

NPU Conference 2017 meets Arts
and Audiences

1.-2. November 2017
Dansens Hus

YOUNG AUDIENCES

t: @audiencesNorway #kultureltansvar
#youngaudiences #ungtpublikum #artsaud17

npu
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Publikumsutvikling

ARTS&
AUDIENCES



NPU Conference 2017 meets Arts
and Audiences

November 2

VISION LED & AUDIENCE FOCUSSED



Andrew McIntyre
Co-founder
Morris Hargreaves McIntyre



Cristina da Milano
President
ECCOM

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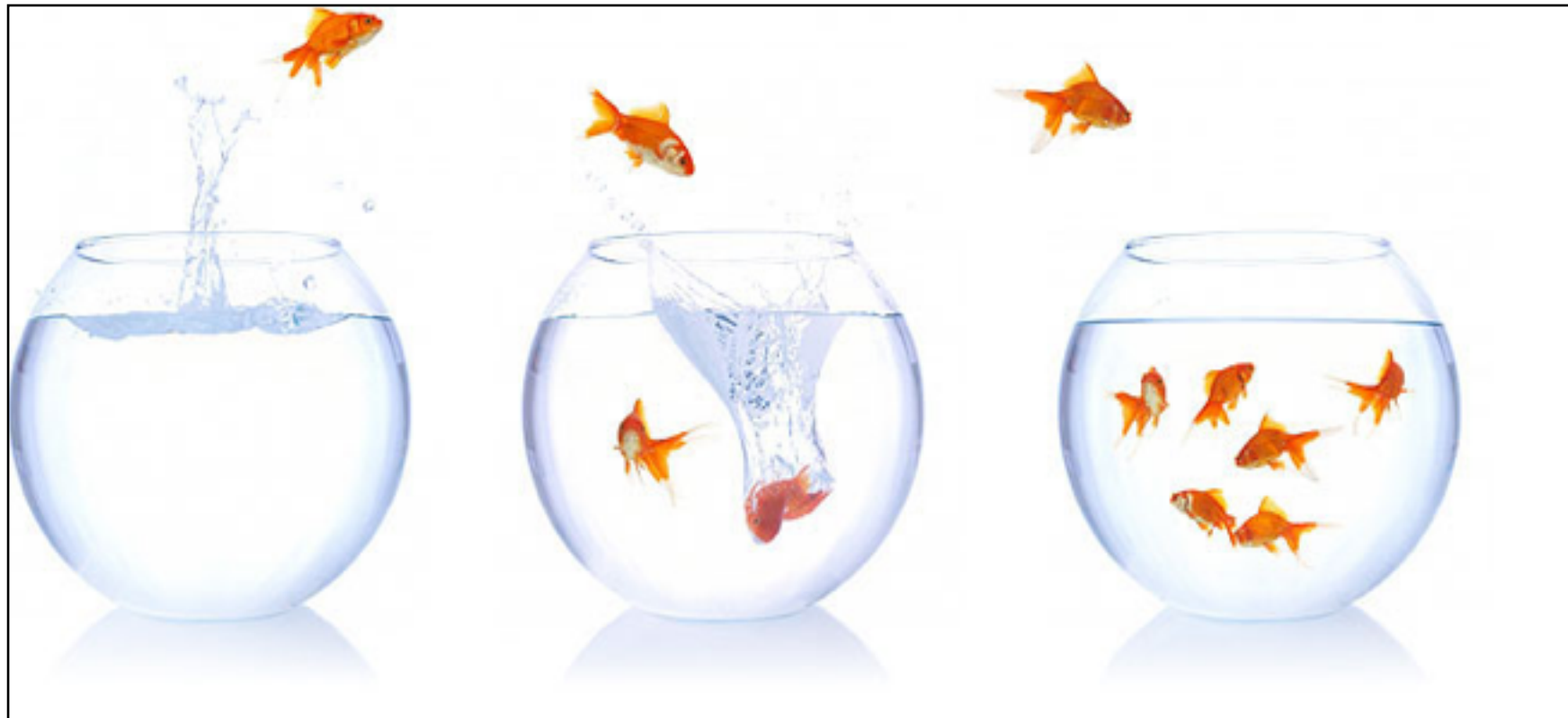
VISION LED AND AUDIENCE FOCUSSED

CRISTINA DA MILANO

WHAT IS AUDIENCE DEVELOPMENT ?

