



The Future of Audience Development *Research, Training & Practice*

ADESTE Audience Developer: Skills and Training in Europe ● Final Conference
10-11 March 2016 at the University of Deusto in Bilbao & Donostia-San Sebastián



Organised by



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World Cafe

World Cafe: principles

Set the Context:

Draw conclusions from Adeste, look to next step

A Hospitable Space

Everyone is welcome

Explore Questions that Matter

...

Encourage Everyone's Contribution

Facilitators will invite everyone to contribute

Connect Diverse Perspectives

You don't have to agree!

Listen together for Patterns and Insights

What is the big picture?

Share Collective Discoveries

Facilitators will collect and share

The questions that matter?

1. What would help audience development professionals do their job better?
2. Why is audience development important, what difference does it make?
3. What changes in cultural policy would make it easier to develop audiences?

Instructions

1. Sit at a table, introduce yourself and any ideas you have about the question on that table for 20 mins, by talking, or writing, or graphics
2. Move on to a table with different question for another 20 mins
3. Move on to a last table with different question for another 20 mins

Facilitators will help bring everyone into the conversation, and completing the story record.