

# PREMIUM MEMBERSHIP

**IMPACTS Experience** works with visionary leaders at many of the world’s most prominent and successful cultural organizations who value high-confidence business intelligence and expert analysis to inform their strategic planning and operational decision-making processes.

Our **Premium Members** value data-informed planning processes, trend identification that lends context to their situational analyses, and believe that while it’s important to understand the perceptions and behaviors of current audiences, it’s paramount to understand the thoughts and motivations of persons who have yet to visit as they may hold the key to long-term revenue and mission success. Our Premium Members are interested in removing the guesswork from methods and means to educate and inspire audiences while leading thriving organizations.

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. From tracking 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 organization’s unique type and region.

We work with our Premium Members to provide proprietary business intelligence to complement your staff and board member’s expertise in the support of establishing data-informed best practices for your organization.

# BENEFITS

## Our relationship with our Premium Members is ongoing, reliable, and timely.

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 exclusive 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 specific research for your organization type and region**

We maintain ongoing contact with our Premium Members to understand their evolving challenges and opportunities – and we develop trend research responsive to these needs to help our partners achieve their audience engagement, mission delivery, and business objectives.

One of the ways by which we communicate trend research is via customized workshops developed specifically for our Premium Members. We work in close collaboration with Member organizations to design workshop topics responsive to the most pertinent topics confronting an organization. We deliver expert, data-informed analysis via three-hour workshops that have been designed specifically for your organization with the research cut for your organization type and region. These workshops can support staff training, address specific priority topics, inform strategic planning processes, and aid in Board development.

### **Customized biannual reporting with data and analyses unique to your region and organization type**

Twice per year, Premium Member organizations receive a customized summary report with analysis organized for their organization type and region

contemplative of the happenings and trends that are most impacting visitor-serving organizations. This additional research enables Premium Member organizations to remain ahead of the curve and up-to-date with business intelligence and unique insights that stand to impact their double bottom lines of mission execution and financial health.

### **Dedicated virtual Q&A session for your institutional leadership**

Sometimes, a situation arises whereby it's best to simply connect, ask questions, and talk shop – and that's something that we love to do with our Premium Members. We work with our members to set up times to talk shop, discuss trends, and answer pressing questions.

### **Annual reports on market potential and spending benchmarks**

IMPACTS Experience has long published market potential and related audience acquisition investment analyses for cultural organizations – indeed, these are reliably among our most cited articles in board rooms and university classrooms worldwide. Our Premium Members will receive an additional, custom reporting that indicates market potential and data-informed audience acquisition benchmarks uniquely tailored for their organization type and region. 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, potentially, others that we may publish throughout the year).

With a presidential election on the horizon impacting marketing, philanthropy, cause prioritization, and even critical aspects related to economic concerns, we're eager to keep our members in the know through our reports and *Know Your Own Bone* articles.

## **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.

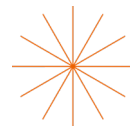
Once you're enrolled as a Premium Member, we'll work with you to establish subscription access for your team and get to work developing and sharing the vital business intelligence that your organization requires to secure and sustain its future relevance and success.

# ABOUT IMPACTS

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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.



## CONTACT

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