Activity which is undertaken specifically to **meet the needs of existing and potential audiences** and to help cultural organisations to **develop on-going relationships** with audiences,
with the key purpose of ...increasing them???

AUDIENCE DEVELOPMENT



ARTICLE 27 – UNIVERSAL DECLARATION OF HUMAN RIGHTS (1948)

Everyone has the **right freely to participate** in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits

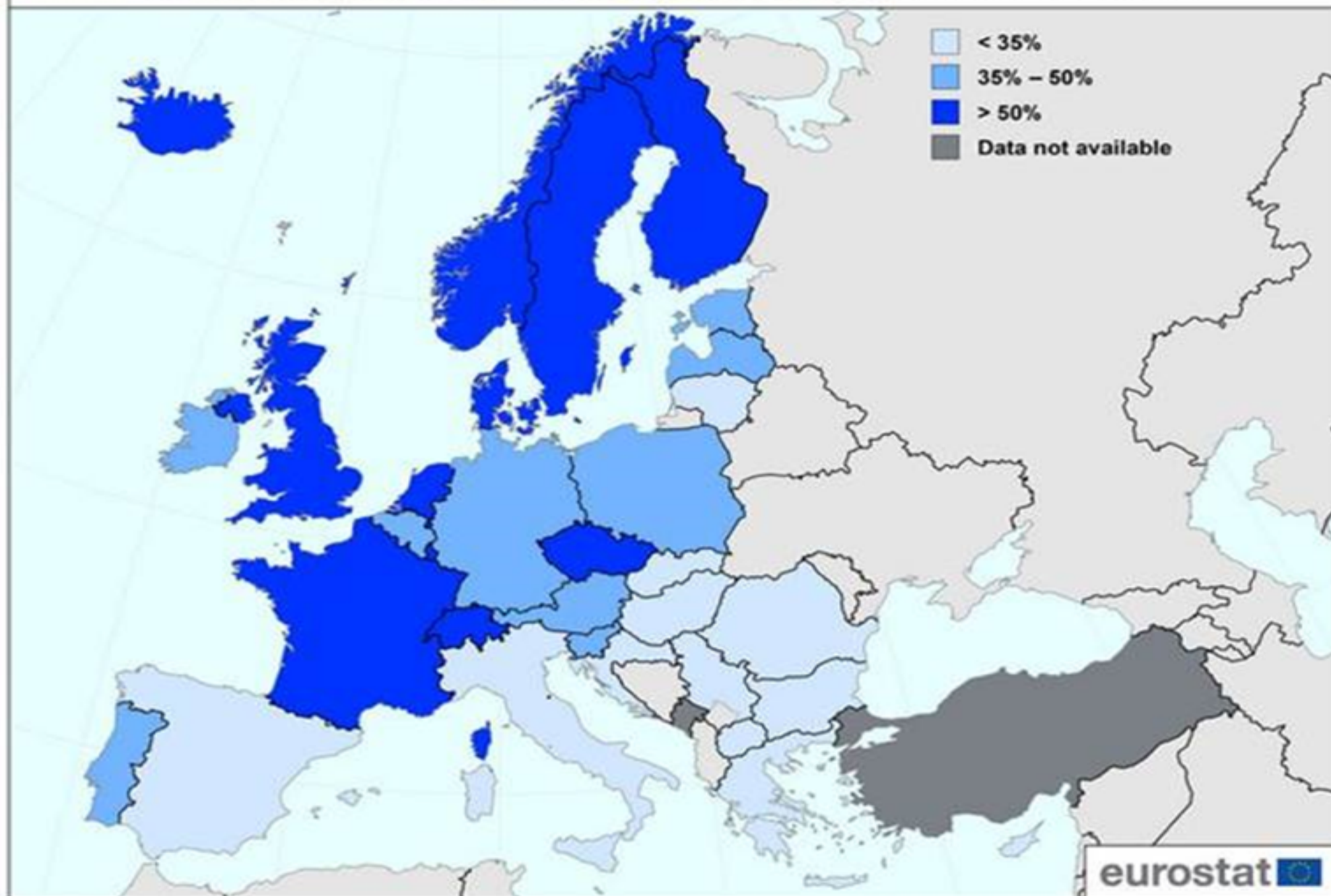
FARO CONVENTION (2005)

It encourages us to recognize that objects and places are not, in themselves, what is important about cultural heritage.

