



# The Future of Audience Development

## Research, Training & Practice

ADESTE Audience Developer: Skills and Training in Europe

• FINAL PROJECT CONFERENCE • 10-11 March 2016

University of Deusto, Bilbao & Donostia-San Sebastián (Spain)

## PROGRAMME

### DAY 1: THURSDAY, 10 MARCH 2016

Venue: 7<sup>th</sup> floor of the Library - CRAI - University of Deusto  
Calle de Ramón Rubial, 1, 48009 Bilbao, Spain

---

#### 09:00 - 09:30 REGISTRATION

Accreditation with electronic badges by MeetAbout. *\*ID required*

---

#### 09:30 - 10:00 OFFICIAL WELCOMING

Official welcoming by **Estíbaliz Amorrortu**, Vice-dean of Teaching Staff and Research, Social and Human Sciences Faculty, University of Deusto, Spain

Presentation of the conference aims and programme by **Alessandra Gariboldi** (Fondazione Fitzcarraldo, Italy) and **Amaia Makua** (University of Deusto, Spain)

---

#### 10:00 - 11:15 PLENARY SESSION *\*with simultaneous translation*

Introduction to the ADESTE project by **Alessandra Gariboldi** (Project leader, Fondazione Fitzcarraldo, Italy)

“From idea to practice: building audience development skills” by **Amaia Makua** (University of Deusto, Spain)

Lesson learnt: a talk with the ADESTE trainees from different EU countries, facilitated by **Gerald Lidstone** (ICCE, Goldsmiths University of London, United Kingdom).

Adeste trainees: **Chiara Organtini** (CAOS - Centro per le Arti Opificio Siri, Italy), **Susana Pallarés Espinosa** (Asociación Inspira, Spain), **Katharina Thordis Raagaard** (The Cultural Metropole of Oeresund, Denmark), **Małgorzata Witon** (POLIN - The Museum of the History of Polish Jews, Poland).

Q&A

---

11:15 - 11:45 Coffee Break

---

11:45 - 13:15 **PARALLEL SESSIONS**

- **Parallel session for ADESTE trainees:** the training process and its outputs, AD plans across Europe. Facilitators: Alessandra Gariboldi, (Fondazione Fitzcarraldo, Italy), Solveig Thorborg (Danish Centre for Arts & Interculture, Denmark), Jonathan Goodacre, Jo Kay (The Audience Agency, United Kingdom), Beata Dubiel-Stawska (Capital City of Warsaw, Poland)
- **Parallel session for professionals in the cultural and creative sector:** AD between hard and soft skills, what kind of training? Facilitators: Giulia Fiaccarini and Antonia Silvaggi (Melting Pro, Italy), Thomas Henriksen (Danish Centre for Arts & Interculture, Denmark), Anne Torreggiani (The Audience Agency, United Kingdom), Raúl Ramos (Asimétrica, Spain), Luisella Carnelli (Fondazione Fitzcarraldo, Italy), Marta Skowrońska-Markiewicz (Capital City of Warsaw, Poland)
- **Parallel session for academics:** presentations of selected papers. Facilitators: Amaia Makua (University of Deusto, Spain), Macarena Cuenca (University of Deusto, Spain), Gerald Lidstone (ICCE, Goldsmiths University of London, United Kingdom), Natalie Hall (The Audience Agency, United Kingdom)

---

13:15 - 14:30 Lunch catered at 7th floor of the Library - CRAI of University of Deusto

---

14:30 - 15:45 **PLENARY SESSION** \*with simultaneous translation, ID required for headphones

Keynote speeches on “Audience development from a cultural policy perspective” by:

**Monica Urian**, Programme Manager, European Commission/ DG Education and Culture, Creative Europe Programme

**Henrik Martén**, Head of Development, Kultur i Väst, Sweden

**Joanna Sz wajcowska**, Deputy Director of the Culture Department of the Capital City of Warsaw, Poland

Q&A, debate with the audience facilitated by **Thomas Henriksen** (Danish Centre for Arts & Interculture, Denmark)

---

15:45 - 16:00 Break

---

16:00 - 18:00 **WORLD CAFÉ**

The conference audience is guided in an exchange of ideas for the future of audience development, focusing on:

- improving practices for people working in organisations
- pushing the theory forward
- influencing cultural policy

Facilitator: **Anne Torreggiani** (The Audience Agency, United Kingdom)

---

18:30 **DEPARTURE**

Buses depart to take participants to the next session



---

19:00 - 21:30 **CREATIVE NETWORKING COCKTAIL**

*Venue: Pabellón 6. Creative activity in Zorrozaurre, an emerging cultural district in Bilbao in a former industrial area*

## DAY 2: FRIDAY, 11 MARCH 2016

Venue: Salón de Grados - University of Deusto (Campus in Donostia-San Sebastián)  
Mundaiz street, 50. 20012 Donostia-San Sebastián, Spain

### 08:00 DEPARTURE

Bus departs from Bilbao

Meeting point for departure: Library - CRAI of University of Deusto, Bilbao



### 09:45 ARRIVAL & WELCOME COFFEE

Bus arrives at the San Sebastian Campus of the University of Deusto.  
Welcome coffee will be at the "Cantine" of the Campus.

