## REDEFINING COMPLETE VISITOR WORKS **EXPERIENCES**

#### VE FORUM TALK ON OUR WORK WITH THE ROYAL BOTANIC GARDENS EDINBURGH





# BOO PRODUCTIONS Production House & Staffing Agency

#### **BOO PRODUCTIONS**, still the most creative and exciting events comany in the gallaxy...

## REDEFINING COMPLETE VISITOR NORKS EXPERIENCES

**COMPLETE WORKS**, for all your staffing and training needs...



## STAFFING

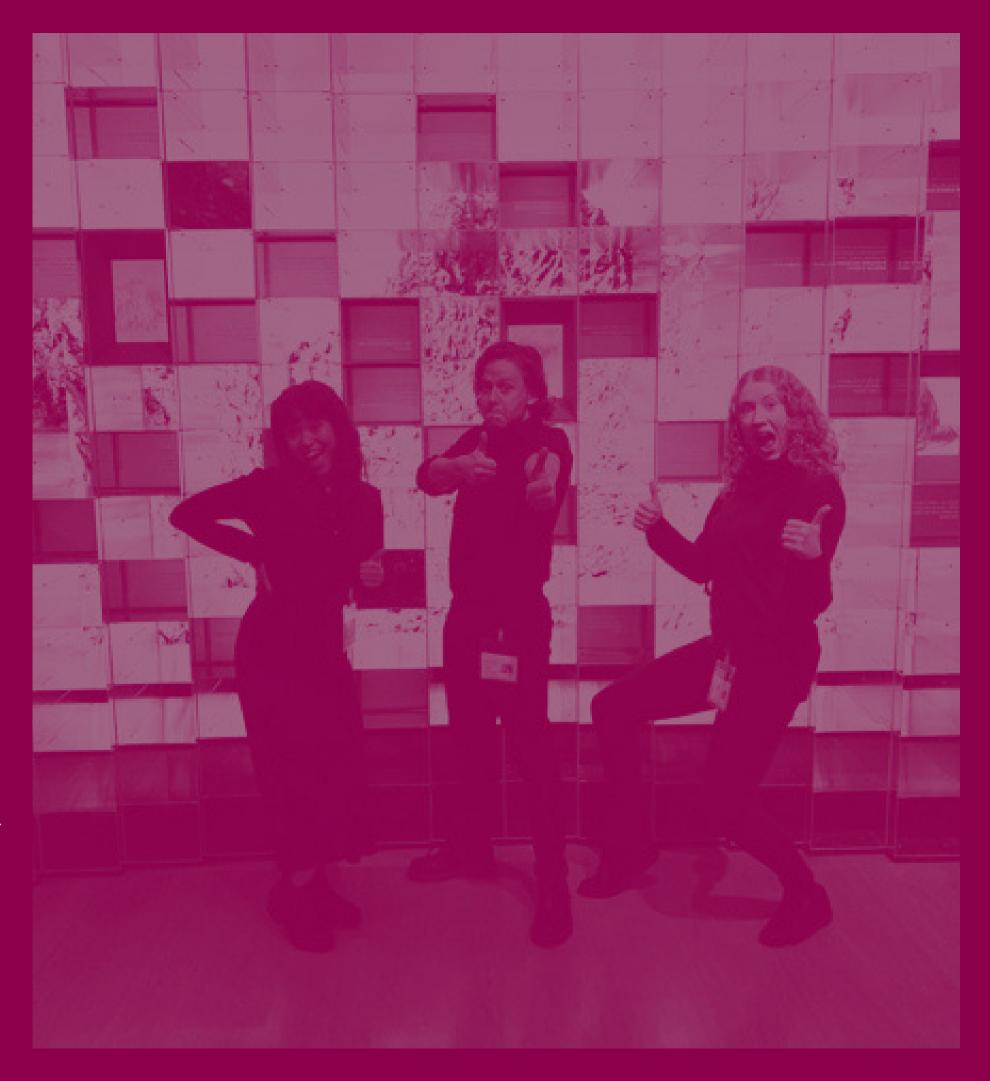
- Freelance actors, trained in visitor experience.
- Membership Sales
- Donations
- World Class Welcome
- Late cover

## TRAINING

- Visitor Experience
- Sales Training
- Storytelling Training
- Management Development Programs
- Bespoke courses

## CONSULTING

- Commercial reviews
- Experience reviews
- Recruitment
- Benchmarking





## THE NATIONAI GALLERYWEMBLEY



## National Portrait Gallery





.

Royal **Botanic Garde** Edinburgh

Royal Botanic Gardens



HISTORIC **ENVIRONMENT** SCOTLAND

ALBA







NREAMLANN







**ÀRAINNEACHD** EACHDRAIDHEIL

### **Castle Howard** YORK





Royal **Botanic Garden** Edinburgh

In September 2020 during the Pandemic, we trialed our work at the Royal Botanic Gardens Edinburgh.

We tested a mix of weekends and weekdays, 10 days in total. We trialed locations across the Gardens and tested different visitor approaches and asks.

As the Gardens has a mix of paid and free aspects to their offering our focus was twofold. Visitor Donations and Membership sales.

With enormously reduced visitor numbers due to the Pandemic and only with working 10 days. We were delighted to learn that September saw 312% increase in donations and a 206% increase in membership sales compared with the whole of Sept 2019. In those 10 days we generated 66% of all donations across the month.