They are important because of the **meanings and uses** that people attach to them and the values they represent.

With an emphasis on **heritage communities** and the principle of **shared responsibility**, it seeks ways of developing and managing community heritage assets with civil society involvement.

Share of population aged 16 and over having visited a cultural site in 2015



CHALLENGES OF THE 21ST CENTURY?

Societal Changes:

- ✗ Explosion of information
- ✗ Digital opportunities (and threats)
- ✗ Vast choice of leisure pursuits
- ✗ Perception of relevance
- ✗ Democratisation of culture and participation
- ✗ No objectivity! Everything is subjective

SOCIETAL CHANGES

- ✗ XX = ecs ecs or A NUMBER?
- ✗ What does Flemish mean?
- ✗ Extinction does not exist...
- ✗ Wh




s fi





I am 16 and I'm here
by force of my parents.
Also I need a John green book

MERCI

Send it
Please! 



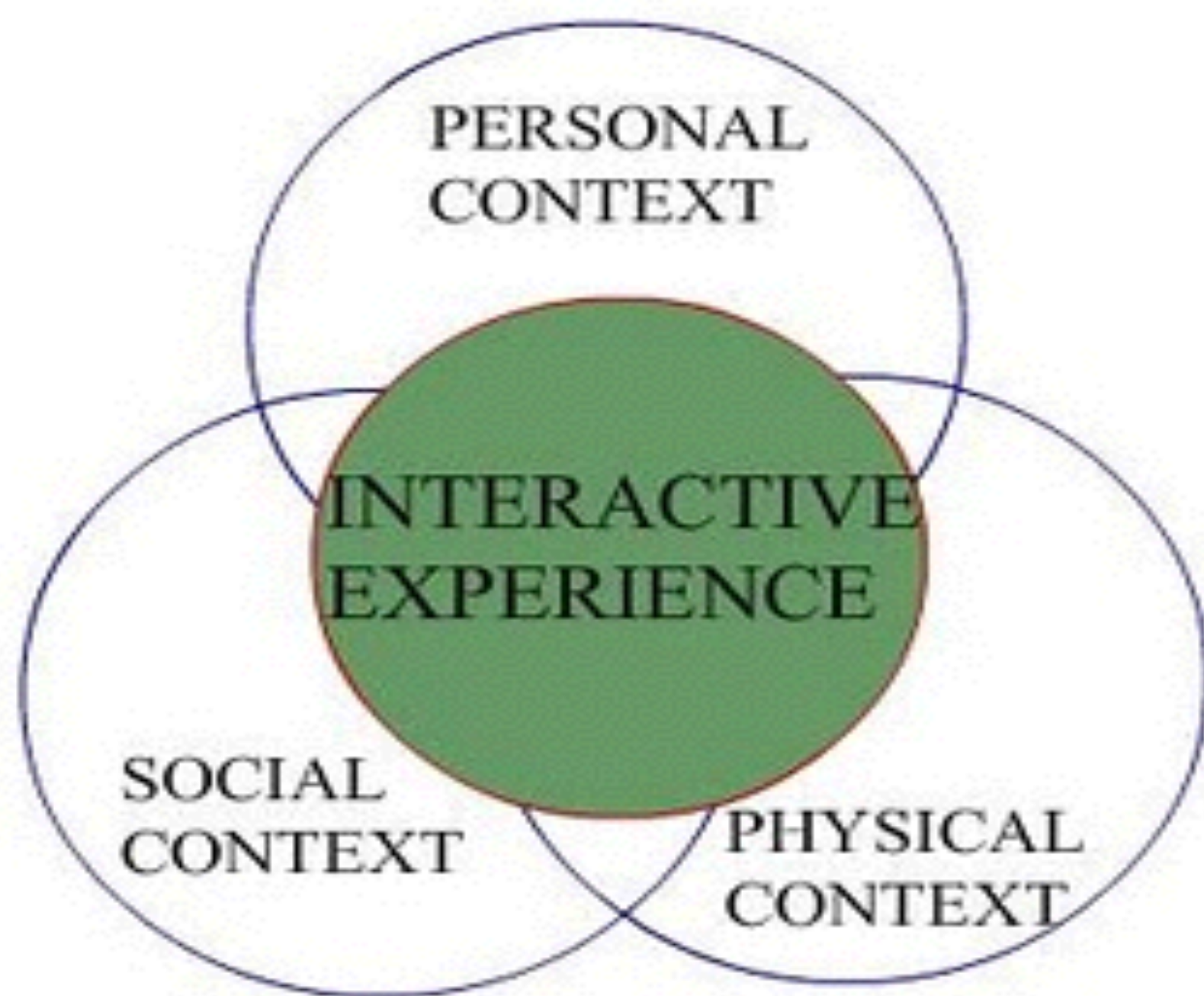
IT'S TIME WE MET

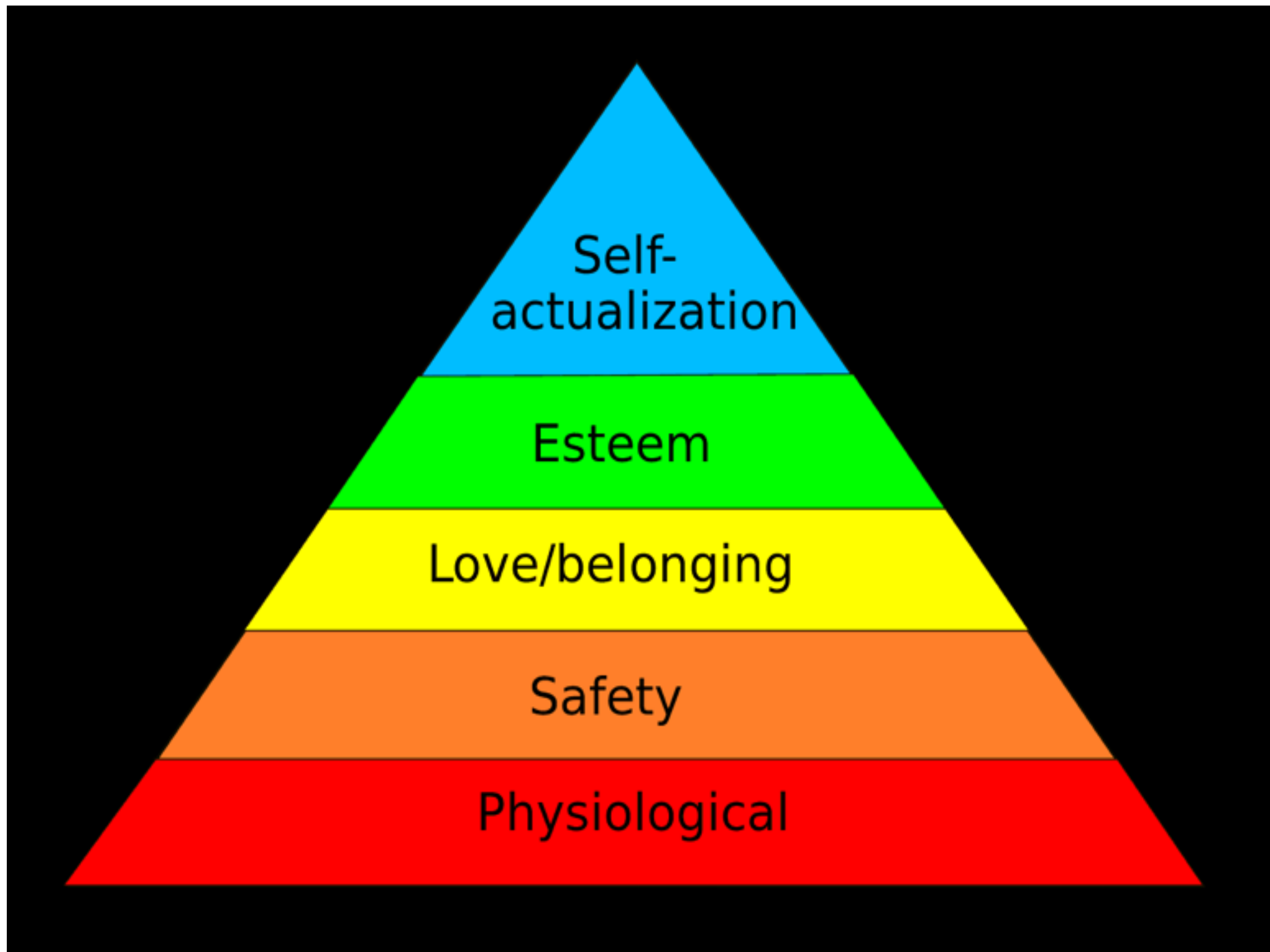
6:35 p.m. 19th-Century Galleries. Photo by Laura P. Russell via Flickr.



