

Matthew Goode, Head of Marketing
Paul Griffiths, Group Lead, Community Engagement

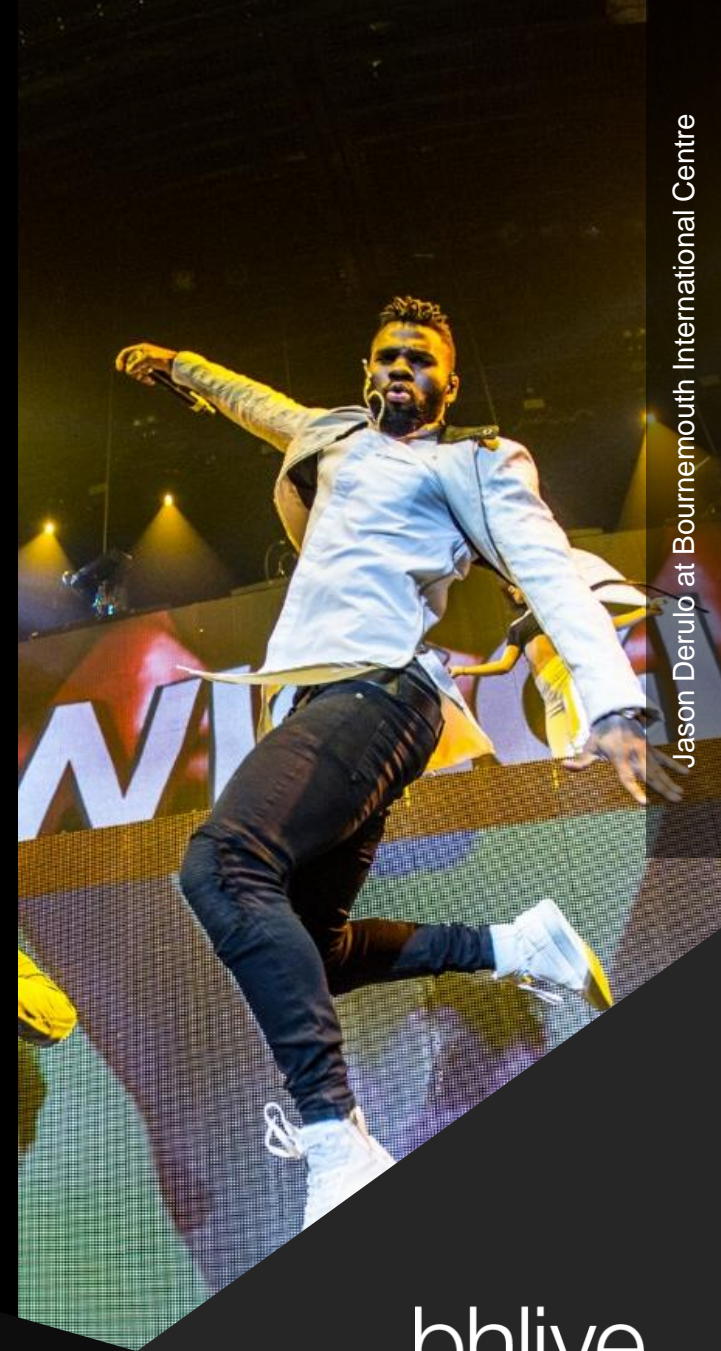


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Agenda Item 5

Customer engagement...

- Building our routes to market
 - **Digital strategy:** web, app, social, kiosk and pre-launch campaign
 - **Interim website:** subscriptions & compliance (GDPR), personalisation, VIPs and Friends of FFHs (loyalty)
 - **Customer services:** contact centre, ticketing, mystery shopping
 - **Audience research:** consumer and corporate targets being identified



Jason Derulo at Bournemouth International Centre

Branding and visual identity...

- Creating a personality that resonates with the customer
 - **Audience:** old & new – nostalgia through to discovery and memories
 - **Mission:** reinforce the vision and objectives for FFHs
 - **Emotion:** serious to playful – a personality that sets FFHs apart
 - **Guidelines:** logo, colours, uniform, templates, tone of voice, style of delivery, brand and reputation



One Bauer Media awards at Copper Box Arena

Community engagement...

- Building community relationships with key stakeholders
 - Theatre schools: The Brit School, Croydon Youth Theatre Organisation, University College Croydon
 - Fairfield Youth Theatre: local schools involvement
 - Key stakeholders: LBC - Arts Participation, Youth Engagement, Fundraising, Music & Arts. Croydon BID



Secret Walls artist battles

Destination hospitality

- Experiences by day and by night
 - **Concepts:** grab & go, street food, wood-fired pizzas, craft ale and local beers
 - **Destination:** the place to be, eat, hang out – whatever the day of the week or time of day
 - **VIP experiences:** Themed Hospitality packages linked to show genre
 - **Customer-focused:** service, standards, authentic-styles and taste – all underpinned with sustainability and provenance credentials



Fairfield Halls show dining concept - Glasshouse

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