons perception of your organization
- Why Customer Relationship Management (CRM) paves the way for more effective marketing and dramatically better patron service.

Following the seminar, those who are interested may stay (or join) for a demonstration of PatronManager CRM, Patron Technology's affordable, all-in-one, web-based system for small- and mid-sized organizations that integrates full box office functionality with fund-raising and donor management, email marketing, contact management, and office tasks, making your staff collaboration effortless and even more effective. This session will highlight ways that PatronManager can help your organization flourish. You'll also have the opportunity to purchase *Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century* at a discounted price.

This session is targeted to Executive Directors, Marketing Directors, Development Directors, and Box Office Managers.

[< back](#)[previous listing](#) • [next listing](#)