

mad scientist 2018

installations of the future

*“logic theory to create engagement strategies
for the Woodruff Arts Center”*

rick berg – tesko consulting – 6|20|18



the question:

*“how do you connect with people
before, during & after...*

...a world-class museum visit

...a Tony-winning play

...a symphony”

THE WOODRUFF ARTS CENTER 



Woodruff Arts Center

digital strategies

december 2014

THE WOODRUFF ARTS CENTER



Woodruff Arts Center

~~digital~~ strategies

december 2014

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Woodruff Arts Center

sales & ticketing strategies

december 2014

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~~sales & ticketing~~ strategies

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answer is: engagement strategies

december 2014

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Logic theory

Modus Ponens

a primer regarding a logic framework:

Modus Ponens

- in logic theory, the concept of **Modus Ponens** says:
 - if the first statement (premise A) is true, then the second one (premise B) will be too
 - the first statement (premise A) is proven to be true
 - therefore, the conclusion is that the second statement (premise B) is also true

- it is shown below in logical form:
 - if A, then B
 - A
 - therefore, B
- example:
 - if it is snowing outside, I need to wear a heavy coat
 - it is snowing outside
 - therefore, I'll need to wear a heavy coat

- the first two statements are the premises, while the third is the conclusion derived from them

1 – potential premise A's

'if A (trend/shock/wave) is true...'



1 IMMERSIVE EXPERIENCES



2 DO YOU SPEAK VISUAL?



3 THE AGE OF IMPATIENCE

1st we ID'd trends/shocks/waves...



7 RAGING AGAINST THE MACHINE



4 MOBILE AS A GATEWAY



8 REMIXING TRADITION



9 PROUDLY IMPERFECT



5 TELEPATHIC TECHNOLOGY



6 THE END OF ANONYMITY



10 MINDFUL LIVING

two 'digital native'
trends/shocks/waves
influence a soldier or
museum goer the same way...

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EXPERIENCES



7 RAGING AGAINST
THE MACHINE

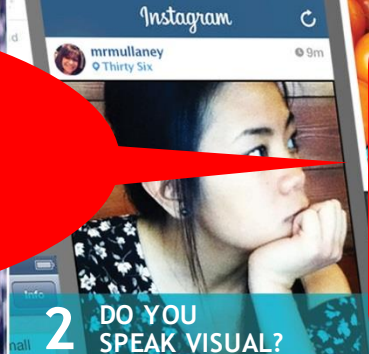
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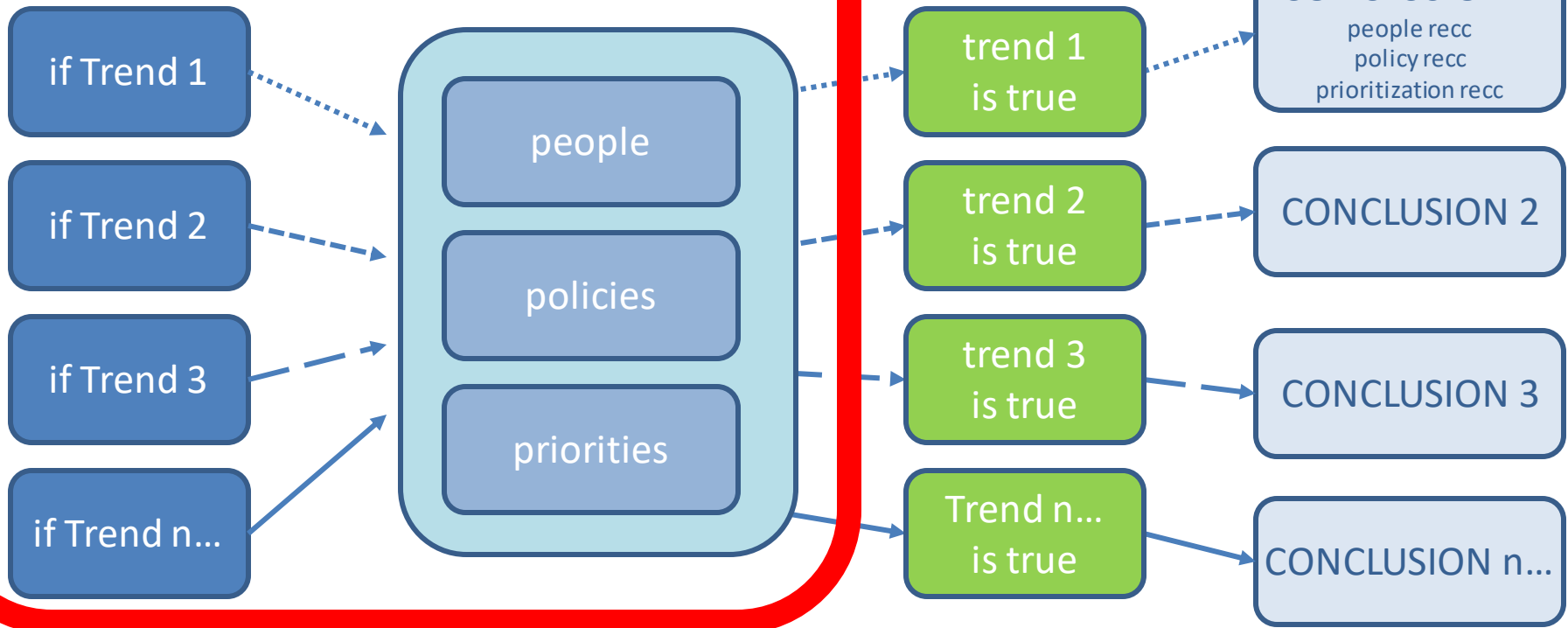
...then, we mapped trends/shocks/waves to Woodruff's current **engagement strategy** components

