adeste.

Audience DEveloper: Skills and Training in Europe

GET INVOLVED.

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#audiencedevelopment

PARTNERS.

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the audience agency

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● Do you work in arts and culture?

● Is your organisation trying to expand its reach?

● Do you need help designing and implementing an audience development strategy?

● Are you interested in gaining key competences to lead with an audience-focus?

PROJECT.

ADESTE aims to respond to the need of many arts and cultural organisations to successfully attract and engage their loyal and established followers all while bringing in new audiences.

To assist cultural professionals to deepen their knowledge and skills for better audience development results, the ADESTE project is designing and testing a unique training method.

The ADESTE consortium is a rich mix of higher education institutions, independent and national research centers, national audience development agencies, cultural associations and organisations, and a major European network.

TARGET.

- Arts and cultural organisations
- Arts and cultural professionals
- Artists
- Researchers
- Vocational education and training institutions

- Formal and informal training organisations
- Decision makers at the local, regional, national and European levels
- Project trainers and trainees
- Cultural management students

TRAINING.

Having gathered examples and input from cultural organisations across Europe, the United States and India, ADESTE has identified the **knowledge, key skills, and attributes** professionals need to **successfully implement audience development strategies**. Trainers and trainees from five countries will test the **ADESTE training method** that focuses on:

Nurturing
hard and soft skills

Action learning to stimulate
reflection and problem solving

Using online resources to
deepen knowledge

Creating a
transnational peer network

> **There is no director who can direct you like an audience.**
>
> - Fannie Brice
> Artist, Comedienne