

FULL HOUSE: Turning Data into Audiences

The ticketing & marketing manual for the arts. **FULL HOUSE** develops a more strategic relationship with customers. Rather than just treating the Box Office as an inconvenient external service. **FULL HOUSE** puts the customer first and Box Office at the centre of arts marketing and audience development.

The Australia Council for the Arts, with the assistance of Arts Victoria, WA Department for Culture and the Arts, Arts SA, Arts Queensland and Arts NT, commissioned Roger Tomlinson and Tim Roberts to revise and update the book **BOXING CLEVER**.

BOXING CLEVER: Getting the most out of the Box Office, originally published by Arts Council England in 1993, and described as: "A Manual on how to develop the Box Office beyond ticketing and use Box Office data for marketing".

The new manual FULL HOUSE: Turning Data into Audiences was published in print in Australia in November 2006 followed by the version commissioned for New Zealand by Creative New Zealand, in December 2006. Some of the issues addressed in the new publication include: CRM, privacy and spam legislation, permission marketing, online marketing and online ticketing.

A PDF sample of two chapters is available online at
http://www.artsoz.com.au/FULLHOUSE_Ch1n2.pdf

More information about the manuals and purchase is available online at
<http://www.artsoz.com.au/FULLHOUSE.htm>