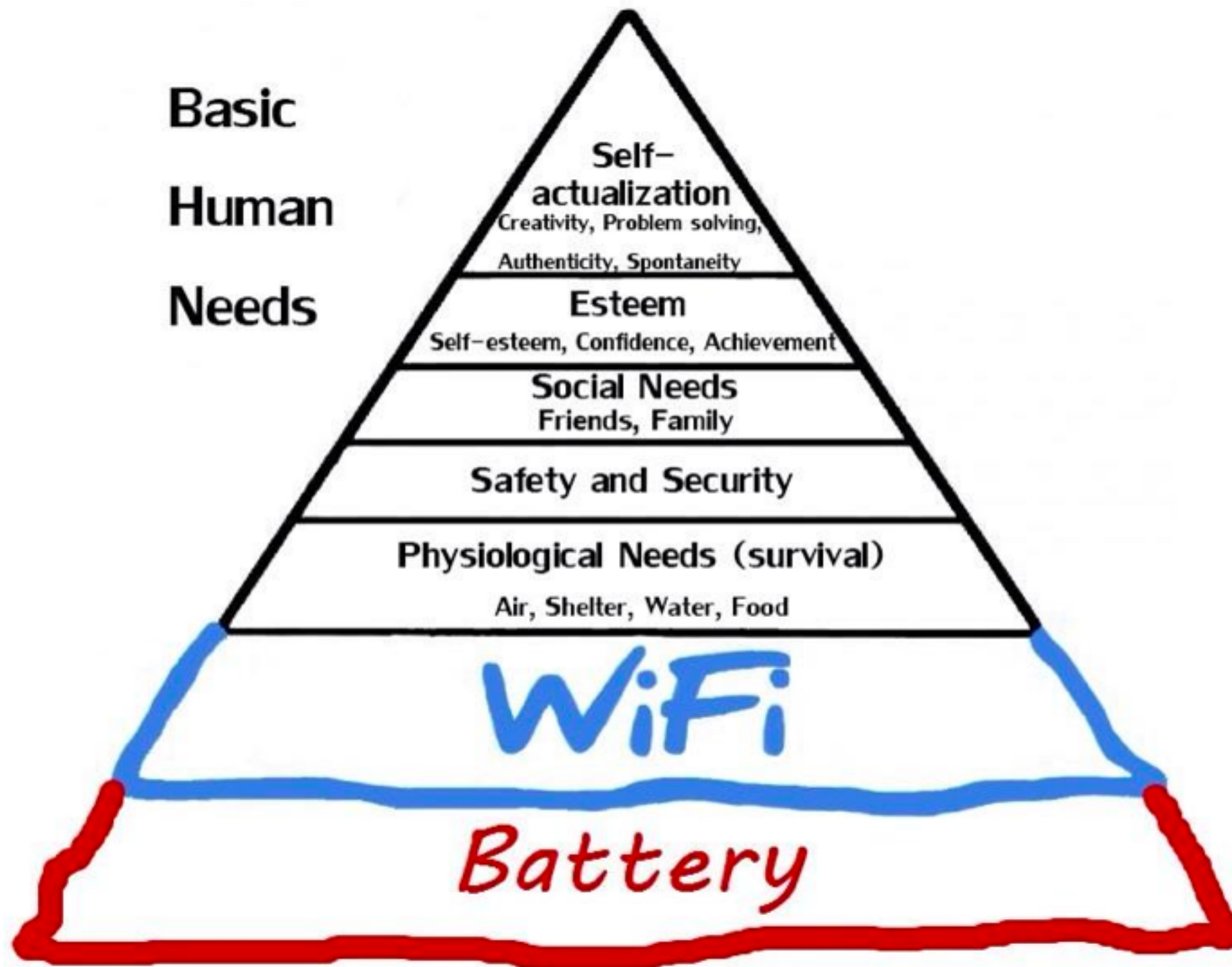
THE
METROPOLITAN
MUSEUM OF ART

metmuseum.org





**Basic
Human
Needs**



AUDIENCE DEVELOPMENT IS A PROCESS

**Audience development is a
planned process**

which involves building a
relationship between
an individual and the arts. **This
takes time and**

cannot happen by itself. Arts
organisations

must work to develop these

AUDIENCE DEVELOPMENT HAS 3 AIMS:

