



COMMUNITY SERVICES DEPARTMENT

PERFORMING ARTS DIVISION

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Home Company Annual Presentation Questions

Please provide answers to the following questions in writing or a PowerPoint Presentation.

- 1) What type of marketing and community collaboration does your company conduct?
What do you think was successful?
- 2) What education program(s) have you delivered and where. How did you evaluate their effectiveness?
- 3) What is the breakdown of your audience demographics?
How has it changed in the last 5 years?
- 4) What social media platforms do you employ and how would you rank them in order of usefulness in creating awareness?
Increasing audience engagement?
And ticket sales?
- 5) How did diversity inform the programming choices for the previous and upcoming season?
What did you learn?