



BeDynamic
What Travelers Do When They Get There

CASE STUDY



THE CHALLENGE

ShowUp.com, the recognized brand that unites the arts and cultural community in Arizona, is constantly seeking new initiatives to advance their nationally prominent mission to drive audiences to arts and cultural events and build their business model. The website is the signature enterprise of Alliance for Audience, a non-profit service organization created in 2003 to raise the visibility of Arizona's arts and cultural community in Greater Phoenix, Metro Tucson, Flagstaff and the Prescott Area.

BeDynamic has done a consistently excellent job of delivering to our standards."

- Matt Lehrman, Executive Director, Alliance for Audience

THE OPPORTUNITY

"Of course, the ability to pursue our mission requires a sustainable way to generate revenue," says Matt Lehrman, Alliance for Audience's Founder and Executive Director. "BeDynamic serves the vital role to collect and process the core information that fulfills our promise to supply Arizona's comprehensive calendar of arts and cultural events – while freeing us to focus on the important work of promoting our services to the public and delivering benefits to our member organizations."

PARTNERSHIP IN PRACTICE

Lehman says ShowUp.com has become the recognized brand that unites the arts and cultural community in Arizona. "Our successful formula has been a brilliantly designed and intuitive website from Artsopolis (a service licensed from the Arts Council Silicon Valley) filled with timely and compelling content from BeDynamic," he said. "This has been a 6-year relationship and a powerful demonstration of the time and cost-efficiencies of working with strategic partners. We could never have achieved this level of operation on our own."

Increased Ancillary Revenue

Fewer Staffing Demands

A Memorable Customer Experience

Larger Audiences

THE OUTCOME

"ShowUp.com is a perfect example of our value proposition to the non-profit community faced with the enormous challenges of managing destination content while being under ever-increasing pressure to better promote their regional arts and cultural events," said Anne Payne, CEO, BeDynamic. "We are becoming the leader in helping these organizations aggregate relevant content on a massive scale. This involves not only listing descriptive information and compelling images, but capturing date-specific details- information that is critical for planning leisure, business and convention travel."

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For more information or for a demo visit www.bedynamic.com

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