CLEVELAND BALLET

BEYOND THE BALLET: CLEVELAND BALLET FOCUSED ON BUILDING EXCEPTIONAL PATRON SERVICES, AN INTERVIEW WITH RENA VYSNIONIS, VICE PRESIDENT OF EXTERNAL AFFAIRS



WHAT IS AT THE CORE OF A POSITIVE PATRON EXPERIENCE?

Cleveland Ballet considers the entire patron journey – from the initial insight of an upcoming performance and the ticket buying process to activities in the theatre and the actual performance. For us, it is very important that patrons leave a Cleveland Ballet performance with a desire to return and engage at a deeper level. We see firsthand the power of word-of-mouth where our last performances of *Dracula* and *The Nutcracker* were sold out.

WHAT ARE SOME OF THE WAYS THAT CLEVELAND BALLET IS ENGAGING WITH PATRONS DURING PERFORMANCES?

We spend a lot of time creating what I hope are meaningful experiences at the theatre. While each performance is very different, we try to tailor activities that enhance the performance. For *The Nutcracker*, we offered Dew Drop jewels for children, and honestly even some adults, before the performance so that as they are watching the beautiful ballerinas, they can share a little of that mystique. We also offered a chance to meet and take photos with the dancers after select performances, had local school choirs performing in the lobby, welcomed the Cleveland Grays for photos with patrons, and special ticket promotions such as free nutcrackers.

But some of our efforts are very simple – having staff greet patrons as they enter the theatre or a chance to chat with our president & CEO, Larry Goodman. We gain so much insight from our conversations and have implemented many ideas that come directly from our patrons.

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ARE THERE ANY SPECIAL PERKS FOR SUBSCRIBERS?

While we want everyone to have an exceptional experience, our subscribers are very special to us because they have committed to Cleveland Ballet for an entire season. We offer a substantial 20% discount on all tickets, concierge service, special invitations to events such as *Tech Night*, and anything we can do to continue earning their loyalty.

We are getting ready to announce our 2025-2026 season and our subscribers will have the first opportunity to reserve their same seats and buy tickets. Look for information in March.

FINAL THOUGHTS?

Just very simply, we're excited to continue sharing the beauty of ballet with you. Thank you for being a part of our world-class performances and we look forward to welcoming you at *Romeo and Juliet*, May 16-17 at Playhouse Square.





