



AUDIENCE LINK SEMINAR (CORNERS)
16-19 FEBRUARY 2016 | GDANSK | AGENDA

“Study on Audience Development. How to place audiences at the centre of cultural organisations”



The team

The Consortium

Fitzcarraldo / Intercult / Eccom / CAE

+ Experts

Amaia Makua – Institute for Leisure Studies, University of Deusto

Marcin Poprawski - Adam Mickiewicz University –

Niels Righolt CKI - The Danish Centre for Arts and Interculture - Antonia Silvaggi - Melting Pro –
Iker Tolosa, Donostia - San Sebastian 2016 - Anne Torreggiani / Jonathan Goodacre - The Audience Agency,
- Emina Visnic, POGON - Zagreb Centre for Independent Culture and Youth

+ Associate Partner

ADESTE - Be SpecACTive! - CORNERS

- Donostia/San Sebastian 2016 - Matera 2019 – ENCACT
– IETM -River//Cities

The Study - Main tasks

- **Desk research**

Bibliography on Audience development

Glossary of terms

Analysis of the main relevant ideas/topics

- **Overview of practices – case analysis**

25 cases from 17 EU countries

A analytic catalogue. The Map of Audience Engagement

The practical guide. Tools and Rules of Audience

Engagement

- **Dissemination and communication**

The case selection and analysis

The cases will be gathered combining two integrated approaches:

- *From the direct expertise and knowledge of the Consortium and of the network of experts and institutions associated to the project (18 cases)*
- *The launch of a “**call for exemplary praxis**”, specifically addressed to small-medium European cultural organisations which are experimenting relevant shifts towards a more audience-centric approach (7-8 cases)*

Looking for inspiring and innovative cases (but also for constructive failure) - Selection Criteria

- geographical areas
- the different cultural and creative sectors
- the kind of audiences involved
- Sustainability and strategic perspective
- Availability of already existing data and information about effects and findings
- Possibility to evaluate changes (organisation / artists / audience)
- Key factors: Place / digital / active participation / building capacity

A dedicated web-site

<http://www.engageaudience.org/>

- + info about the study
- + news
- + call for exemplary praxis
- + materials and documentation
- + areas for team group

The methodological framework for the case selection

Aims

Purposes

**Widening /
Increasing
Audiences**

Attract **current** /
audiences

Audience Education *EDUCATIONAL*
FINANCIAL

**Audience by
Habit**

**Deepening
relationship**

Enhancing
experiences with
current audiences

Taste cultivation *ARTISTIC*
EDUCATIONAL
FINANCIAL

**Audience by
Choice**

**Diversifying
audiences**

attract people
with a different
profile from the
current audience /
including people
with no previous
contact with
the arts