if PREMISE A is true...
(Societal Trends)

...then PREMISE B is true
(and **engagement strategy**
components will need to change)

**PREMISE A is
proved to be true**

**therefore B is true
CONCLUSION**



2 – proving premise A (is the trend true?)

with example, after example, after example...

proof, proof, proof, proof – *A is happening*



There's a constant hunger for the next thing, and there's an increasing expectation that the next thing be immediately available when [we] want it."

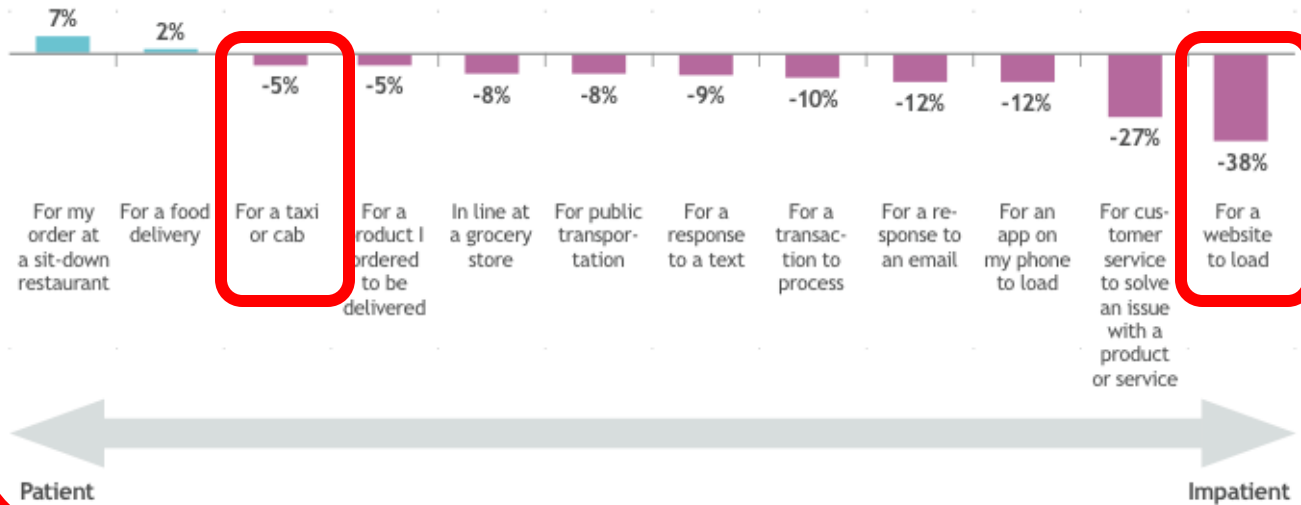
—KIT YARROW, professor of psychology and marketing, Golden Gate University



FIGURE 3A.

