



The Future of Audience Development

10-11 March in Bilbao, Spain

PLENARY SESSION

“From idea to practice:
building audience development skills”

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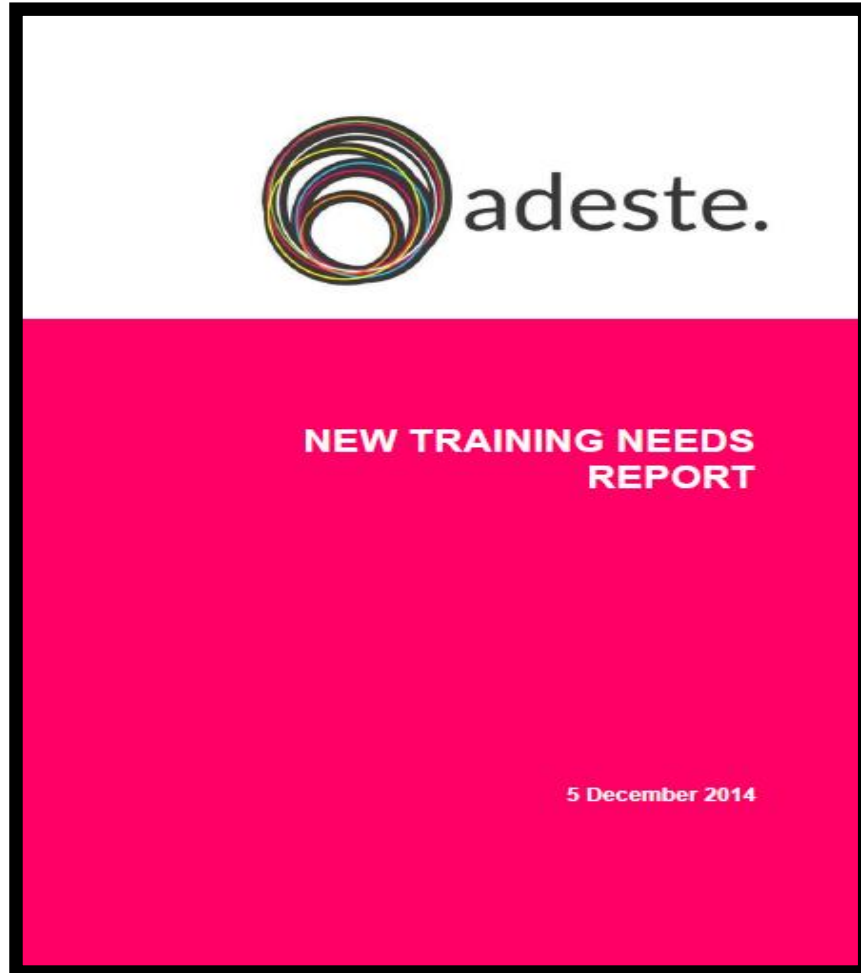
Lifelong Learning Programme



Fuente:

<http://www.adesteproject.eu/report-european-standard-occupational-profile>

Available in 5 languages: Spanish, English,
Danish, French and Italian



Fuente: <http://www.adesteproject.eu/report-new-training-needs>

Available in English

D21

Learning outcomes

Knowledge

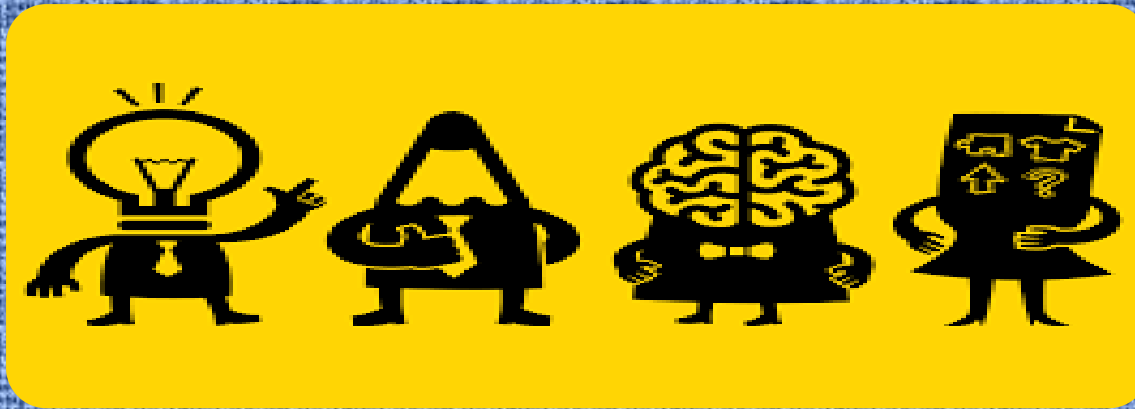
Skills

Competences



Attitudes





- The intelligent organisations will recognise that sustainability is achieved through an audience-focus and that this requires organisations to be vision-led; outcome oriented; brand-driven; insight guided; interdisciplinary; interactively-engaged and personalised.

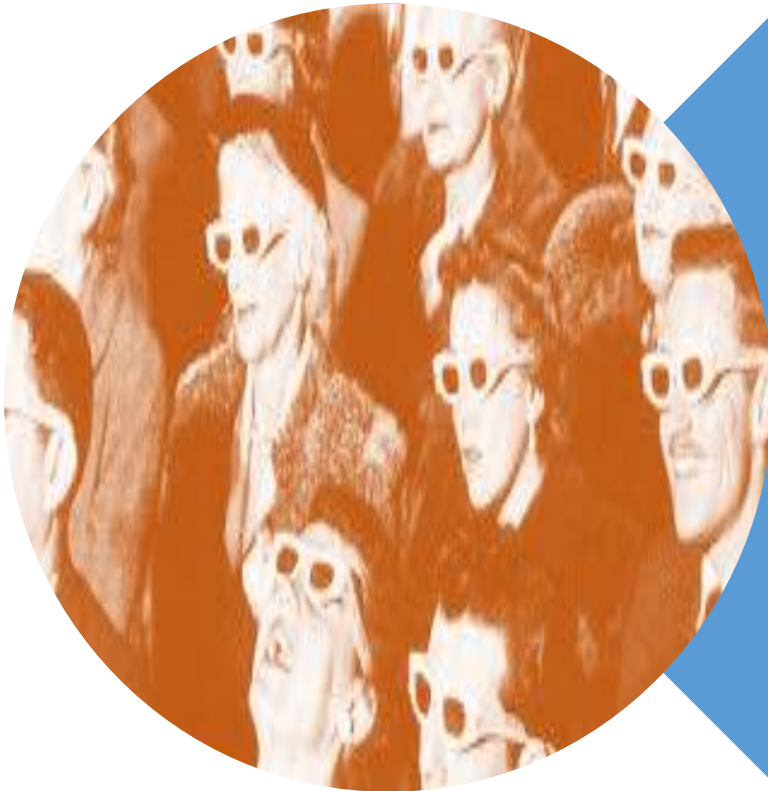


Regarding the cultural organisation

- AD, part of the **strategic purpose of the organisation**
- People engaged with AD, **closely related to top management**

Regarding the audience developer

- He/she should have a **profound understanding of the cultural organisation → experience**



...is not a cultural mediator,
**but rather a project
manager able to collect and
connect resources to put
together and reshape the
organisations, helping them
to focus on their impacts**



