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NEWS: @INTIX recognizes Linda Forlini of Ticket Philadelphia and @KimmelCenter with Lifetime Achievement Award. More info @ kimmelcenter.org

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KIMMEL CENTER CULTURAL CAMPUS CUSTOMER SERVICE LEADER RECEIVES INTERNATIONAL LIFETIME ACHIEVEMENT AWARD

**INTERNATIONAL TICKETING ASSOCIATION (INTIX) PRESENTS
PATRICIA G. SPIRA
TO LINDA FORLINI,
VICE PRESIDENT OF TICKET PHILADELPHIA**

FOR IMMEDIATE RELEASE (Philadelphia, PA, February 11, 2019) —Linda Forlini, Vice President of the Kimmel Center Cultural Campus' customer service arm, Ticket Philadelphia, received the 2019 Patricia G. Spira Lifetime Achievement Award at this year's International Ticketing Association (INTIX) conference held in Dallas, Texas.

Forlini helped spearhead the Disney-philosophy based customer service standards, GRaCE (Guest Relations and Campus Experience), for the Kimmel Center Cultural Campus in 2016. This new training program is dedicated to creating exceptional guest experiences during all interactions with the Kimmel Center, Resident Company, and Campus vendor staff. More than 500 staffers have taken the regular training courses and the initiative has been nationally recognized for its success.

Forlini, who joined Ticket Philadelphia in 2015 after 12 years at the New York Philharmonic, where she was director of customer relations, is a 33-year veteran of the ticketing industry. She received the *VenuesNow* Ticketing Star Award at last year's INTIX convention in Baltimore. Ticket Philadelphia's previous Vice President, Gary Lustig, also received the award in 2014 for his dedication to providing

outstanding service delivery to the Kimmel Center and its eight Resident Company clients like The Philadelphia Orchestra, Pennsylvania Ballet, and PHILADANCO.

“Ticket Philadelphia built its foundation on a commitment to provide exceptional customer service, a mission that has been unwavering since its inception,” said Anne Ewers, President and CEO of the Kimmel Center for the Performing Arts. “On behalf of the entire Kimmel Center Cultural Campus family, I offer heartfelt congratulations to Linda on this incredible honor from the International Ticketing Association. She has spent an impressive career fostering steadfast dedication to the arts and mentoring many young professionals in the industry.”

The Patricia G. Spira Lifetime Achievement Award is the highest honor awarded at the annual INTIX conference to a recipient nominated by their peers. The award recognizes an INTIX member who has made significant contributions to the ticketing industry through excellence in all aspects of ticketing management, as well as actively being involved in the development and organization of INTIX.

More about Kimmel Center’s GRaCE program:

In 2015, a cross departmental team of Kimmel leaders travelled to Orlando to attend The Disney Institute, where Disney uses its 80-year strong service vision to help companies design and implement their own service standards and values. The gold standard Disney approach was adapted and redesigned to exceed customers’ expectations along every touchpoint for the Kimmel Center Cultural Campus guest journey. The program has exceeded expectations since its 2016 implementation, improving the culture with staff autonomy, increasing customer satisfaction scores, and even decreasing staff turnover.

Linda Forlini Biography:

Linda Forlini joined Ticket Philadelphia in 2015 as Vice President with responsibility for the overall management of the organization and the various services it provides to the Kimmel Center, Inc., The Philadelphia Orchestra and other Resident Companies, and clients. Ticket Philadelphia operates one of the largest Tessitura Ticketing Consortiums in the United States and offers comprehensive box office, phone, and internet purchase options, as well as full customer relations management.

Ms. Forlini is credited with implementing a Customer Service training program and training over 500 staff/partner members throughout Ticket Philadelphia and the Kimmel Center Organization. The program, GRaCE (Guest Relations and Campus Experience), has enhanced the culture on the Kimmel Center Cultural Campus, which includes the Kimmel Center for the Performing Arts and Administrative offices, the Academy of Music, the Merriam Theater, and Ticket Philadelphia. GRaCE includes a structure with checks and balances, plus a formalized recognition program, and has resulted in heightened engagement and experience for not only guests, but also employees of these organizations. Ms. Forlini is also a member of the Senior Management teams for both the Kimmel Center and The Philadelphia Orchestra.

Ms. Forlini has served on the Board of Directors for the International Ticketing Association (INTIX) and was Chairman of the Board of Directors in 2002. In addition to participating in several INTIX committees, Ms. Forlini was a recipient of the 2018 Box Office Star Award for Outstanding Ticketing Professionals by Venues Today.

Ms. Forlini is a respected management professional with more than 30 years of industry experience. Prior to joining Ticket Philadelphia, she held the position of Director of Customer Relations and Sales for

the New York Philharmonic where she revamped their Customer Relations department by restructuring and introducing technology and procedural efficiency. She was responsible for \$25 million of ticket sales, divided between Subscription, Special Event, and Single Ticket sales, and was also an integral part of the Marketing team. In an earlier position as Director of Ticket Services for the New Jersey Performing Arts Center, Ms. Forlini was responsible for providing direction and ensuring the effective and efficient operation of their complex Ticket Services department. Ms. Forlini has also held a variety of Customer Service, Systems, and Technical Positions at other performing arts organizations and museums each adding to her body of industry knowledge. Ms. Forlini attended El Camino College in Torrance, California where she studied Technical Theater.

Ms. Forlini's career emphasis has been on building and maintaining subscriber-based programs, as well as proficiency with the technology systems that support customer experience and relationship management. She places a great deal of importance on mentoring staff members to fulfil their greatest potential and being a team builder, consensus builder, and team player.

The Kimmel Center for the Performing Arts

Located in the heart of Center City, Philadelphia, the Kimmel Center's mission is to operate a world-class performing arts center that engages and serves a broad audience through diverse programming, arts education, and community outreach. The Kimmel Center Campus is comprised of the Kimmel Center for the Performing Arts (Verizon Hall, Perelman Theater, SEI Innovation Studio, and the Merck Arts Education Center), the Academy of Music (owned by the Philadelphia Orchestra Association), and the Merriam Theater. The Kimmel Center is also home to eight Resident Companies: The Philadelphia Orchestra, Opera Philadelphia, The Pennsylvania Ballet, The Philly POPS, PHILADANCO, The Chamber Orchestra of Philadelphia, The Philadelphia Chamber Music Society and Curtis Institute of Music. With nearly 9,000 seats per night, The Kimmel Center for the Performing Arts is the region's most impactful performing arts center, and the second largest in the country. TD Bank, America's Most Convenient Bank, is the season sponsor of the Kimmel Center's 2018-2019 Season. American Airlines is the official airline of Broadway Philadelphia. For additional information, visit kimmelcenter.org.

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