THE PATIENT-TO-IMPATIENT SPECTRUM

Percentage of American and British adults who say they've become more patient waiting for the following over the past five years minus those who say they've become more impatient

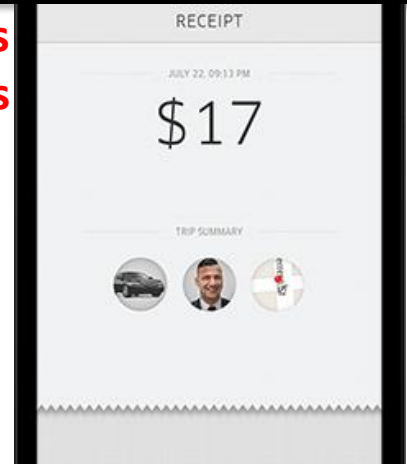


...more proof – *premise A is definitely happening...*

same day
delivery



seamless
payments



binge
viewing



shorter
lines



3 – potential ‘premise B’s’

‘...then B (potential project/activity) is true...’

Woodruff Arts Center had a list of **WHAT** might be done...

(premise B's)

- improve/speed up web sites (switch to a Tessitura-based shopping cart – T-WEB)
- provide mobile access to ticketing, art collections, background bios on artists (on responsive sites)
- provide high-speed wi-fi access to all parts of the campus, including the garage
- ramp up usage of the visual & audio social-media sites: Instagram, Pinterest, Tumblr, Twitter, SnapChat, Vine, Spotify, Soundcloud
- add social media logins like FaceBook and Like, share, comment, recommend, pin, tweet actions on pages
- utilize more social media listening tools to understand feedback and conversations about our brands
- actively manage the free monthly \$10k of Google AdWords to optimize the words used for organic search results
- utilize beacons & near-field communications to personalize experiences (potential concierge)
- award badges and recognition for patron activity and engagement
- add share/like/social icons to purchase process
- add paperless event entry options
- add opt-in “push” notifications via SMS - patron feedback, show reminders, special offers, appreciations
- improve reporting/dashboards of key metrics (standard & ad-hoc)
- integrate ALL data into Tessitura (eg combine the three HMA shopping carts systems)
- provide more Tessitura training in shorter segments (outcome-based)
- upgrade knowledge management system to share info across campus
- add new technologies such as augmented reality, immersion
- use more video assets to promote shows/exhibits (consider for management-to employee updates also)
- start blog/wiki internally to update employees about status of projects
- explore other potential CM systems other than SiteCore with easier to use interfaces (eg Wordpress)
- redesign the box-office physical space and remove the glass wall

...and even more of **WHAT** might be done...

(premise B's cont'd.)

- create custom fundraising pages to allow employees & volunteers to reach out to friends and track gifts on an individual basis (similar to American Cancer Society or MS fundraising pages)
- clean up duplicate records within Tessitura
- customize email/texts/mailings based upon more advanced profiles
- employ business intelligence methods to mine the data across Partners
- allow text to donate in real-time at a concert or exhibition opening
- develop and communicate a social media policy for the entire organization
- conduct real-time social media engagements – Google Hangouts, Twitter sessions, Facebook launch parties
- fix gift cards so that they can be purchased at every location and redeemed for any event or merchandise
- eliminate ticket fees so that there is a single price (especially print-at-home charges)
- use variable pricing more to raise prices for high-demand seats and reduce slow-moving inventory
- use gamification technology to connect communities with common interests
- integrate purchased lists with Tess data to identify potential subscribers/donors using BI tools
- move more of the operating systems to the cloud to improve performance and security
- add tablet-based check-in for parking of VIPs and comp tickets
- evaluate adding more QR codes to marketing materials
- swipe drivers licenses at event check-in to capture more data
- change email storage limits

so, how to use **Modus Ponens** to sort through a potential 'laundry list' of projects?

- orgs usually have lots lists of '**WHAT**' projects they want to do...



- ...but usually missing is the '**WHY**' the project needs to be completed...



