

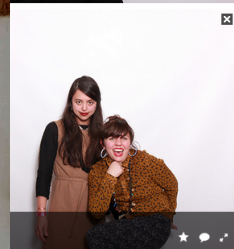
Fostering Member Engagement and Visitation through “Infotainment”



Walker Art Center / Minneapolis



After Hours



After Hours

- Info level: Light
- Goal: Gateway opportunity to reach a NEW and diverse audience
- Member recruitment: Offer free \$30 ticket as new member premium all month (Result: 6% conversion rate)
- Typical attendance: 1000-1500

Walker Seen

My Sites Walker Seen + New Howdy, Kerstin Beyer

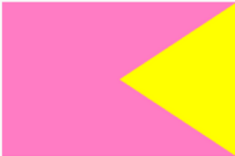
WALKER ART CENTER 49° F Partly Cloudy VISIT EXHIBITIONS & EVENTS MEDIA COLLECTIONS JOIN

Walker Seen > Kerstin Beyer

NEWEST 2013 2012

Blogs

- Centerpoints
- Crosscuts
- Field Guide
- The Gradient
- The Green Room
- Media Lab
- mnartists.blog
- Untitled (Blog)
- Walker Seen**



Walker Seen: How we connect: The scenes, settings, parties, and people of the Walker's world.


CATEGORIES

| | |
|-----------------------|----|
| Artists on Site | 13 |
| Uncategorized | 5 |
| Behind the Scenes | 3 |
| Openings | 3 |
| Walker Contemporaries | 1 |
| Fashion | 1 |

AUTHORS

| | |
|----------------------|----------|
| Kerstin Beyer | 4 |
| Emmet Byrne | 3 |
| Paul Schmelzer | 8 |
| Kristina Fong | 2 |
| Kate Tucker | 2 |

MORE




Kerstin Beyer is the Walker's associate director of membership

After Hours: Under Construction

BY KERSTIN BEYER

What do you get when you combine a brand new exhibition, a live band, vats of melted brie, art activities for adults, and a whole host of good looking people? Walker After Hours! Members, staff, and guests from near and far came together for a preview party to celebrate the opening of *Abraham Cruzvillegas: The Autoconstrucción Suites*, a solo show of work by the Mexico-city based artist.



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DATE

March 29, 2013

CATEGORIES

[Uncategorized](#)

A Think & A Drink



A Think & A Drink

- Info level: Moderate
- Goal: Get members back in the door and make them feel special
- Member stewardship: Exclusive access to the museum plus free food / Exclusive preview and discounted ticket plus free drink
- Typical attendance: 50-100





Art School



- Info level: High
- Goal: Help members understand our programming so they stay involved
- Member stewardship: Exclusive education program as a benefit of membership
- Typical attendance: 35-75



Stay Contemporary

Contemporaries

- Basic benefits plus six special events annually and Walker Film Society (\$175/year)
- Goal: To engage our strongest young professional fans
- Member stewardship: High-touch in anticipation of fostering relationships that will result in significant long-term support
- Info level: Varies
- Typical attendance: 50 (out of 150 members)



Kerstin Beyer

Associate Director of Membership

Walker Art Center

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