



LOS ANGELES MASTER CHORALE

“We now have total control of our ticketing and fundraising operation and, for the first time, every single person on our staff is able to see an integrated view of what our customers are buying. Combine this with the impressive response to our unique needs from Choice and we could not be happier with our decision.”

- Marjorie Lindbeck, General Manager - Los Angeles Master Chorale

THE SCOPE

As the voice of Walt Disney Concert Hall, the Los Angeles Master Chorale, under the baton of Music Director Grant Gershon, has become one of the world's leading choirs, revolutionizing the practice of concert programming and shaping the choral literature with striking new commissions. The Grammy-nominated Los Angeles Master Chorale is described by the *Los Angeles Times* as “the most exciting chorus in the country.” Recognized as one of Los Angeles' cultural treasures and one of the world's premier choruses, the Chorale celebrates its 45th season this year as a founding resident company of the Music Center of Los Angeles County. *The New York Times* calls the choir “inspired” and *The New York Observer* declares it “a superb vocal ensemble.” It has been cited as a national leader for its innovative and dynamic programming and its commitment to commissioning new works.

THE CHALLENGE

The Los Angeles Master Chorale had never fully been in control over its own box office ticketing and database operation as all ticket sales were managed by the Los Angeles Philharmonic at the Walt Disney Concert Hall. Without an integrated technology solution, the Chorale managed an Access database to oversee all fundraising, marketing and database queries. This created enormous challenges with the integration of mission-critical information among its ticket buyers, subscribers and donors. Staff time was controlled by the double and triple entering of patron data in an attempt to manage the data. Even then, a simple query to create a targeted marketing or development query was a time consuming process. When the Los Angeles Philharmonic extended its contract with Ticketmaster, the Chorale was given the green light to explore taking over their own box office operation. After a thorough search, Choice Ticketing Systems was chosen to serve as the Chorale's first-ever integrated ticketing, fundraising, marketing and database solution.



LOS ANGELES MASTER CHORALE

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THE RESULT

With a goal to take total control of an integrated ticketing and fundraising operation, the Los Angeles Master Chorale had to negotiate a contract with the local IATSE ticketing union to allow The Chorale to fully manage its ticket sales on a day-to-day basis, but also to allow it to use the Choice system remotely at the Walt Disney Concert Hall for real-time will-call and walk-up sales on event nights. The Chorale's integrated Choice solution now allows its staff a 360 degree view of its constituent base from a single database and has eliminated all multiple data entry, refocusing the staff on vital sales and fundraising initiatives. And, the one-stop-shop box office has improved customer service with marketing and fundraising data queries, marketing data segmentations and detailed reporting analytics just a click away. In addition, the fully integrated “real-time” internet ticket sales and contribution components of the system have allowed the Chorale to launch a “Create Your Own” subscription sales portal and, later this summer, it will launch online single ticket sales which will be the final phase of managing their entire ticketing, fundraising and marketing operation under one solution - Choice Ticketing Systems.

CHOICE
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THE POWER OF INTELLIGENCE

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