- ...so link *societal drivers* or '*shocks*' or '*technology waves*' (the **WHYs**) with recognized needs/projects (the **WHATs**) so orgs will have better context for the needed changes to launch prioritized, contextualized initiatives



shocks



projects



prioritized initiatives

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shocks

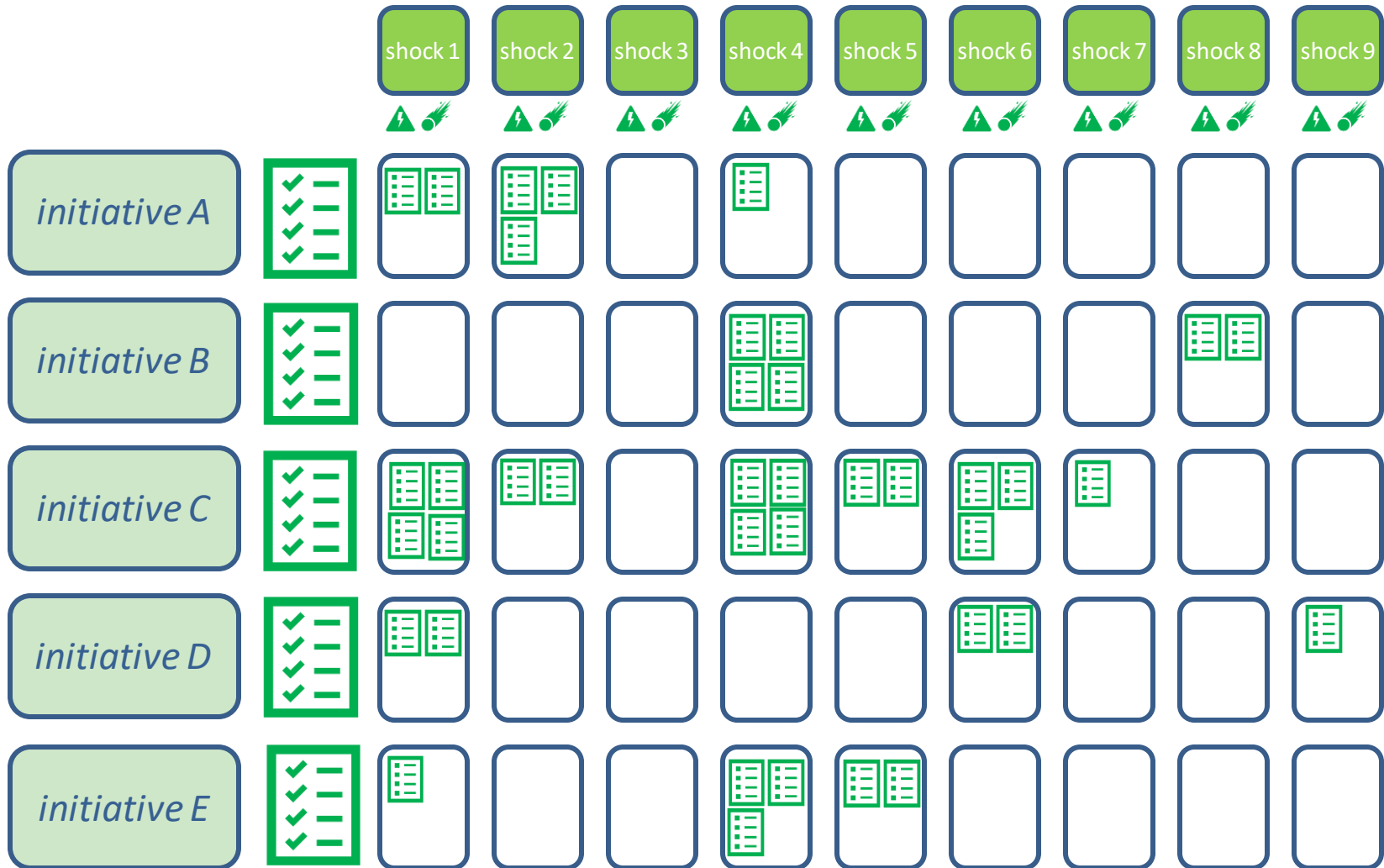


projects



prioritized initiatives

initiatives that are responses to shocks, help to strategically organize random projects



the WAC Engagement Strategy – 5 initiatives

(RADAR, DOORS, DASHBOARD, MY ART, COMMS)

