

March 2021



Hi,

We've plenty to keep your brain busy this month, including a new case study from Little Angel Theatre, useful advice on what do if you were affected by the recent Google Analytics attack plus a round-up of upcoming events.

A digital strategy revamp

**1 MILLION
VIEWS!**



It's World Theatre Day on Saturday 27 March and to celebrate, we're highlighting the work of Little Angel Theatre. Little Angel Theatre have had an amazing 1.1 million views on their YouTube channel, with recent videos such as 'Mother Christmas' getting over 100,000 views. You can find out more about the support they received from our Tech Champions in the full case study on our website.

[Find out how they did it](#)

News



Spam attack impacts Google Analytics accounts

Did you see a spike in your February website traffic? James Akers, Tech Champion for Data Analytics and Insight, explains what caused it, why it's a problem and how you can filter it out of your reports.

[Fix your reports](#)

We're hiring

Two new Tech Champion roles have opened up with us for expertise in SEO/SEM, and Ticketing/CRM. We are looking for collaborative team players to join our friendly team of digital specialists.

[Join our team](#)

Tickets for Good on why they developed the 'Virtual Ticket Bank'

Over the past year an increasing number of cultural organisations have offered online events to their audiences. Find out how Tickets for Good are using their 'Virtual Ticket Bank' to widen access to cultural events and promote social inclusion by distributing spare tickets to people in need.

[Find out about the Ticket Bank](#)

New events



Optimising the customer funnel
Wednesday 21 April, 2pm

Learn how to optimise your customer sales conversion in this webinar presented in partnership with Matthew Walsh, IMRG Director of Data and Retail.

[Register for the customer funnel optimisation webinar](#)



Tactical ticketing for digital events

Wednesday 12 May, 2pm

Learn how you can use ticketing strategies to drive customer satisfaction and retention in this webinar presented by Nick Kime, Tech Champion for Ticketing.

[Register for the tactical ticketing webinar](#)

Now booking

Digital skills for libraries - Deepening online engagement with audiences

Wednesday 24 March, 2pm

[Register for the digital skills for libraries webinar](#)

Connected to Culture LIVE: Online creativity and safety with young people

Wednesday 31 March, 11am

[Register for the Connected to Culture LIVE conversation](#)

Across the sector



Top tips for your organisational strategy

The latest issue of Arts Fundraising & Philanthropy's Now New Next has some key tips for you as you rework your organisational strategies, helping you to grow and evolve as you move forwards into 2021.

[Read Now New Next](#)

The Audience Agency Masterclass: Audience-centred digital learning

Wednesday 17 March, 10am

Explore how to create digital learning experiences that are inspiring, relevant and sustainable long-term.

[Find out more about the digital learning masterclass](#)

The Space: Evolving opportunities for digital distribution of your work

Thursday 18 March, 11am

Find out what works when distributing your work online.

[Find out more about the discussion](#)

The Space: Low-cost performance capture for arts and culture

Tuesday 30 March, 11am

How do you make beautiful work with audience impact, when you don't have a high-end budget to play with?

[Find out more about the performance capture webinar](#)

The Audience Agency Masterclass: Online community participation

Thursday 8 April, 10am

Learn how to develop an online community participation programme.

[Find out more about the online community participation session](#)

That's it for this month! If you've got a question for one of our Tech Champions, want to partner with us, or have some exciting news to share, then we'd love to hear from you. [Get in touch with the Digital Culture Network.](#)

digitalculturenetwork.org.uk



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