

Enhancing Loyalty: AudienceView and Brampton Performing Arts Center's Journey

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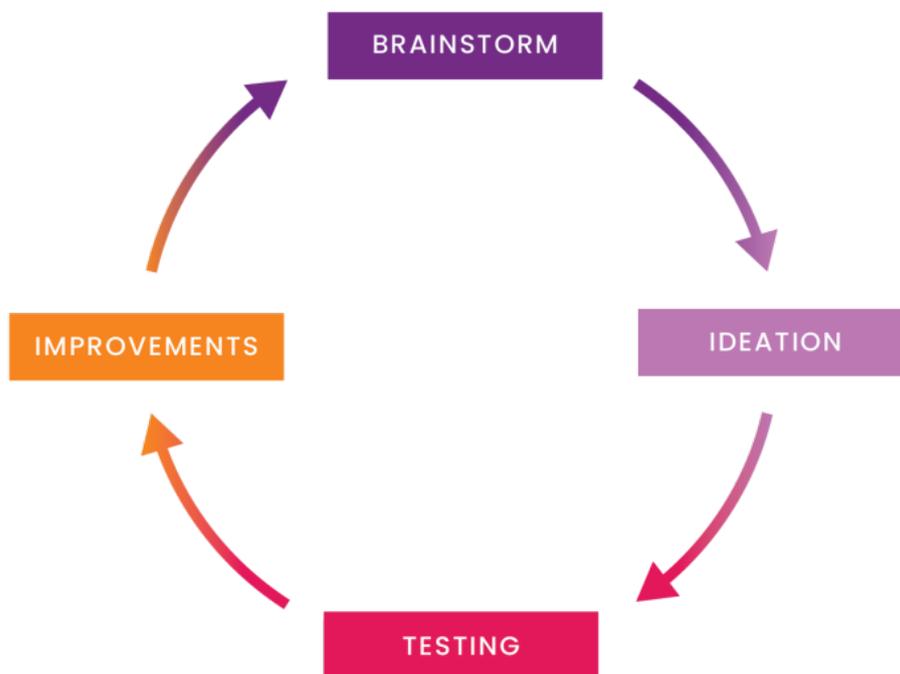
For over a decade, the Brampton Performing Arts Center has relied on AudienceView as a trusted partner to bring excellence in the arts to its community. When the time came to reimagine their loyalty rewards system, Brampton worked with AudienceView to develop a completely new approach, rooted in innovation, collaboration, and simplicity.

The result was **Encore**—a fully customized loyalty and membership solution, designed and built from scratch in partnership with AudienceView's team. This powerful new system exemplifies how an **all-in-one platform** can streamline operations and improve the patron experience, while also creating new revenue streams.

Collaborative Innovation in Action

Box Office Manager at Brampton, Catherine Cubitt, described her working process with AudienceView's Zach Duket and John Andreadis as collaborative and iterative:

“One thing I appreciated straight away was that Zach and John were willing to brainstorm with me. I had a sense of what I wanted to achieve, but no technical know-how or words to describe how to make it work in a practical sense. **Zach and John worked so closely throughout the process**; testing ideas and making alterations along the way.”



Simplicity Wins

It took several iterations to check all the boxes. A complicated system with too many steps can easily deter adoption, so Catherine and her team prioritized a user experience that was intuitive and low-effort—for both patrons and staff. With support from AudienceView, they delivered a **seamless, automated loyalty program** that integrates directly into the ticketing experience.

“We knew the system would need to be easily navigated, with as few steps as possible”, says John Andreadis, Solution Expert at AudienceView. “Catherine was wonderful to work with, because she has such a clear understanding of what Brampton’s patrons want, and what metrics on the backend would make for easy data tracking. We also needed to make sure the loyalty system wouldn’t complicate the point of purchase for first-time buyers.”

By leveraging the flexibility of AudienceView’s all-in-one platform, the Brampton team was able to launch Encore quickly while keeping administrative lift low—freeing up their team to stay focused on programming and patron engagement.

Creating a Sophisticated Loyalty Plan from Scratch



Encore!

Their joint efforts led to the creation of *Encore*, an annual membership which offers exclusive benefits and extended access to additional performances. Patrons can earn points through routine transactions and later apply their points towards exclusive ticket bundles. Encore members enjoy exclusive invitations for two to Season Launch events, granting them insider access and the opportunity to be the first to know about upcoming shows. They also gain early access to ticket sales before they are available to the general public, ensuring they secure their desired seats for highly anticipated performances.

Since launching Encore, **nearly 20,000 patron accounts** have joined the loyalty program, either automatically through their purchase history or by actively upgrading. More than **850 Encore memberships** have been sold, resulting in **incremental revenue**.

Even more impressive: **18,000 unique accounts attended events in 2023**, the first full year of the Encore program—**Brampton's highest number of unique attendees in a single year since 2011**.

Looking Ahead

Catherine and the team are continuing to evolve the Encore program. Future enhancements will focus on expanding the use of loyalty points and improving **digital ticketing solutions**—helping streamline ticket access, reduce paper waste, and deliver a more modern experience to members and guests alike.

The Big Picture

The successful rollout of Encore demonstrates how AudienceView, as an end-to-end event commerce partner, supports organizations beyond ticketing—helping them build engagement, drive loyalty, and unlock new growth opportunities.

Together, Brampton and AudienceView turned a vision into a sophisticated, easy-to-use membership experience that continues to elevate the value of live performance for thousands of patrons—and paves the way for even deeper connection in the years ahead.