

Comeback Planning

Now, more than ever, every organization must maximize every opportunity and revenue. Our Comeback Planning is intentionally designed as an a la carte option, giving you the ability to mix and match a combination of tactical planning with a big picture strategic focus for your organization's immediate future.

The time to make plans for in-person performances for the fall is now. By making this investment over the next 3-6 months, you and your team will be prepared to generate the revenue you need to rebound and grow.

Key Components

- ◆ Delivered virtually
- ◆ One flat fee
- ◆ Limited availability

Who Will Benefit

- ◆ Executives
- ◆ Departmental Leaders

Essentials

Comeback Essentials focuses on the short-term details of ramping up operations. This option is best for organizations desiring focus on ramping up operations in the next few months.

Extensive

Comeback Extensive focuses on the big picture for the next 2-3 years. This option is best for organizations who desire a high-level, multi-year plan to inform decision-making in the coming months.

Engagement Milestones

- ◆ Eliminated over \$1 million in debt on behalf of a symphony orchestra. Additionally, secured the first three consecutive annual net revenues in 20+ years, wiping out a cumulative operating deficit of \$500,000.
- ◆ Led focus on audience development and retention, including developing new subscriber program which resulted in more than 200 new Classical series subscribers in the first year and a 90% renewal rate in the second year.
- ◆ Restructured subscription packages for a college-based performing arts center resulting in a 359% increase in packages over two years.

**Connect with Nave Strategies to
Get Ready for Your Audiences' Return!**

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	Essentials <i>Focus on the next 6-12 months</i>	Extensive <i>Focus on the next 2-3 years</i>
What's involved <i>Specific deliverables are tailored to each organization</i>	<p>Patron Communications: message development, timing, segmentation</p> <p>Internal Operations: coordinate departmental planning to identify or head off challenges before they happen</p> <p>Short-term Phased Planning: what activities resume and when potential, potential pitfalls to keep an eye on</p> <p>Financial Modeling: what the next year could look like from a cash flow standpoint</p>	<p>Designing the New Normal: facilitate thinking about what should go back to normal, what to change from before, and what to keep that's new</p> <p>Change Management: create an operational plan to implement and manage the change</p> <p>Multi-Year Phased Planning: how long recovery may take, financial forecasting based on multiple scenarios</p> <p>Evaluation: establish benchmarks to track progress toward the next phase</p>
What's included <i>Working session scheduling is tailored to the availability of each organization</i>	<ul style="list-style-type: none"> ◆ One 1-hour remote session to ramp up the project and identify what data will be needed ◆ Data analysis and research in preparation for working session ◆ One 7-hour remote working session to complete the work 	<ul style="list-style-type: none"> ◆ One 1.5-hour remote session to ramp up the project and identify what data will be needed ◆ Data analysis and research in preparation for working sessions ◆ Two 7-hour remote working sessions to complete the work
Fee	\$950	\$1,900
Package option	Comprehensive planning includes both options at a 10% discount	

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