

You decide vancouver symphony orchestra

[Business](#), [Marketing](#)



Memorandum School Affiliation STAFF BOARD OF DIRECTORS 12/4/13

BOOSTING TICKET SALES We hereby wish to inform everyone that we will have a meeting to discuss how to boost the sales of tickets for the remaining four months of the season. The board requests all members be available to discuss on ways of increasing the number of current subscribers, evaluate the ways of getting back former and recruiting new subscribers by boosting the quality of services we offer to clients. We also look forward to maintaining the loyalty of subscribers who have been there since September 86. Please note that survey on the respondents on average, most of them attended the events with their preferences not included in our lists. Therefore, we have to reevaluate and determine their first priorities. The festive season comes with spending. Therefore, the company has to lay down proper strategies to boost the tickets sales. We look forward meeting everyone, any queries, suggestions and thoughts will be discussed in the meeting.

Thanks for your timely awareness to this subject

Report to the board of directors

Abstract

The Vancouver Symphony Orchestra was one of the most established orchestras of the 1980's. It had a large number of fans, who always flocked in events to attend their functions. It attracted both subscribers, former members and those that were never subscribers. Suddenly, there was a change of events after 1986 with a steady decline in ticket sales. This prompted the need to reexamine the reasons why there was a decline in ticket sales. A questionnaire was developed and apparently out of the 2400

questionnaires only 614 respondents completed. Subscription revenue was on a steady decrease, which was a matter of high concern.

There is the need to try and outline the reasons for the sudden decline of the orchestra, their cause and the possible ways of solving the problem. There is also need to assess the positives and negatives of this market approach.

Over and above, identify the strengths of the Vancouver Symphony Orchestra and the possible reason that led to its bankruptcy with the basis to the data that is available and also provide the proper recommendations needed.

Management questions aiming to be solved

In this article, the personnel in charge will try to identify, evaluate and scale down the specific preferences of all the groups of persons that attended the Vancouver Symphony Orchestra. They will also come up with possible solutions to solve the situation. They will also address issues concerning proper event planning and timing that suits most of the clients, need to inquire and know the number one priorities by the clients, their preferences and tastes and device ideas that are centered towards redeeming the fame of VSO and also increase the number of her fans.

Strengths

The research identified the time when most of their clients preferred to attend the events. This plays a significant role in coming up with a schedule of having the best performances at the times most of their clients were available for instance, Saturdays at 8 pm.

To add to that, despite putting more effort on a radio advertisement of VSO functions, it identified that it played a limited role in passing the information.

This is well portrayed when most clients got the information via VSO mailings and newspapers(Vancouver Sun). Nevertheless, the research also had come up with a questionnaire that inquired the ages that attended the functions. With almost all adult age brackets included in the survey, the data identified persons of age bracket 18-24 and 25-34 having the least attendance tallies. This would help scheme in evaluating what kinds of performances these persons wanted involved so that their attendance would increase.

Weaknesses

Lack of convincing language to get more clients respond to answering the questionnaires.

Sampling bias

The research did not identify the reasons why clients aged between 18-24 and 25-34 had least numbers in terms of performances, therefore, try to identify their preferences. With the majority of the Vancouver population in this age bracket, it was expected that their attendance would be high.

Sampling was only done by persons who attended the event and it excluded some of the loyal subscribers who may not have attended the event, but they could be reached via mailing.

The trade offs

After a close evaluation and conduction of cost benefit analysis of the benefit versus the cost associated with running VSO, the three man committee opted to cancel the Orchestra's concerts. This option not to have VSO events was because they were running on deficits. At this time, they created a plan to try and counter the new development. Among the options decided were sales of tickets for the remaining four months.

Issues to address in future

Comparing how Vancouver Symphony Orchestra organized and manage their functions at its peak time in correspondence to the outcome at the time of the survey. This would enable identify how things started going wrong. On the other hand, a research on current trends in the field of Orchesta performances to know what are the client's preferences and tastes at the time of the survey is fundamental. Additionally, monitor how leading Symphony Orchestras are currently running their events is also crucial.

Conclusion

The Vancouver Symphony Orchestra, having been one of the most established Orchestras in the 70s has experienced a challenging moment in the 80s decade. Several reasons have attributed to the sudden decrease in the number of her fans and even the declaration of her bankruptcy. This article has tried to evaluate them and give possible recommendations where necessary, which would play a critical role in redeeming the image of VSO