One way to look at this is the donations more than paid for the project and the membership sales provide significant and lasting income year on year.

We continued to work with the Botanics for the remainder of 2020 and look forward to a long relationship with them.

#### IN 10 DAYS IN SEPT 2020 WE CREATED A

#### **INCREASE IN DONATIONS**



N MEMBERSHIP COMPARED TO THE WHOLE OF SEPT 2019

### Stage Craft/Positions/Ask

- Don't interrupt the experience
- A-symmetry

#### Lean into the pandemic • £10 ask

- People understand
- leverage
- We need your support now more then ever

#### Make it easy

- Path of least resistance
- Who is in front of you?
- Philanthropic Vs Value

#### Make it fun

• Improve the day of everyone you meet

### A world class welcome

- Body Language
- Tone of voice
- Language
- Optimism and energy
- Listen to our visitors

#### A focus on the mission

- We are a charity!
- Edinburgh Biomes project
- World important science
- Breathtaking art
- Climate change





"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou



### JULY 2021

We had 47,000 less visitors in July 2021 than in July 2019. July 2019 -104195 visitors. July 2021 - 57168 visitors.

We made 1027% more in Visitor Donations in July 2021.

We sold 36 more memberships in 2021 than 2019 - despite the glass houses, the primary benefit for memberships, being closed for 7 years.



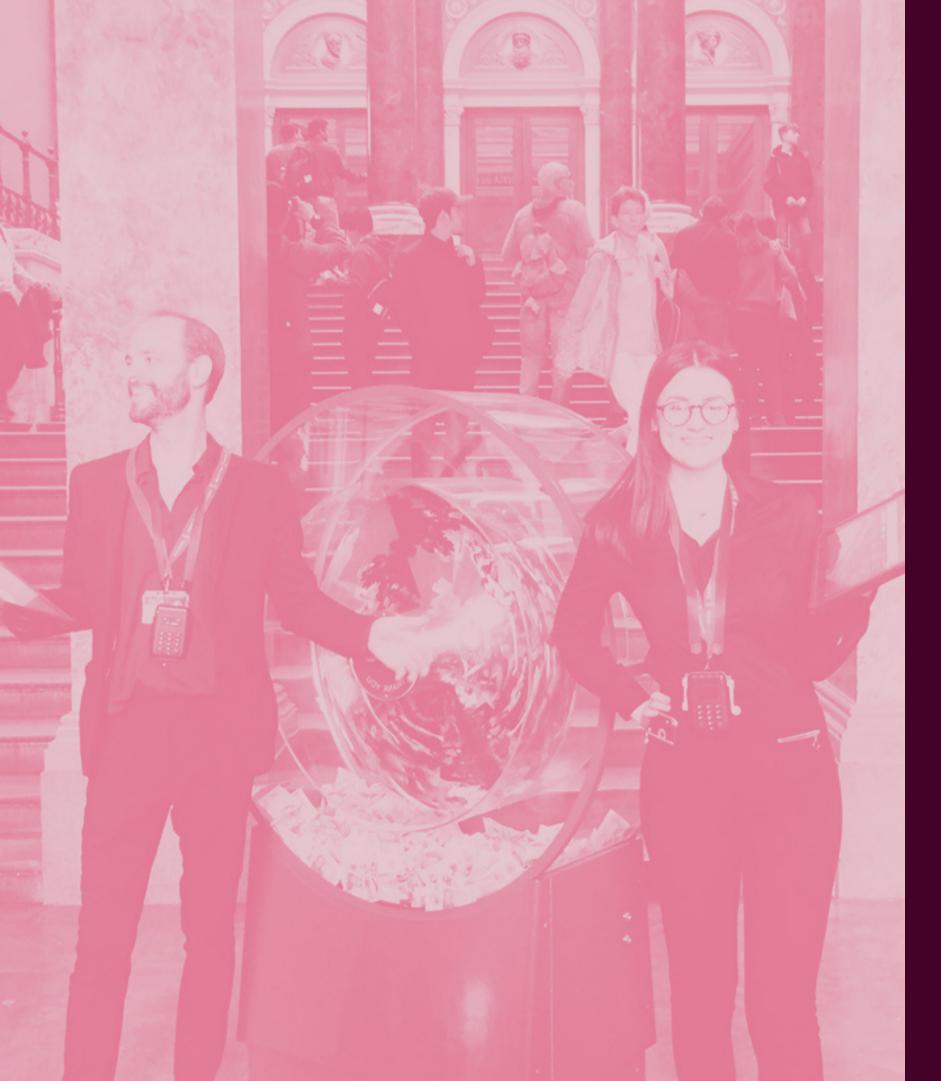
#### Quote from Emma Lacroix, Director of Development, Royal Botanic Garden Edinburgh

"Complete Works have provided an exceptional service to the Royal Botanic Garden Edinburgh, increasing visitor engagement and membership recruitment, and boosting visitor giving to record levels"

#### Quote from Ruth Strain, Development Manager, Royal Botanic Garden Edinburgh

"We highly value the friendly and bespoke welcome that Complete Works offers our visitors, and the collaborative approach they take with the Garden staff, enhancing the visitor experience and leading to increased generosity from our supporters."





#### Contact us

GEORGE MCLEAN SENIOR ACCOUNT MANAGER

07535 996488

#### GEORGE@COMPLETE-WORKS.CO.UK