- ✗ To increase audiences
- ✗ To strengthen/deepen the relationship with audiences
- ✗ To diversify audiences

AUDIENCE DEVELOPMENT IS ABOUT THE LONG-TERM

It reflects the relationship with
audiences
that develops over time with a
STRONG focus on the **long-term**

AUDIENCE DEVELOPMENT PRIORITISES AUDIENCES

As an ethos, audience development
**places the audience at the heart of
everything the organisation does**

**(“Study on Audience Development” [http://
engageaudiences.eu/](http://engageaudiences.eu/))**

FIRST THINGS FIRST

To develop a really effective audience development strategy and process you first need:

- ✗ **To be absolutely clear about why you exist!!!**
- ✗ To know where you are going, why and how you are going to get there
- ✗ To be able to critically self-evaluate yourself
- ✗ To have the right people with the right values and skills
- ✗ **An organisational culture of and agreement to place your audience at the heart of everything you do!**

FIRST THINGS FIRST

To be absolutely clear about why you exist...



DEFINITION OF MISSION

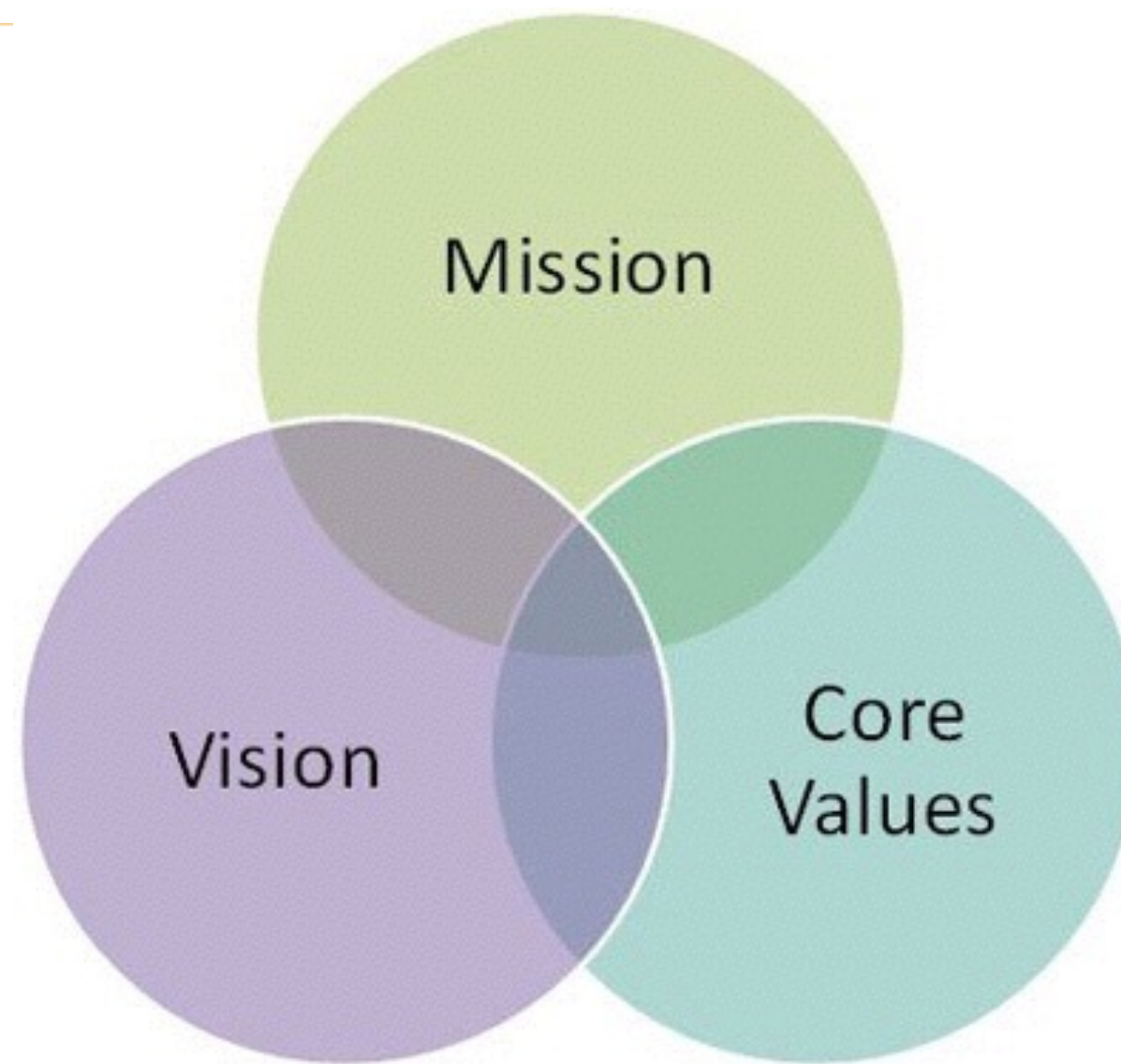
- ✗ Mission or Purpose is a precise description of what an organization does
- ✗ It should describe the service the organization is in and provides
- ✗ It is a definition of why the organisation exists – it's core purpose