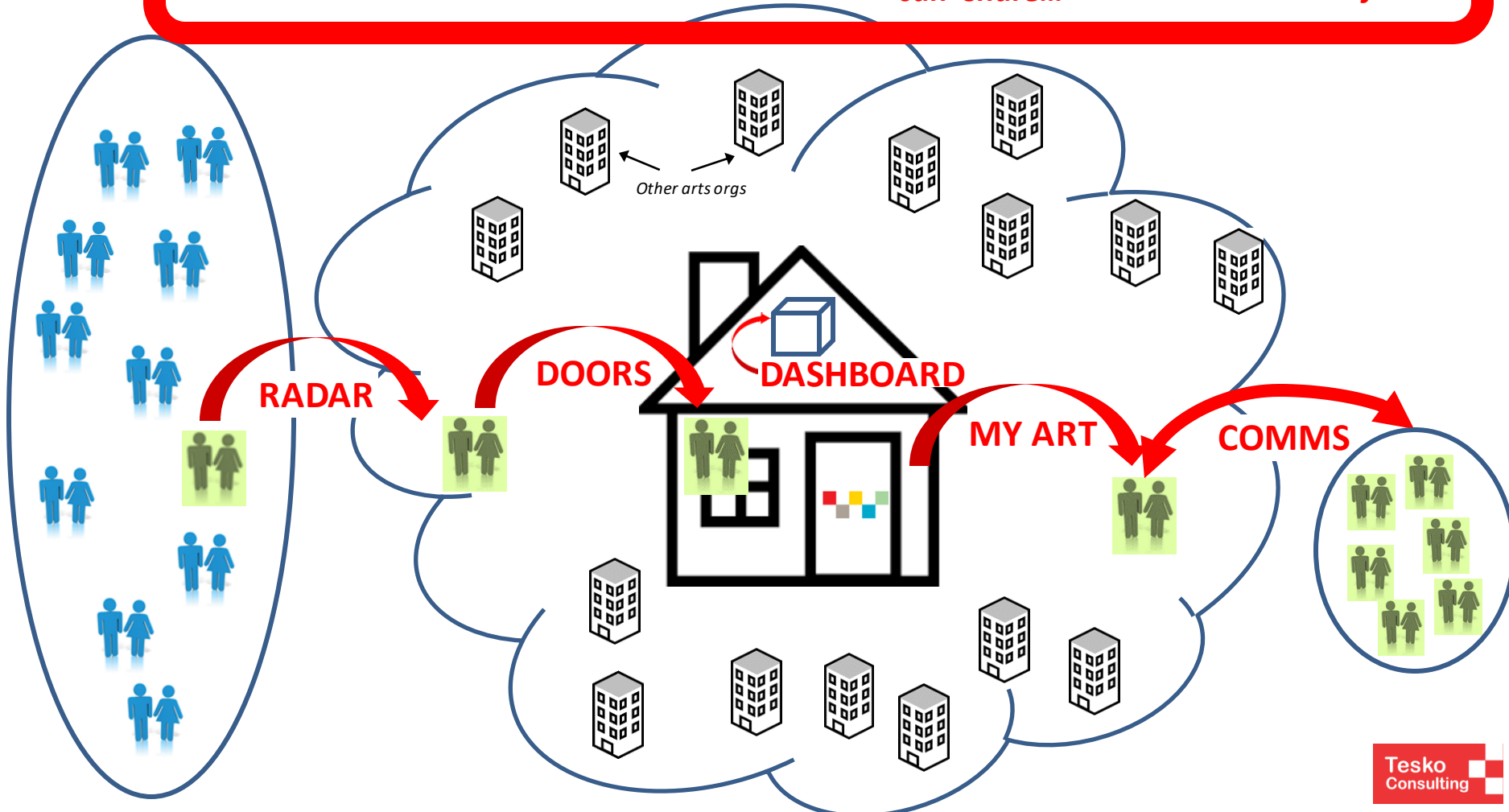


*people looking
for something
to do...*

*...use mobile-
based social
media...*

*...to have a new
experience they
can share...*

*...and then stay
connected to
'their' new find*



big changes, the changes that matter, have nothing to do with technology

they are responses to huge changes in our personal lives, that technology has enabled