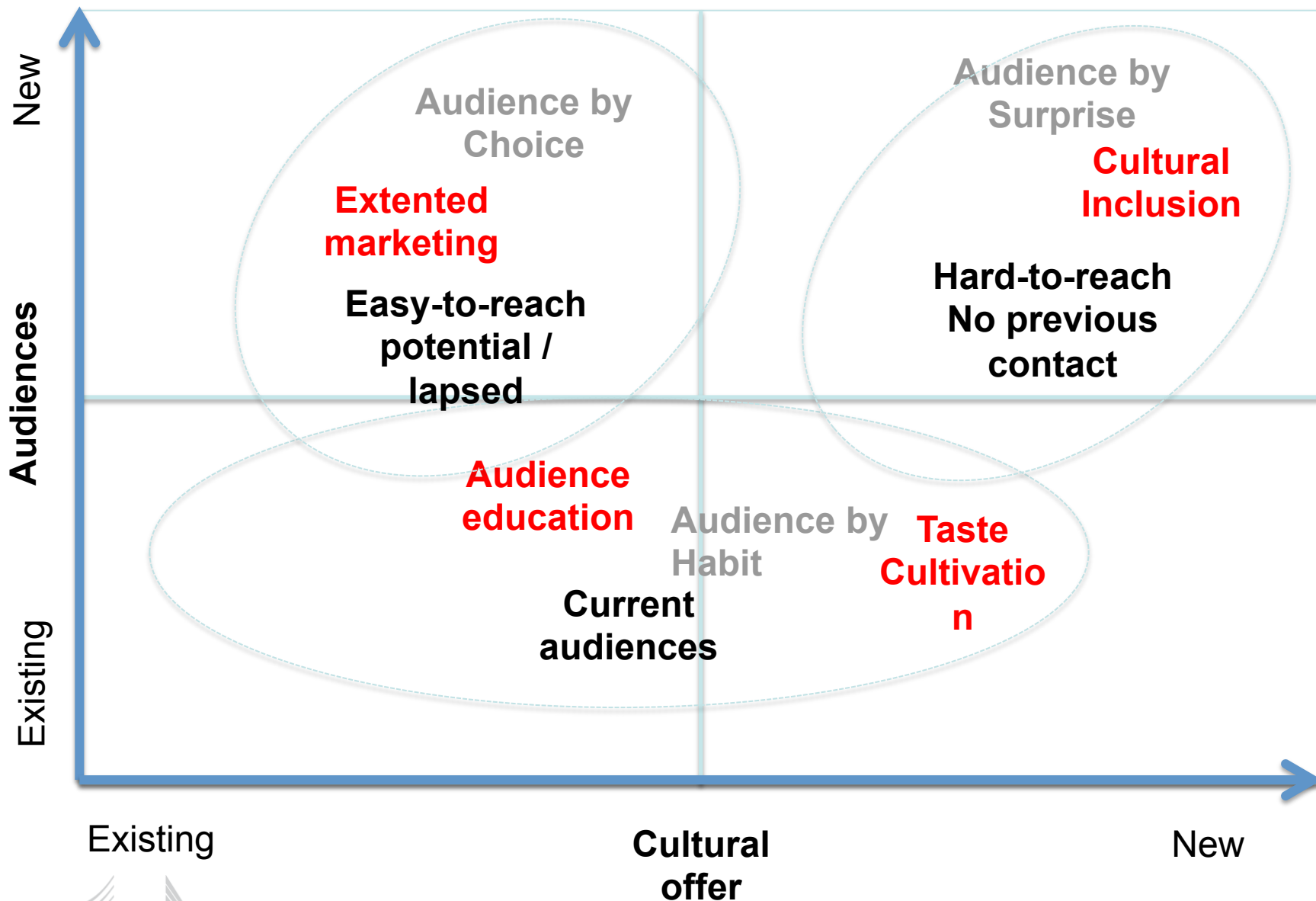
Potential / lapsed
audiences

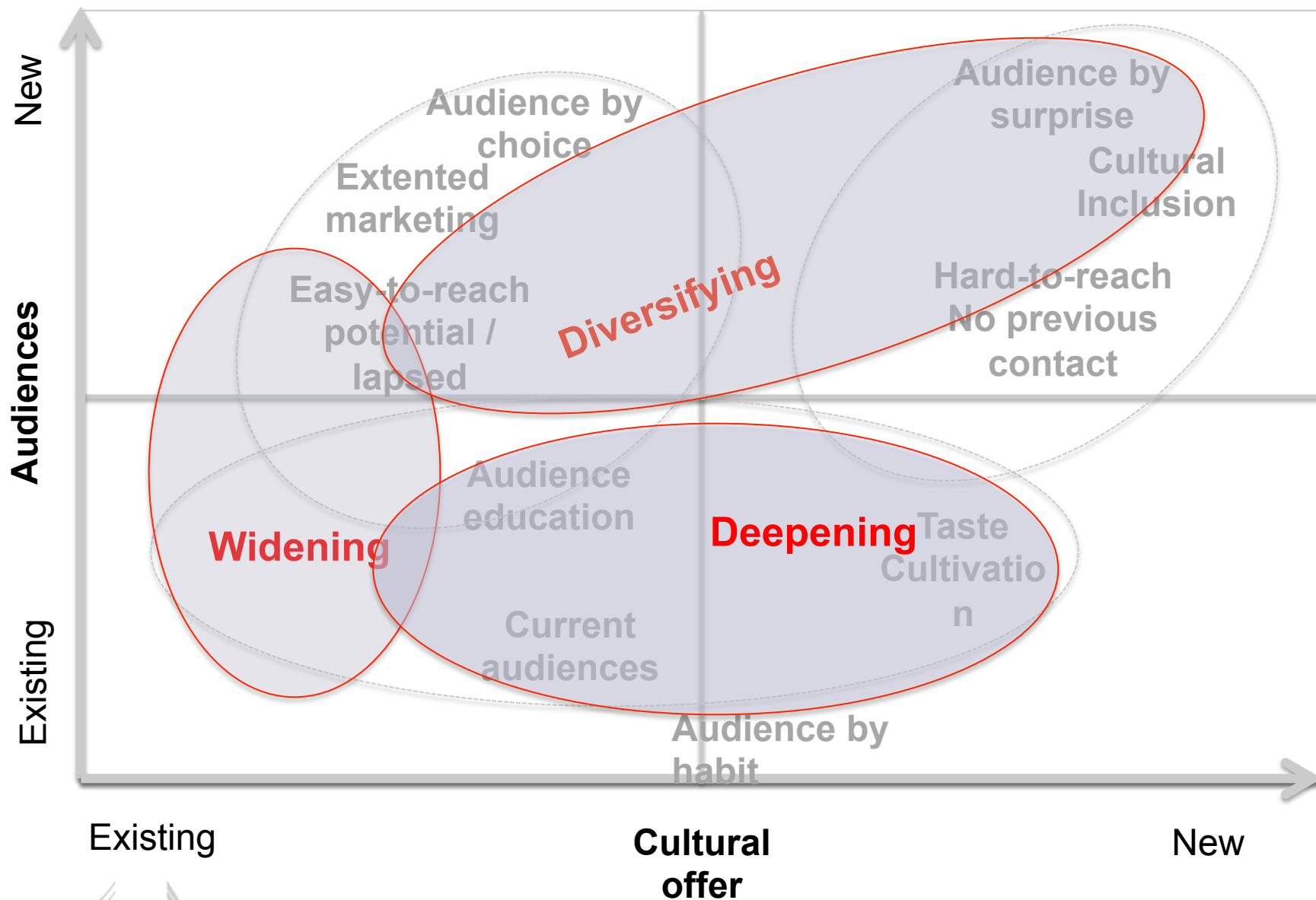
Extended marketig *ARTISTIC*
FINANCIAL

**Audience by
Surprise**

Hard-to-reach /
indifferent / Hostile

