



# SPRING FOR MUSIC

Delta Plan



# DIGITAL STRATEGY

1. Reset relationships between institution, artists & audience
2. Establish artistic/community profile for SfM
3. Establish institutional transparency
4. Create a suite of content with participating orchestras
5. Create a network of community interaction around SfM
6. Manage an incentive program for seat procurement/location



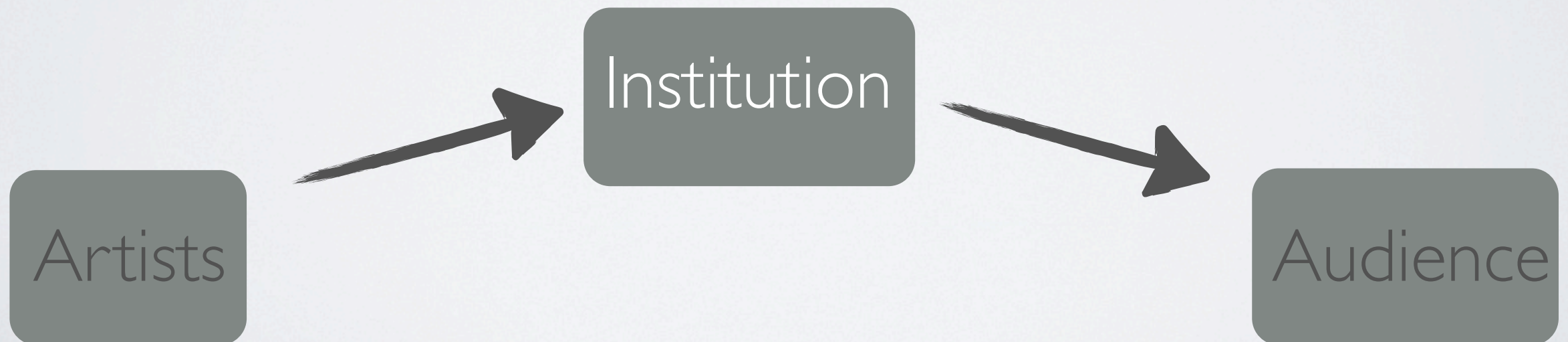
# I. Reset relationships between institution, artists & audience

## GOAL

Activate and incentivize audience to build large community around SfM, promote interest and drive ticket sales

# I. Reset relationships between institution, artists & audience

Traditional Model  
Visibility





# I. Reset relationships between institution, artists & audience

Delta Model  
Visibility



## 2. Establish artistic/community profile for SfM

- America's orchestra festival/home town pride
- America's concert hall/home town pride
- Innovation and artistic values (program & orchestra choices)
- Variety (programs and orchestras)
- Inexpensive tickets/uniform ticket price for all seats



# 3. Establish institutional transparency

- Why these orchestras
- Why these programs
- Why this ticket structure
- Make community visible to itself (artists, SfM, audience)
- Year II: Orchestra/program submission/selection online



# 4. Create a suite of content with participating orchestras

- Recordings, profiles, videos of participating orchestras
- Profiles of each orchestra
- Home town profiles
- Social networking group around each orchestra
- Link networks with blogs, websites
- Program notes/audio samples



# 5. Create a network of community interaction around SfM

- Community/individual profile pages
- Geographic/topic/concert groups
- Daily messaging through blogs, Twitter, FB
- Meetups
- Week of: live interactive opportunities



# 6. Manage an incentive program for seat procurement/location

- Rewards Program: Online participation = better seat selection
- Hometown fans program
- Fan sections in the hall (intermission meet-ups)
- Find-your-friends feature
- Online registration for better selection



# WEBSITE

## Digital Hub for Spring for Music

- Place to get SfM information
  - videos, recordings, program info
  - ticket info, seating info, etc
- Hub for audience interaction (social media)
- Hub for networking of participating orchestras
- Gateway to ticket selection procurement
- Week-of: streaming, documentation, discussion



# WEBSITE

## OPEN-SOURCE PLATFORM

1. Multi-stream content: Blogs, YT, Flickr, FB, Twitter
2. Community open-credentialing
3. Ability to aggregate/integrate multiple media streams - Twitter, FB, YT, Flickr
4. Aggregate outside sources
5. Ability to show profiles/who's on site
6. Ability for audience to create own pages/groups
7. Crowdsourcing idea streams
8. Ability to show lists of top commenters/most popular content
9. Weekly newsletters/signups
10. Ability to break out and highlight sub-topics/conversations
11. Share/email functions
12. Image carousel/ video carousel
13. Voting/poll functionality
14. Mobile micro-site version
15. Live chat box