

B:Music



Kieran Johnson-Williams

Head of Ticketing

B:Music, the charity
responsible for Symphony
Hall and Town Hall
Birmingham



896

total performances

100+

free to
access
events

£65,550

grant income received
from local and national
trusts and foundations

3000

artists
employed

556

community project
participants

£18,045

raised through our
'Gift of Music'
Christmas Appeal

409

talent development
programme
participants

478,167

total attendees

991

international
artists

£461,321

philanthropic
income

2,200

engagements with children
and young people

290

regular donors provided continuous
support throughout the year

23

bursaries
offered

A Year in Numbers

B:Music

SPEKTRIX

- B:Green
- Equality, Diversity and Inclusion Group
- Health & Safety Committee
- Access Working Group
- B:Heard

Spektrix Working Group

Artifax Working
Group

The B:Music logo is positioned in the upper right quadrant of the slide. It features the text "B:Music" in a bold, black, sans-serif font. The logo is partially enclosed by a large, stylized circular graphic composed of several concentric, overlapping rings in shades of light green and light blue, creating a sense of depth and movement.

B:Music

Spektrix Working Group

- Kieran – Head of Ticketing
- Zel – Ticketing Manager
- Jonny – Lead Event Ticketing Officer
- Ellie – Marketing Campaigns Manager
- Lerah – Marketing Assistant
- Emma – Development Officer

SPEKTRIX 

The Spektrix logo is located in the bottom right corner. It consists of the word "SPEKTRIX" in a bold, black, sans-serif font. To the right of the text is a graphic element consisting of three parallel, slanted lines in shades of green and yellow, resembling a stylized double arrow or a signal.

Spektrix Working Group Achievements

The logo for B:Music, featuring the text "B:Music" in a bold, black, sans-serif font. The logo is positioned inside a large, stylized circular graphic that is composed of several concentric, slightly offset rings in shades of green and blue, creating a sense of depth and movement.

B:Music

- Data cleanse
 - ADUK codes
 - Consistency across departments on how we pull Members/Patrons
 - Customer lists
- System data
 - Customer list criteria – tags, contact preferences, attributes
- Deleting unused reports, customer lists, tags, attributes
- Inactive accounts
 - Implementing schedules/processes within departments
 - Duplicate records
- Privacy Policy and GDPR processes

SPEKTRIX 

The Spektrix logo, consisting of the word "SPEKTRIX" in a bold, black, sans-serif font, followed by a graphic element of three parallel, slanted lines in shades of green and yellow.

The logo for B:Music, featuring the text "B:Music" in a bold, black, sans-serif font. It is enclosed within a large, stylized circular graphic composed of several concentric, slightly irregular rings in shades of light green and light blue, creating a sense of depth and movement.

B:Music

Spektrix Working Group The Future

- Digital Membership Passes
- Combined ticket delivery and pre-show emails
- DotDigital clean up
- Triggered emails for cancellations, rescheduled etc.
- Naming conventions
- Unsubscribers and mailing list sign ups

SPEKTRIX 

The Spektrix logo, consisting of the word "SPEKTRIX" in a bold, black, sans-serif font, followed by a graphic element of three slanted, parallel lines in shades of green and yellow.

The logo for B:Music features the text "B:Music" in a bold, black, sans-serif font. It is centered within a large, irregular, hand-drawn style circle. The circle is composed of two concentric, slightly offset lines, one in a light green color and the other in a light blue color, creating a layered effect.

B:Music

In essence, our Spektrix Working Group is about 3 things:

- System efficiency
- Cross team collaboration
 - Data cleansing

The logo for SPEKTRIX consists of the word "SPEKTRIX" in a bold, black, sans-serif font. To the right of the text are three green chevron symbols (»») pointing to the right.

SPEKTRIX»»»