### 10:00 - 10:15 REGISTRATION

Accreditation with electronic badges by MeetAbout. *\*ID required*

### 10:15 - 10:45 PLENARY SESSION *\*with simultaneous translation*

"Donostia-San Sebastián 2016 European Capital of Culture"

Keynote speeches by **Iker Tolosa** (Hazitegiak Quay, Spain) and  
**Enara García** (Participation director, Spain)

### 10:45 - 12:00 PLENARY SESSION *\*with simultaneous translation*

"How to place audiences at the centre of cultural organisations, a study on audience development at European level"

Keynote speech by **Cristina Da Milano**, President of ECCOM - Idee per la cultura, Italy

"Audience development: between practices and theories" - A talk with **Macarena Cuenca** (University of Deusto, Spain), **Steven Hadley** (Arts Management and Cultural Policy, School of Creative Arts, Queen's University, Belfast, Northern Ireland), **Marcin Poprawski** (Vice-President of ENCATC, the European network on cultural management and policy), **Sergio Galasso** (R&D and project management for mare culturale urbano, Italy); with ADESTE trainee **Jakub Supera** (Museum of Warsaw, Poland), and facilitated by **Alessandro Bollo** (Fondazione Fitzcarraldo, Italy)

Q&A

### 12:00 - 12:15 CONCLUSIONS WITH THE AUDIENCE

**Alessandra Gariboldi** and **Alessandro Bollo** (Fondazione Fitzcarraldo, Italy)

### 12:30 DEPARTURE for TECHNICAL VISITS

Meeting point at the University of Deusto for bus departures to different visits: **Tabakalera** [www.tabakalera.eu](http://www.tabakalera.eu); **Museo San Telmo** [www.santelmomuseoa.com](http://www.santelmomuseoa.com); **Albaola** [www.albaola.com](http://www.albaola.com)



### 14:00 - 16:00 Free time to visit Donostia-San Sebastián

### 16:00 DEPARTURE TO BILBAO

Meeting point for Bus departure: Donostia-San Sebastian Tourism Office (Boulevard Street, 8)



## 18:00 ARRIVAL

Bus arrives in Bilbao

## 18:15 - 20:00 CULTURAL VISIT (optional)

Tour of Guggenheim Museum (Abandoibarra Avenue, 2 48009 Bilbao)  
Individual ticket + guided tour: 13€ per participant

## 20:30 - 22:30 NETWORKING DINNER (optional)

Dinner at the Bistro Guggenheim Museum (Abandoibarra Avenue, 2 48009 Bilbao)  
Cost: 43€ per participant



## IMPORTANT INFORMATION



### DATES:

10-11 March 2016



### PLACES:

The conference will be hosted by the University of Deusto in both its campuses, Bilbao and Donostia-San Sebastián. Technical visits are included in the programme. Transportation will be provided in between the two cities.



### WEBSITES:

[www.adesteproject.eu/adeptes-final-conference](http://www.adesteproject.eu/adeptes-final-conference)  
[www.adepte.deusto.es](http://www.adepte.deusto.es)



### PARTICIPANT PROFILE:

Arts and cultural professionals, audience development stakeholders, academics, researchers, trainers, policy makers, and students.



### WIFI:

Network: ADESTE Conference  
Password: deusto2016



### adestART CORNER:

During coffee breaks and lunch don't forget to take a look to the adestART corner.



### WORKING LANGUAGE:

The conference will be in English. Simultaneous translation into Spanish of the Plenary Sessions will be available via headphones.



### ID REQUIREMENTS:

You will need your ID to get the MeetAbout electronic accreditation and to use the translation headphones.



### MEETABOUT TECHNOLOGY:

MeetAbout technology will be used to promote the interaction of the public in real time during the conference.



### CONFERENCE FEE:

The conference is free to attend, however there are fees for the optional activities in the social programme. All travel, local transportation, subsistence and accommodation costs are at the expense of the participants.



### ACCESSIBILITY:

The conference venues are wheelchair accessible.



### QUESTIONS ABOUT THE CONFERENCE:

[adepte@deusto.es](mailto:adepte@deusto.es)

### QUESTIONS ABOUT THE PROJECT:

[adepte@fitzcarraldo.it](mailto:adepte@fitzcarraldo.it)

*Running over the course of 30-months (01/11/2013-30/04/2016), the project ADESTE - Audience DEveloper: Skills and Training in Europe is funded with the support of the Lifelong Learning Programme of the European Union.*