Grow: Strategic Audience Development

A professional development programme for cultural marketers and audience development practitioners to build skills and confidence to manage audience strategy.

### This programme will enable you to:

* Learn key audience development concepts and principles
* Understand tools and approaches to help develop new and existing audiences
* Hear successful case study examples from host organisations
* Share knowledge and practice with peers and colleagues
* Apply what you have learnt in your own bespoke audience development plan
* Embed learning with a follow up one-to-one surgery

Facilitated by a team of expert trainers from The Audience Agency, participants will undergo an intensive six month programme to create their own bespoke audience development plan (which can be used to support Arts Council England NPO, National Museum Partner and HLF applications). Involvement in this programme is limited to just 25 people.

Cost: £375 + VAT for any cultural organisation in receipt of any form of ACE funding

£450+VAT for non ACE funded organisations

Register and book: <https://www.theaudienceagency.org/events/gain-strategic-audience-development>

### Programme schedule:

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| Component | Location | Date |
| **Developing understanding**  One-to-one diagnostic | Mutually convenient location to be agreed with facilitator and participant | July - September 2015 (half day one to one session) |
| **Planning Strategy**  Workshop 1 | Sheffield Theatres | 13 Oct 2015, 10am-5pm |
| **Putting into Action** Workshop 2 | Nottingham Contemporary | 24 Nov 2015, 10am-5pm |
| **CultureHive surgery**  One-to-one follow up | Mutually convenient location to be agreed with facilitator and participant | January/February 2016  (90 minute one to one session) |

Diagnostic: Developing understanding   
July – September 2015, by arrangement

Using a number of information sources and tools, including your organisation’s business plan, our facilitator will undertake an audit of your audiences and catchment area to help you understand your organisation’s position in the market place. This will form the starting point for your audience development plan.

Workshop 1: Planning Strategy   
Tues 13 Oct 2015, Sheffield Theatres 10am – 5pm

Delivered by Catherine Bradley and Oliver Mantell, this full-day workshop will focus on building strategic relationships with new and existing audiences.

You will learn how to:

* translate your mission into audience focused goals
* understand how to maximise opportunities from situational analysis insights
* explore approaches to segmenting audiences
* devise strategies and objectives for deepening engagement with new and existing audiences.

Workshop 2: Putting into Action

Tues 24 Nov 2015, Nottingham Contemporary10am – 5pm

Delivered by Catherine Bradley and Caroline Griffin, this workshop is about creating action plans for delivery and impact.

You will learn how to:

* structure campaign plans in the context of your organisation’s audience goals
* realise the opportunities of an integrated approach to developing audiences within one plan
* devise metrics to monitor and review your strategy with colleagues in your team.

CultureHive Surgery: Follow up support   
January - February 2016 at a mutually convenient location

The programme will conclude with a one-to-one, 90-minute CultureHive surgery with one of our expert consultants to address the next steps in implementing your audience strategy and help you overcome any barriers to success.

### Trainers:

Catherine Bradley - Catherine Bradley is The Audience Agency's Regional Director, North. Her role has a particular focus on using data to advise on marketing and audience development planning. She is an experienced project manager, facilitator and audience development trainer and has been responsible for overseeing strategic projects, research and evaluation studies, and supporting organisations in their audience engagement strategies. Prior to her work with The Audience Agency she was Marketing Manager for Oldham Council’s Heritage, Libraries and Arts Service; Press Officer for West Yorkshire Playhouse and Marketing Officer for Buxton Opera House.

Oliver Mantell - Oliver is The Audience Agency's Area Director, North. With a background in market research and marketing consultancy, his specialism is helping organisations to understand their audiences and work out what to do with that knowledge. His particular areas of focus are quantitative research and benchmarking, data analysis (including the use of secondary data resources), market segmentation and strategic planning. Having started his career at Sheffield Galleries and Museums, Oliver has been a freelance Research Consultant and Lecturer and Consultancy Manager for &Co, the cultural marketing and audience development agency in Yorkshire.

Caroline Griffin – Caroline is The Audience Agency’s Area Director for the Midlands. She is a specialist in audience development and organisational change and has specific expertise in arts marketing, developing diverse audiences, using new technologies and the relationship between artistic risk and audiences. Caroline is also module leader and tutor for *Marketing the Arts* on the Theatre Studies course at Warwick University, an accredited coach and experienced mentor on ‘Extend’ a leadership programme for emerging leaders in museums. Previous publications include *Conviviality and the Joy of Making* for The Shape of Things, *This Way Up: A Flatpack Guide to Marketing the Ar*ts for The AMA and a chapter on approaches to diverse audiences, in *Navigating Difference for* Arts Council England.

*CultureHive best practice: managed by the Arts Marketing Association in partnership with The Audience Agency, part of Arts Council England’s Audience Focus programme, supported by Lottery funding.*