

Client Talk



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DATA: THE POWER TO TRANSFORM



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“Data isnt just about numbers. When used well, data transforms creativity into strategy.”

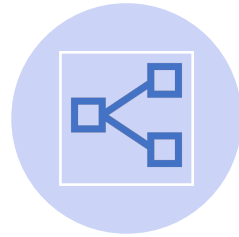
Annoymous (modern industry insight)

“We are a data-driven company. Everything we do is based on data.”

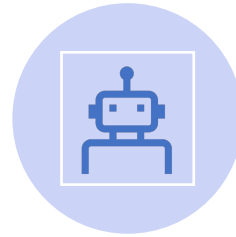
Reed Hastings, Netflix



INFORMS DECISION
MAKING



IDENTIFIES TRENDS
AND PATTERNS



IMPROVES
EFFICIENCY



PERSONALISES
EXPERIENCES



ENHANCES
UNDERSTANDING



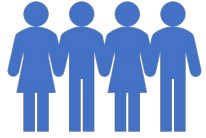
DRIVES
INNOVATION



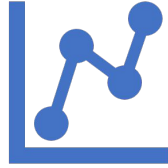
REDUCES RISK



BOOSTS REVENUE



Introduced new membership levels and a change of approach to membership



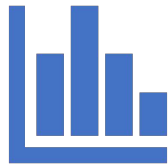
Provided better tracking, analysis and reporting for the hospitality department



Steered a new five-year initiative for the Creative Programmes department by identifying five areas in our City where we see the least engagement



Data is currently steering the direction for a new programming strategy for our Studio Theatre space



Data is currently informing the development of Curve's new website



Data has successfully driven the success of applications to Trusts and Foundations





Become that data person yourself

Be curious with data

When charged with a decision, think, how can I use data to inform this decision?

When starting a new project, start by thinking, what data should I look at first?

Take, share and discuss data in meetings. You don't need to have all the answers from data, but it can encourage conversations and identify things that may not have been thought of

Speak to your colleagues and find out what data they would find useful for their department

And finally, enjoy data. When used correctly, it never lies.