

PREMIUM MEMBERSHIP

OVERVIEW

A **Premium Membership** with IMPACTS Experience provides an organization with exclusive access to proprietary data science technologies that help remove subjectivity and emotion from planning processes by providing more specialized trend research.

IMPACTS Experience works with visionary leaders at many of the world's most prominent and successful cultural organizations. Our partners value high-confidence business intelligence and expert analysis to inform their strategic planning and operational decision-making processes. They believe that it's important not only to understand the perceptions and behaviors of current audiences but

also the thoughts and motivations of those who have yet to visit. And they are interested in removing the guesswork from the methods and means to educate and inspire audiences while leading thriving organizations.

From perceptions of art museums in Dallas to aquariums in California to zoos in Indiana to historic sites in Virginia to symphonies in Boston, our Premium Members are empowered with specialized market research based on their unique organizations and markets. Our business intelligence complements your staff and board members' expertise in the support of establishing data-informed best practices for your organization.

As a **Premium Member**, your organization will have exclusive access to the most relevant data, business intelligence, and expert analysis available in support of the cultural visitor-serving community. Foremost among the benefits of membership is continuing, full access to the *Know Your Own Bone* website featuring data-informed articles and analyses and new subscribers-only data twice a month for up to 50 users.

Virtual workshops with high-confidence research for your organization, type, and/or region

We work with our Premium Members to understand their evolving challenges and opportunities – and we share ongoing research to help our partners achieve their audience engagement, mission delivery, and business objectives. Twice yearly, we deliver expert, data-informed analysis on a variety of metrics with the research cut specifically for your organization, sector, and/or region.

In preparation for each workshop, we set up times to talk shop, discuss trends, and answer pressing questions in preparation for each workshop. In addition to monitoring key performance indicators and ongoing trends year over year, these workshops can support staff training, address specific priority topics, inform strategic planning processes, and aid in board development.

Annual reports on market potential and spending benchmarks

IMPACTS Experience has long published market potential and related audience acquisition investment analyses for the cultural sector. These analyses are reliably among our most cited articles from board rooms to university classrooms worldwide.

Our Premium Members receive two custom reports per year with analysis of their market potential projections over the next two calendar years. Market potential and related spending analyses are among the most consequential budgeting factors for an organization. These analyses endeavor to remove the guesswork from these processes to inform a method based substantially more on facts than feelings.

Access to annual reports exploring industry-wide trends

Premium Members will have exclusive priority access to annual reports published by IMPACTS Experience. Each year, IMPACTS Experience publishes an annual report on current trends that we are watching most closely in the exhibit-based and performance-based cultural sectors. Premium Member organizations will have access to this reporting and others published throughout the year, including an annual trends report outlining current conditions for their specific sector. With an ever-evolving current condition impacting marketing, philanthropy, cause prioritization, and

economic concerns, we're eager to keep our members in the know through our reports and *Know Your Own Bone* articles.

Discounts on data services

Data provided to Premium Members derives primarily from the National Awareness, Attitudes, and Usage Study, a nationally representative, continuously in-market survey of perceptions and behaviors related to visiting cultural organizations. Additional services such as pricing analyses or feasibility studies requiring customized research beyond the scope of the NAAU are available to Premium Members at a discounted rate.

Become a Premium Member.

The fee to be a **KYOB+ Premium Member** organization is \$25,000 per year.

To become a Premium Member with IMPACTS Experience, please visit our **website** and fill out the basic information. From there, we'll set up a call to learn more about your organization's goals, challenges, opportunities, and concerns. Once you're enrolled, we'll work with you to establish subscription access for your team and get to work developing and sharing the vital business intelligence that your organization requires to secure and sustain its future relevance and success.

ABOUT IMPACTS

IMPACTS Experience delivers actionable, real-time intelligence, and expert analysis to clients in the visitor-serving cultural sector.

Select current and recent clients utilizing IMPACTS technologies include projects concerning the European Union, Smithsonian Institution, Monterey Bay Aquarium, Stanford University, United Nations Educational, Scientific and Cultural Organization (UNESCO), California Academy of Sciences, San Diego Zoo, National Park Service, Carnegie Museums, and the Wildlife Conservation Society.

The American Association of Museums, American Institute of Architects, Urban Land Institute, US Green Building Council, and Harvard Business School have recognized projects developed in partnership with IMPACTS for achievements in architecture, operational excellence, and financial entrepreneurship.

KYOB+

PREMIUM

a data-informed resource
for cultural executives from
IMPACTS Experience

Questions? Please email:

Bethany C. Gotschall | Content Strategist

bcgotschall@impacts-experience.com



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