



THE ARTS

The challenge

Centres for Arts and Entertainment often comprise many other businesses, for example a theatre and/or cinema may also encompass a bar, café, exhibition space, shops and restaurant. The challenge is always to provide an excellent experience for visitors, in order to encourage new visitors, and ensure that visitors stay longer and return often.

The solution

Fibre broadband enables cultural centres to offer free WiFi in public areas, which encourages new people to the building as well as enabling staff and performers to work flexibly and productively.

Join the conversation!

Offering free WiFi in public areas encourages flexible use of the building; for example, business meetings can take place in cafés and seating areas. It makes the venue more attractive to individual visitors, as well as those organising events with large numbers of visitors. Free WiFi entices visitors to stay longer in café areas, and buy more coffees. It also encourages visitors to interact with the venue online, for example, becoming involved in a Twitter conversation, and helping to drive interest in events at the venue.

Super streaming

Fibre broadband creates opportunities for attracting new audiences by enabling the streaming of films and other content via the internet, to the venue, without fear of disruption, jitter or lag, providing access to live entertainment, sports, and events from around the world. It also enhances the venue's online presence, by enabling the organisation to upload its own performances to the website, either to market the live events or to provide global access to them. Often the content itself can become a new revenue stream.

Community collaboration

High definition quality video conferencing enables staff to conduct business meetings without having to travel, saving travel costs, increasing staff productivity, and helping to reduce an organisation's carbon footprint. Artists and performers benefit from these facilities too, allowing artistic collaborations to take place regardless of location. Furthermore, video conferencing can be an event in itself, enabling a community group event to involve experts and speakers from across the globe.

Productive people

Fibre download speeds and instant file sharing enable staff to save time and improve productivity. Box office staff are able to process customer orders quickly and efficiently, and marketing staff are able to transfer large, data heavy picture files instantly to agencies and contacts, creating new audiences and new business.



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