

## CALL FOR ABSTRACTS

ADESTE final conference on Audience Development  
University of Deusto, Bilbao (Spain)  
10 -11 March 2016

In the framework of the European project [ADESTE](#), the University of Deusto invites you to submit **extended abstracts (max. 500 words)** for the scientific session of the upcoming international conference on Audience Development that will take place in Bilbao, Spain, 10 March 2016.

The ADESTE project, funded by the European Union's Lifelong Learning Programme, Leonardo Da Vinci – Development of Innovation, aims to support cultural organisations and practitioners to face the big challenges of building wider audiences, deepening engagement, and increasing accessibility to arts and culture, in order to have a greater impact on access to culture and cultural participation. The project consortium is made up of 7 partners in 5 different European Countries, 2 international partners and 5 associated partners.

The **aim of the conference** is to go beyond presenting the project results by creating a forum of discussion and reflection on Audience Development that can bring together the work done both in the academic and professional fields. Thus, a scientific session has been planned from 11:30 to 13:00 on 10 March. According to the conference aims, original presentations in Spanish or English both theoretically- and practically- oriented related to the following issues are welcome:

- Skills and Training in the field of Audience Development
- The Audience Experience: how to improve it; how to measure it; how to measure the impact of certain actions (education, communication, etc.) that may change the audience experience, etc.
- Implementation of Audience Development initiatives in cultural organizations: key success factors; case studies; etc.
- Research done in Audience Development in different subsectors: orchestras; performing arts; museums; libraries; etc.
- Audience development in cultural policies (international, national and local guidelines)

The best selected papers will be part of a scientific publication.

**Abstract submission deadline is 22 February 2016.**

**Abstracts in Spanish or English should be sent using the following [online form](#)**

**(Notification of Acceptance/Denial of abstracts is 29 February 2016)**

**Notification of papers selected for publication is 18 March 2016.**

**Full papers of the papers selected for publication will be requested by 15 May 2016**

**Important:** There is no conference fee to attend the event and present a paper. However, all presenters and participants are responsible for their own expenses (travel, local transportation, hotel, meals, etc.).

**For further information please contact [adeste@deusto.es](mailto:adeste@deusto.es)**