**Cultural
Inclusion** *SOCIAL*

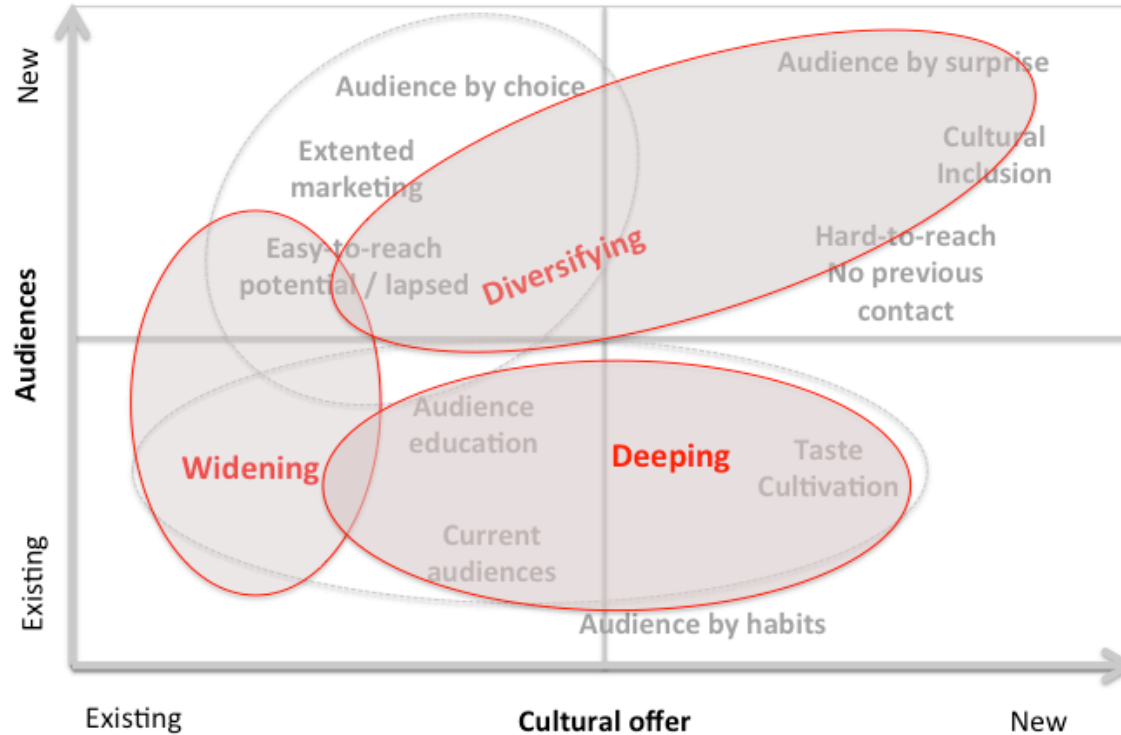




MAIN KEY FEATURES

PLACE

DIGITAL



BUILDING CAPACITY

ACTIVE ENGAGEMENT CO-CREATION



For more info

www.engageaudience.org

