



**Attention Organizational  
Members of Canadian Art Service  
Organizations:**

**CAPACOA, PACT, Orchestras  
Canada, and AOC**

**You are invited to participate in  
Loyalty Labs at no cost.**

Your participation in this online learning community is underwritten through the *Re-imagining Customer Relationships* (RCR) initiative.

Loyalty Labs aims to support arts organizations in fast-forwarding new, research-driven approaches to strengthening customer relationships.

To register, go to [www.loyaltylabs.org](http://www.loyaltylabs.org), select "Choose Your Plan," then scroll down to find the section for Canadian Service Organizations. Select the one you belong to and follow the instructions.

Each of the five "Labs" focuses on a distinct strategy for drawing customers into fruitful relationships.

**Five Labs**

- 1. Membership and Affiliations:** designing, testing, and implementing mission-driven affiliation and membership opportunities
- 2. Social Initiators:** figuring ways of supporting customers in extending social invitations to attend
- 3. Taste Communities:** expanding aesthetic pathways into the art for adults who are eager to learn
- 4. Program Frames:** approaches to programming that allow audience members to build affinity for "frames" (i.e., strands, themes, ideas, etc.) that do not require knowledge of titles or repertoire
- 5. Presentation Formats:** fostering creative thinking about alternative formats

***Registration takes a just few minutes.  
There's no limit to the number people  
affiliated with your organization who  
can register.***