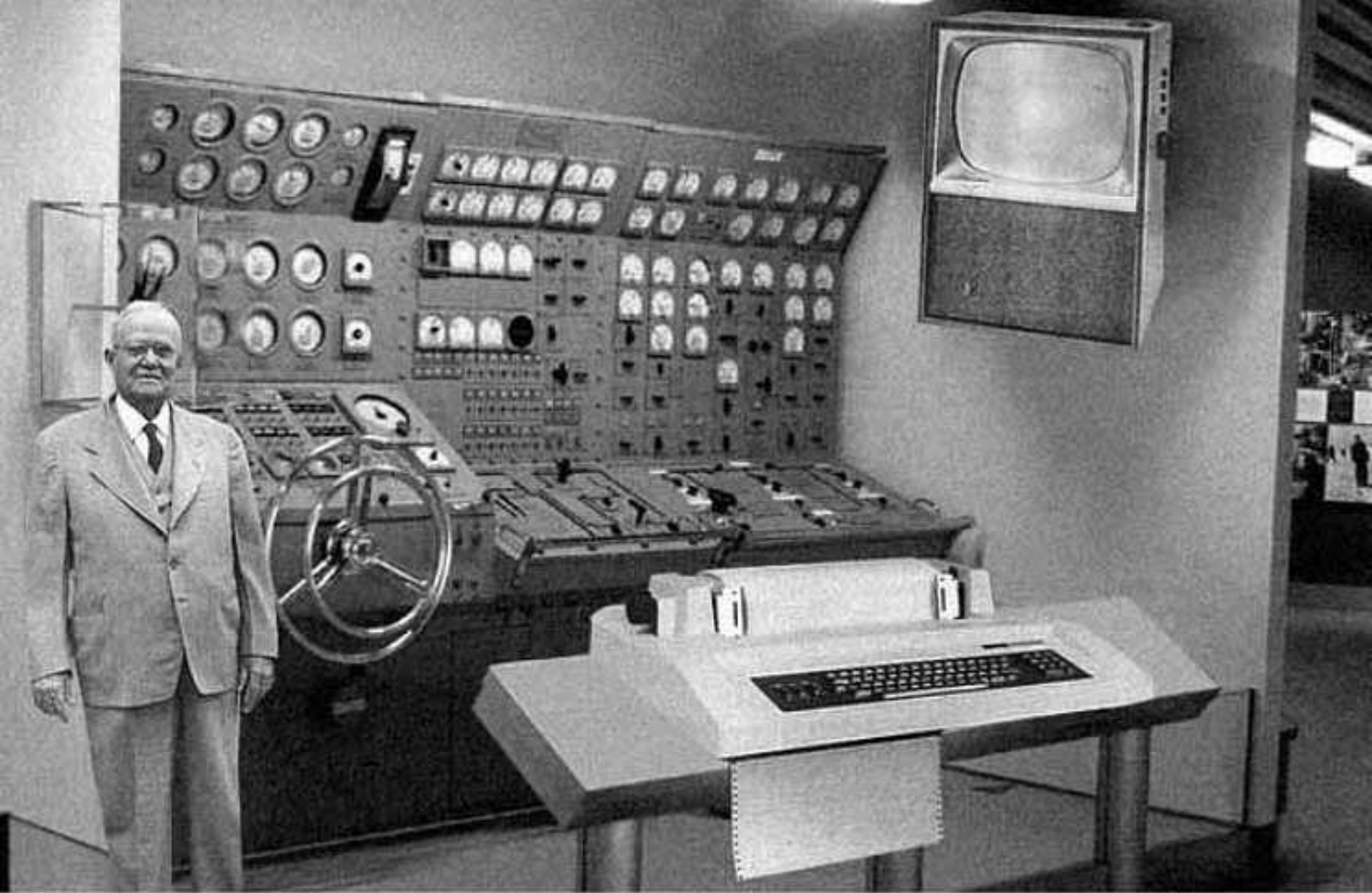
and what that means for the way 'digital natives' will experience daily life



societal shifts force a rethink of
who are your main customers and
how do you engage with them?

a strategy is just a statement of
what success looks like and how
you intend to achieve it in the
Future...

but it's easy to be wrong about the Future...



Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.

so this is about the present...

...and how to apply logic theory...

to create new engagement strategies for
military installations...

in response to macro trends impacting society...

for questions or inquiries, please contact:

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