TO CUT A LONG STORY SHORT...

You need:

A Mission Statement that tells what the organization does, while necessary, is incomplete.

A Vision Statement that explains why the organization is doing that work - where it is aiming.



Our MISSION
shapes our
today

Our VISION
prepares us
for tomorrow

We can prepare
for tomorrow if
we believe in our
VALUES

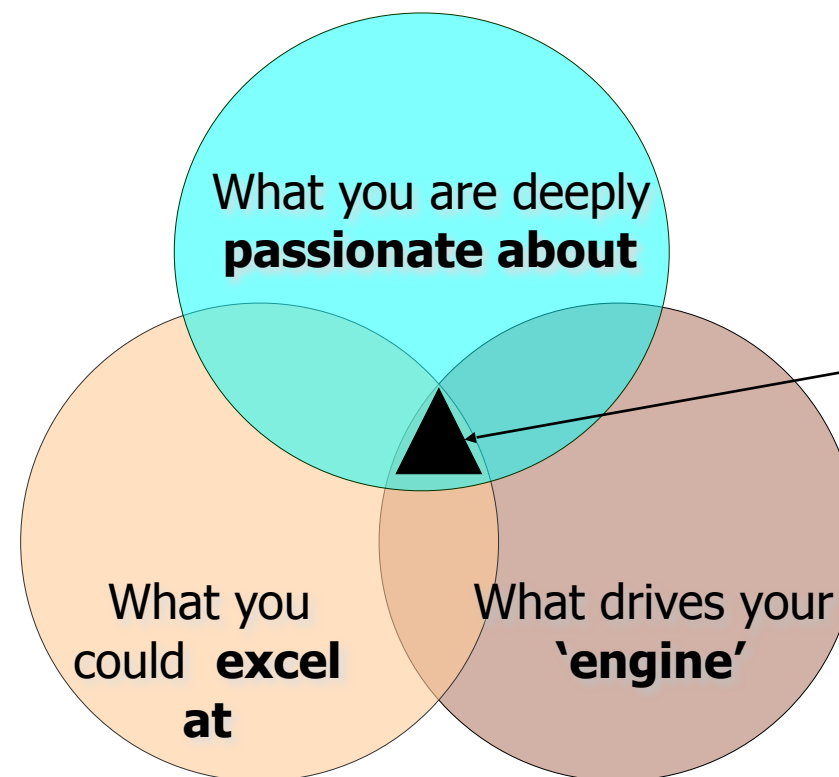
THE HEDGEHOG CONCEPT

‘The fox knows many things, but the
hedgehog knows one big thing’

‘The Hedgehog and the Fox,’ Isaiah Berlin



THE HEDGEHOG CONCEPT



If you can drive toward the intersection of these three circles and translate that into a simple, crystalline concept then you'd have a Hedgehog

THE HEDGEHOG CONCEPT

The Hedgehog Concept is not a goal to be the best, an intention to be the best or a plan to be the best...

It is an honest ***understanding*** of what your organization could excel at

***Hedgehogs see what is essential
and ignore the rest***

WHERE IS THE BUS GOING?



QUESTIONS?

1. Do you have a clear vision?
3. Does it include core values, core purpose and a vivid description of your future?
4. Does it have ambitious and long-term goals broken down into stages?
5. Does everyone on your bus have shared core values and share a core purpose?
7. Do you have a hedgehog concept or are you a fox?
8. Do you have a clear plan of where your bus is going and how it is going to get there?
9. Have you got the right people on the bus, with the right skills and are they are all sitting in the right seats?



THANK YOU FOR YOUR ATTENTION