



LOYALTY LABS™

Join Loyalty Labs

Welcome, Denver Arts & Venues Participants!

Loyalty Labs, designed and facilitated by WolfBrown, is a collaborative learning community for arts and culture professionals exploring new ways to strengthen relationships with audiences. **As a Denver Arts & Venues member, you're eligible for a free membership.**

Getting Started

- 1 **Scan the QR code** or visit: www.loyaltylabs.org/choose-your-plan#denver
- 2 **Select your sponsored membership** labeled Denver Arts & Venues by clicking "select."
- 3 **Create your Loyalty Labs account** by following the prompts to complete your free registration.
- 4 **Check your email** where you'll receive:
 - An account confirmation
 - A second email with instructions for customizing your notification settings



After You Register

- 1 **Customize your notification settings** so you receive only the updates you'd like. Check out the FAQ section on the website for additional assistance.
- 2 **Access the Loyalty Labs Member Area**, where you can:
 - Join any or all of the five Labs
 - Explore research, case studies, and other practical resources
 - Connect with arts professionals across North America and beyond
 - Participate in discussions and member events



Questions? Email hello@loyaltylabs.org

Reimagining customer relationships

Table Discussion Topics

1 Lab 1: Membership and Affiliations

Building mission-driven affiliation and membership models

How can arts organizations create meaningful relationships that extend beyond attendance? This Lab explores innovative membership and affiliation models from educational groups and young professional communities to flexible monthly memberships that create value through connection, learning, and shared purpose rather than transactions alone.

2 Lab 2: Social Initiating Behaviors

Supporting the people who bring others along

Some audience members naturally organize outings, recommend events, and introduce friends to the arts. This Lab explores how organizations can identify, support, and reward these behaviors, turning social initiators' enthusiasm into stronger community connections and sustained audience growth.

3 Lab 3: Taste Communities

Expanding pathways to loyalty through adult education

People are eager to learn more about the arts, whether or not they attend performances regularly. This Lab explores how educational experiences can cultivate taste communities (groups connected by shared artistic interests) thereby creating new ways for people to engage with an organization's mission.

4 Lab 4: Programming Frames

Creating strands of programming that don't require background knowledge

Many potential audience members choose experiences based on themes and ideas rather than composers, playwrights, or titles. This Lab explores how organizations can organize programming around compelling "frames"—themes, series, or concepts that help audiences discover performances with confidence.

5 Lab 5: Presentation Formats

Diversifying formats to broaden participation and build loyalty

The format of an event, from seating and timing to atmosphere and level of interaction, can dramatically influence who attends. This Lab explores new presentation formats that expand access, deepen engagement, and encourage audiences to participate more often.