

2014-15 Create-Your-Own 4 Concert Package Talking points

- This package is only available to renewing subscribers who are “downgrading” versus not subscribing
- Price for the smaller and more flexible Create-Your-Own 4 concert subscription is higher per concert than the 6 concert Create-Your-Own
- Price increases due to the flexibility of the package and the smaller number of concerts required
- The 2014-15 season has multiple pricing structures. Including but not limited to, pricing by day of week, pricing by section, by size of package, by type of package, by concert
- All packages, including the Create-Your-Own 4 reflect premium and regular concert designations.

Overall talking points on pricing:

- Overall subscription prices are being brought up and are close to 2010 prices
- Premium, and Premium Plus concerts are concerts we feel should not be missed and highlight the value of the programming. Ticket prices are higher for performances that are marked as Premium or Premium Plus.
- Package and concert pricing will change when Early Bird period ends April 25, 2014.
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- The Philadelphia Orchestra remains an affordable purchase compared to other arts and cultural organizations in Philadelphia and other orchestras of comparable sizes
- The orchestra is offering more depth of programming and number of presentations— and we’re working hard to make sure prices reflect that value while avoiding impacting any one group of patrons more than another. The additional cost brings you performances with larger orchestration, more involved production, world premieres, and exclusive relationships with renowned artists.

2014-15 Retired Subscription Packages (Sat3 and Fri 6 of 9) Talking Points:

Here is the suggested script when dealing with these Special Patrons:

Since your Subscription Package is not listed in the brochure. In an effort to provide you with the best customer service for your subscription renewal, I can transfer your call to our Priority Services Patron Representative, Alicia DiMeglio. I can also take a message with a good time for her to call you back.

The below talking points are mainly for your information.

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- In an effort to offer better customer service to this group of patrons, the POA has decided to proactively contact the subscribers in the packages listed (Sat3 & Fri 6 of 9) for renewals.
 - Seeing how many patrons enjoyed the smaller packages yet exchanged most of their tickets, we wanted to offer the patron the convenience of picking the specific concerts they wanted from the start of the renewal process.
 - This will save the extra step and perceived hassle of having to exchange later.
 - Pricing will be the same for this as it has been for the subscription package and seating will occur in priority ...
 - We hope by removing this extra step for patrons, we can improve their subscription purchase experience.