



ADESTE FINAL CONFERENCE
11 MARCH 2016 | SAN SEBASTIAN

*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 Partners

ADESTE - Be SpecACTive! - CORNERS

-Donostia/San Sebastian 2016 - Matera 2019 - ENCACT

- IETM - River//Cities



MAIN TASKS

- **Desk research**

Bibliography on audience development
Glossary of terms
Analysis of the main relevant ideas/topics

- **Overview of practices – cases analysis**

25 cases from 17 EU countries
An analytic catalogue
A practical guide (tools and rules)

- **Dissemination and communication**

A DEDICATED WEBSITE

<http://engageaudiences.eu>

- info about the study
 - news
 - call for cases
- materials and documentation
 - areas for team group

CASES SELECTION AND ANALYSIS

Two integrated approaches:

- The direct expertise/knowledge of the consortium and of the network of experts/institutions associated to the project
- 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

SELECTION CRITERIA

- size (small-medium)
- internal function/staff specifically committed to AD
- defined objectives/goals related to AD strategies
- geographical areas
- different cultural and creative sectors
- kinds of audiences involved
- sustainability and strategic perspective
- availability of already existing data/information
- possibility to evaluate changes

The methodological framework for the cases selection

Creative Europe

Kawashima (2000)

Working group proposal

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

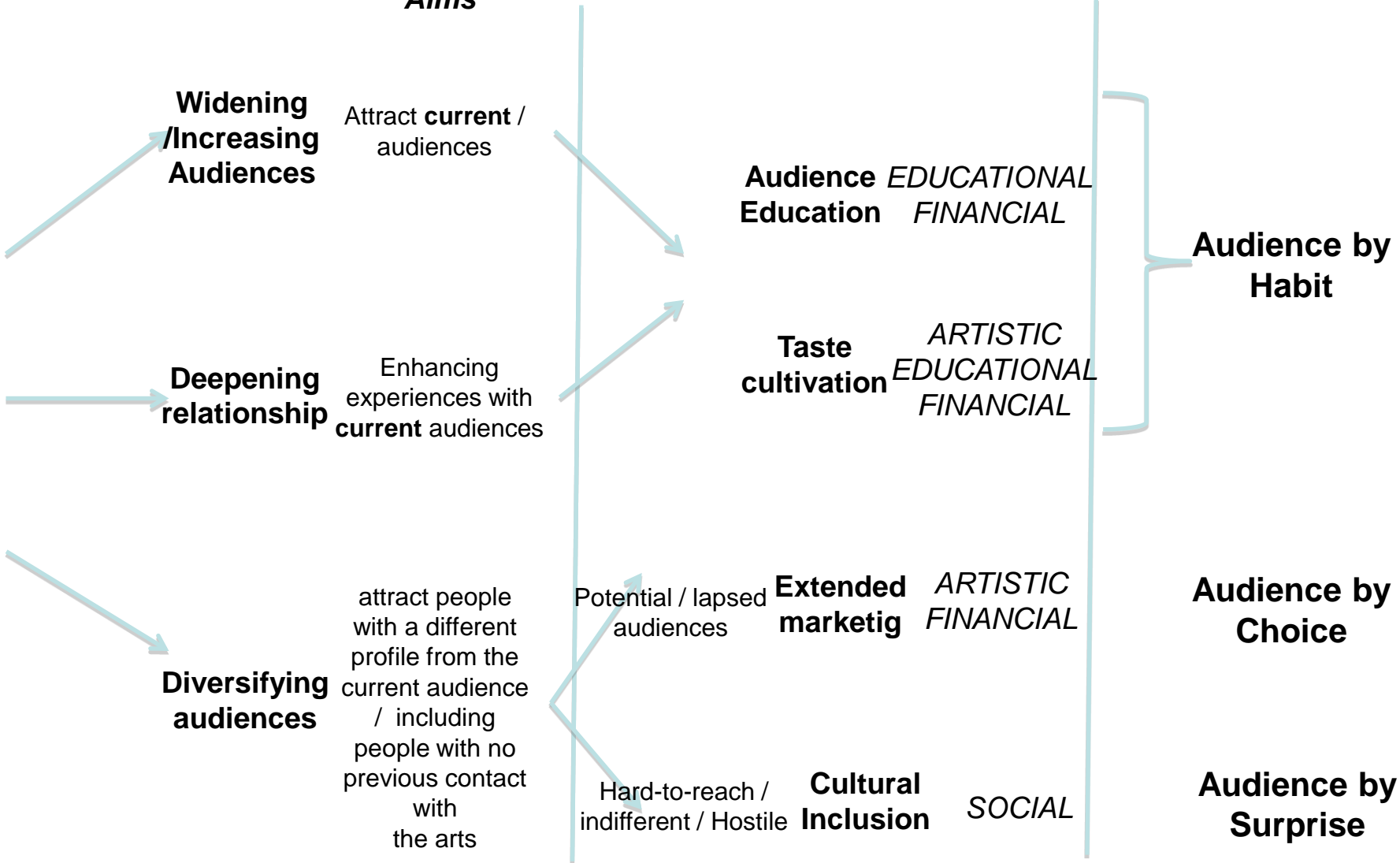
Extended marketig *ARTISTIC FINANCIAL*

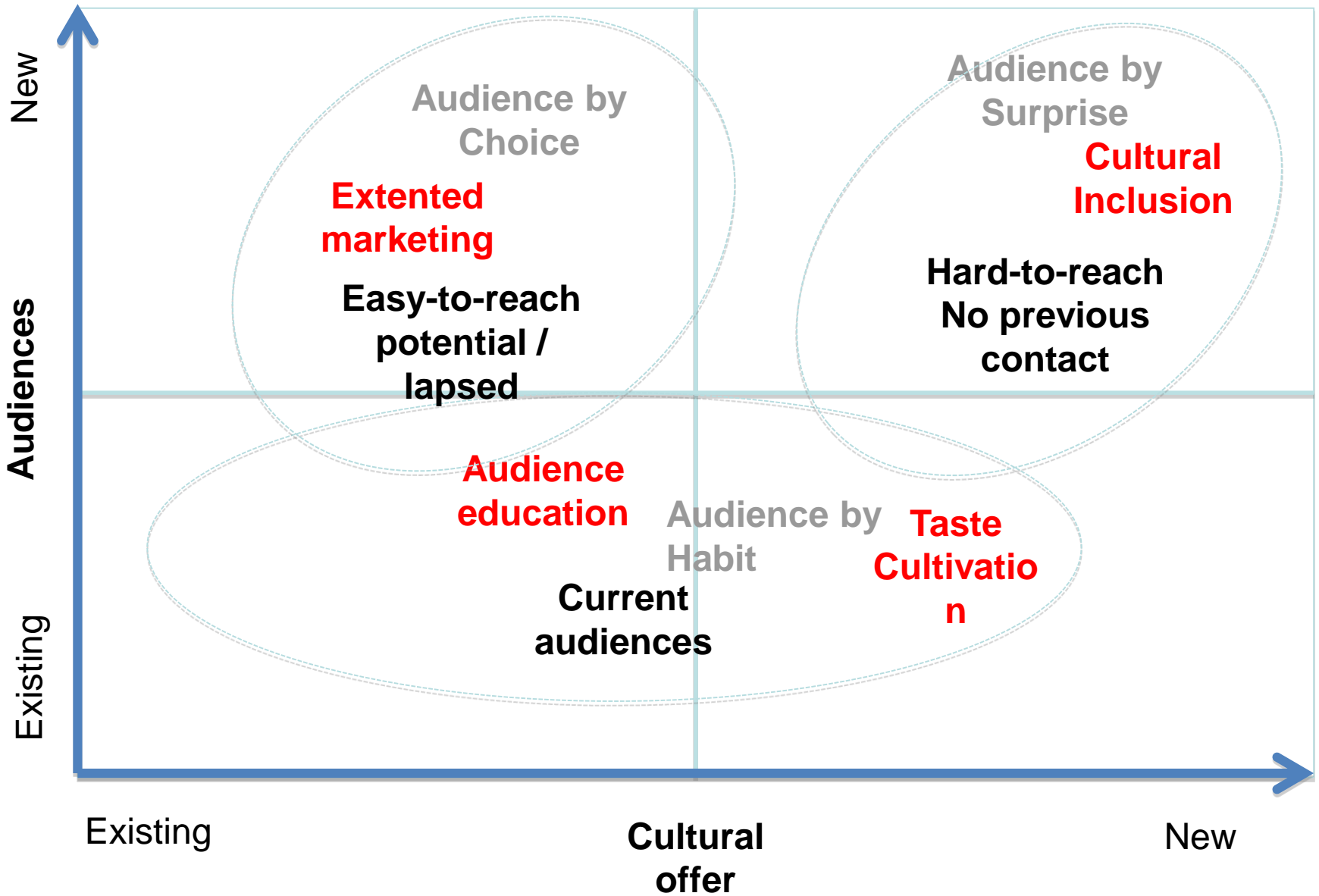
Audience by Surprise

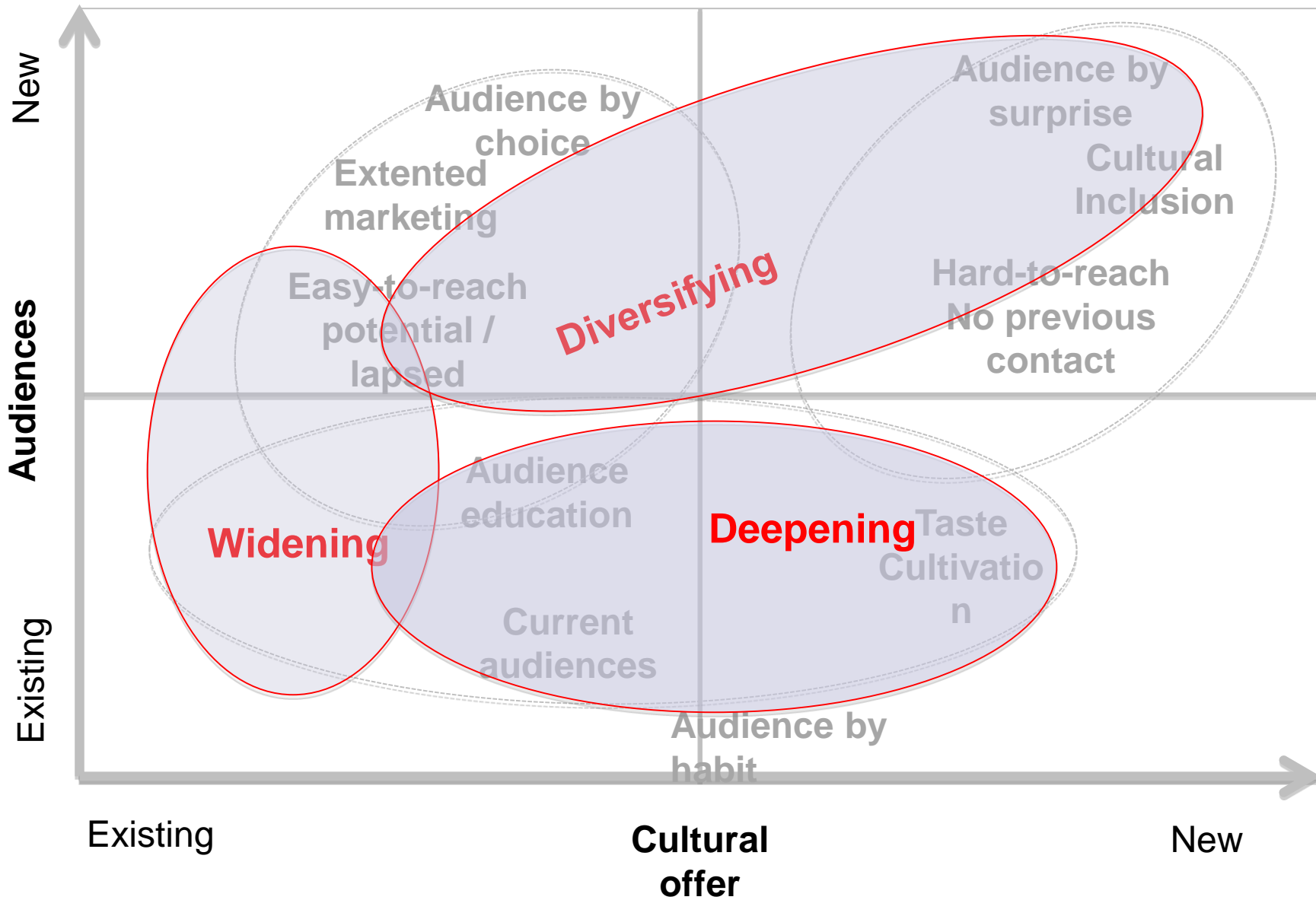
Hard-to-reach / indifferent / Hostile

Cultural Inclusion *SOCIAL*

AD



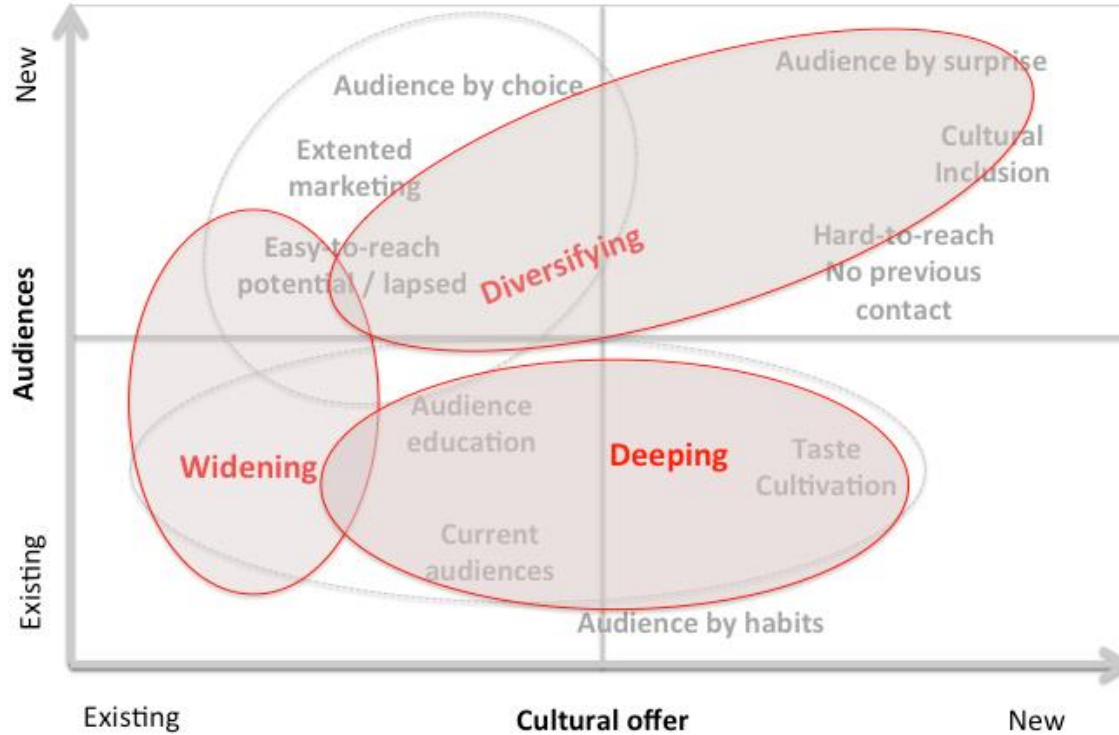




MAIN KEY FEATURES

PLACE

DIGITAL



BUILDING CAPACITY

ACTIVE ENGAGEMENT CO-CREATION

For more info

<http://engageaudiences.eu>

