



Photo by Hannah Busing

Take a 360-degree view of your marketing operations and your audiences to craft effective marketing strategies.

Arts and cultural organisations often struggle to turn data into action and impact the bigger picture—that's where we come in.

Combining Tom O'Connor Consulting Group's experience as in-house marketers at leading arts institutions with Baker Richards's industry-leading capabilities in pricing, segmentation, analysis and market research, we deliver actionable marketing strategy in line with organisational goals that increase engagement and drive revenue.



Rani Haywood of TOCG is based in Sydney, Australia, and leads a global team of consultants to serve the needs of arts and cultural organisations in Australia and New Zealand. The team pairs world-class expertise with a working knowledge of the local market.

Recent local clients of TOCG and Baker Richards include:

- Auckland Theatre Company
- Melbourne Symphony Orchestra
- Monash University Performing Arts Centres
- National Institute of Dramatic Art
- Queensland Symphony Orchestra
- Sydney Dance Company

To learn more, contact TOCG Vice President Rani Haywood at rani@tomocgroup.com.

About Tom O'Connor Consulting Group

www.tomocgroup.com

Tom O'Connor Consulting Group is a New York City-based arts and culture firm offering strategic and operational consulting to organisations across the US and increasingly in Australia—all with a focus on the teams responsible for audience engagement and revenue generation. Their areas of specialisation are 360-degree marketing assessment, marketing and CRM strategy development, and marketing resource planning and team structure. TOCG is also a leading executive search firm in the US for marketing and fundraising leadership at arts and culture not-for-profits.

“Tom O'Connor Consulting Group's thoughtful and straightforward approach has given me the confidence to go forward with big ideas.”

– Sara Villagio,
Chief Marketing Officer,
Carnegie Hall



Tom O'Connor
President & Founder



Rani Haywood
Vice President

About Baker Richards

www.baker-richards.com



Robin Cantrill-Fenwick
Chief Executive



David Reece
Director, Consulting Services
(Deputy CEO)



Francesca Di Nuzzo
Senior Consultant

Baker Richards is a leading international provider of consulting services and software for the cultural sector across the globe, and is based in Cambridge, UK. Since 2003, their mission has been to equip cultural organisations for commercial success by focusing on the three key areas of earned income: admissions, ancillary sales and 'affiliation' (including membership and subscription), and designing bespoke strategies that deliver to the bottom line. Their consulting, research and analysis services adopt a rigorous data-driven approach, and their software products mean organisations always have the insight they need at their fingertips.

“Baker Richards' thorough understanding of our situation and meticulous approach to audience research has not only given us the evidence to inform the planning for our new season, but also the confidence to carry out those plans.”

– Sophie Gelaise,
Managing Director,
Melbourne Symphony Orchestra