• Mission: Fostering Iran-Austria relations based on “Dialogue Among Civilizations” and dialogue between religions

• Works under supervision of Federal Ministry for European and International Affairs

• They have over 1100 young students, in their German classes
• They have formed an opera studio, orchestra, and theater group in 2001, 2002 and 2004 respectively
• Old staff, young members

Introduction
What’s Wrong?

• Limited number of public performances
• Old fashioned marketing plans
• Lack of performance evaluation
• Lack of new ideas
Objectives

- New Audience
- Being Known
- Ticket Selling
- New Members

Diagram flow: Being Known → Ticket Selling → New Members → New Audience → Being Known
• Content Marketing ➔ Radio OKF, Concert Recording

• Crowdsourcing ➔ Sending Mass Messages, Social Media Pages

• Direct Marketing\Electronic Marketing ➔ Email marketing, Poster

• WOM marketing

• Testimonial ➔ Social Media Pages, Press