



INZEN

case study

PERFORMING
ARTS

Inzen is proud to support all organisations in the Performing Arts.

Inzen's world-class web content management system and marketing tool, Kaboodle, allows Performing Arts organisations to effortlessly create and maintain a professional web presence to present and promote themselves precisely as desired. Kaboodle not only gives complete control of the organisation's website, but permits staff to smoothly send email newsletters, allow 'members only' areas, give the ability to purchase merchandise online, view marketing success rates and more.

All at the click of a button, all from anywhere in the world.

STAND OUT AND SING

Do you want your website to shine and exude the glory that an audience member would feel at a performance?

The Song Company is one of the world's leading vocal ensembles, presenting musical experiences to audiences in Australia and worldwide. They use Kaboodle's easy page and template functionality to have a colourful and rich site and change the entire website's 'look and feel' every year to reflect the new theme. They also manage subscriptions to concert tickets, upload music files for people to sample, and have regular contact with their concert goers through e-newsletters. Kaboodle has helped triple The Song Company's website traffic.

WHAT CAN KABOODLE DO FOR YOU?

- > Quickly and easily update your web presence from anywhere as often as you like
- > Communicate quickly and easily with your audience and potential audience
- > Maintain brand consistency and design throughout the website and e-newsletters
- > Sell tickets online



www.songcompany.com.au



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DANCE TO THE RHYTHM

Do you need to regularly update your audience with the latest news about events and performances?

Ausdance NSW is the dedicated service provider for dance in NSW, being the key support and advocacy body for dance creation, presentation and participation across the state. Ausdance uses Kaboodle to allow each member of staff to quickly and easily update the relevant sections on the website, whilst also sending out professional, branded email newsletters every fortnight to update all their members and audience on all the latest news, classes, events and performances for their benefit. Through using Kaboodle, the Ausdance website statistics have doubled in the past year up to 1400 visits a month.



www.ausdancensw.com.au

RECORD AND DISTRIBUTE

Do you want to be able to host recordings of your performances online?

The Physical TV Company is Australia's premier company for the production and distribution of screendance, dancefilm, video dance or dance on camera...they make "stories told by the body". Physical TV needed a website that they could constantly update with recordings of their works and promote them to all of their audience. Completely managing the content themselves, the site is well populated with many video samples and editorial comments to create a rich, vibrant site that brings people back time and time again.



www.physicaltv.com.au



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JAZZ IT UP

Want to sell music online while exhibiting lots of new events?

The Jazzgroove Association is one of Australia's leading Jazz-related organisations, and assists to raise the profile of jazz in Australia, present performances by leading Australian jazz ensembles and showcase new performers. With a ongoing torrent of new artists and events, the Jazzgroove site needs to be easily and quickly update-able whilst also having easy online sampling and purchasing of tracks and albums. Jazzgroove approached Inzen to provide this, and are in the process of populating their site with ease.

CONTACT US

For more information on how Inzen's Kaboodle can add value to your business, feel free to contact us...

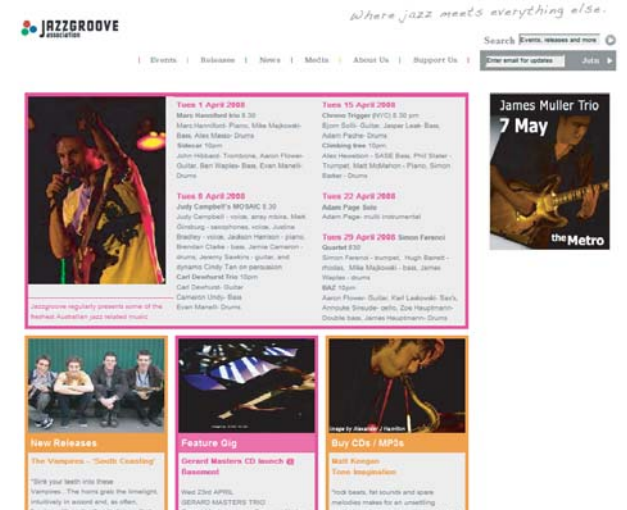
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