

Digital Transformation: Guest Engagement Platform

January 2021

Why This, Why Now?

Where We Are

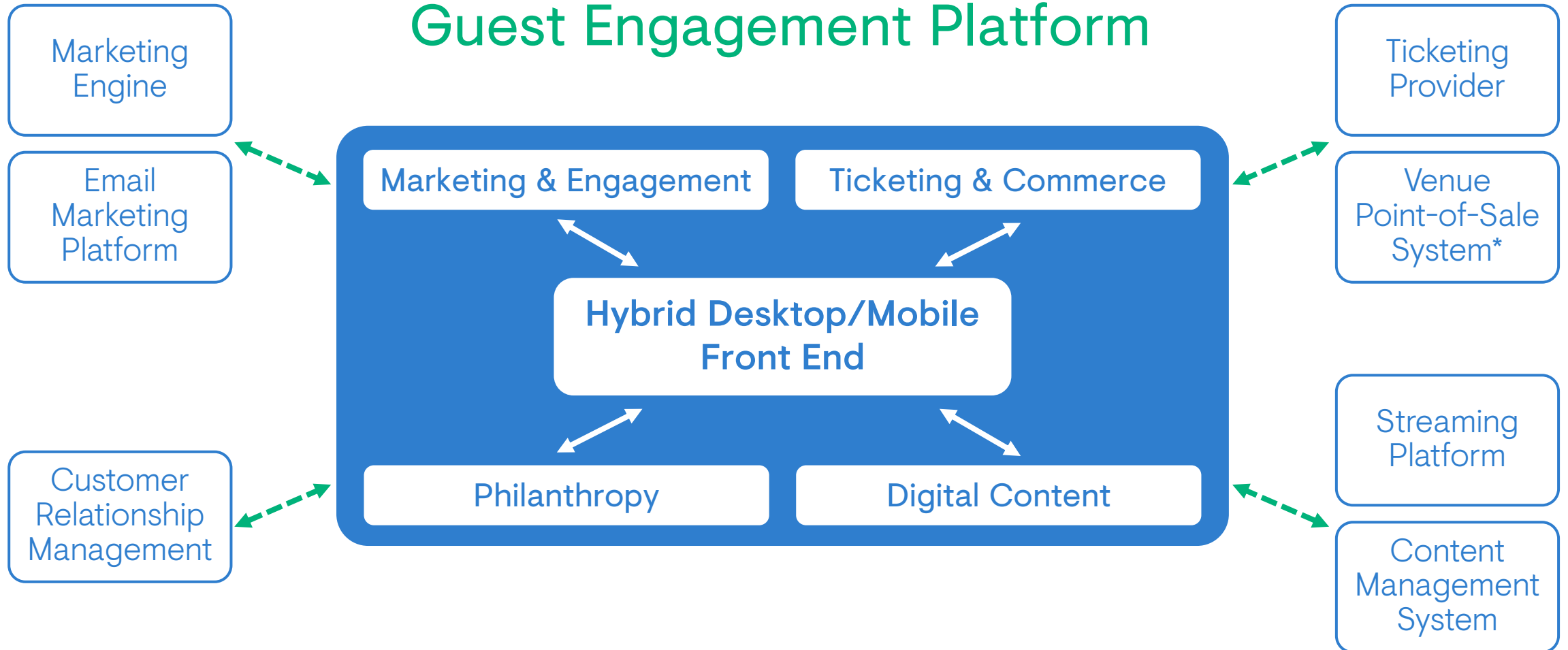
- Managing 4 disconnected, outdated digital platforms
- Limited brand awareness
- Limited customer knowledge
- No centralized customer database
- Hard-hit by pandemic
- No platform for digital programming

Where We Want to Be

- Delivering a modern, intuitive, personalized experience
- Recognized as Toronto's hub for arts, culture, and entertainment
- Know our customers, reach them, and anticipate their interests
- Deep relationships with all segments: patrons, donors, artists
- Positioned for strong recovery through increased revenues
- Digital programming leaders

How We'll Get There

TO Live Guest Engagement Platform



*Phase 2 initiative, subject to scope and cost
TO Live Guest Engagement Platform

How We and Our Audiences Will Benefit

Increased Revenues



- Ticketing & Ancillary
- Philanthropy
- Sponsors & Partners
- Event & Stage Bookings

Brand Awareness & Affinity



- One digital experience across any device
- Shift to content-based marketing strategy

Operational Efficiencies



- Automation of labor-intensive processes
- Improved data collection and analysis

Digital Programming



- Ability to live stream events: ticketed and open
- Deliver interactive experiences

Example Livestreaming Experience

click to open video link



Next Steps