Audience Development RIJEKA 2020

The Classroom programme is making an open call for participation in Applause please! - The continuous education programme of Audience Development.

This programme targets professionals from 15 cultural organisations (cultural institutions, NGOs) from Croatia (mainly Primorje - Gorski Kotar County) in need of such education / programme. Selected participants should be closely related to the top management, as they should influence the organisation by shaping audience focused approaches. Participants should have a deep understanding of the cultural organisation they work for (artistic aims, financial setup, staff composition, programming tradition, etc.) and its relationships with external environment (community anchoring and its development potential, partners and circumstances for collaboration, competitors, etc.). There is a requirement of a minimum 2 years of working experience within the cultural organisation.

The training is structured in 8 modules, each lasting 3-4 days, full time. The programme includes theory-based lessons, practical workshops, and a mentoring scheme aimed towards supporting the participants in their implementation of AD plans at all stages. Each participating organisation will be matched with a mentor for the purpose of one on one and/or one on whole organisation work for the duration of the programme.

Every participant should be available for an intense learning period from April 24th, 2018 to August 30th, 2019.

ORGANISATION

Name of the organisation

Please provide website address of the organisation

My organisation is: *
- A public institution
- An NGO
- A private company
- Other:

How would you describe the type of your organisation? *
- museum
- gallery
- theatre
- cinema
- library
- music venue
- philharmonic orchestra
- dance centre
- multidisciplinary cultural centre
- Other:

Please describe the main activities of your organisation *
i.e. visual arts, contemporary visual arts, cultural heritage, performing arts (theatre? dance?)

Does your organisation provide cultural education activities? *
- Yes
- No

Does the organisation have its own building/space? *
- YES
- NO

How many people does your organisation employ (full-time, part-time, contracts, etc.)? *

Please state the total number of employees and specify how many of them are full-time workers.

Does your organisation have a written mission statement? *
If it hasn't been formulated yet, just write "NO" below. If yes, please tell us what it is.

Does your organisation have a written vision statement? *
If it hasn't been formulated yet, just write "NO" below. If yes, please tell us what it is.

Does your organisation have a written strategy for the future, for a period longer than one year? *
- Yes
- No

If "Yes", how long is it for?

Does your organisation have long-term development goals? *
If they haven't been formulated, just write "NO" below. If yes, please tell us what they are.

What are the main sources of financing for your organisation? *
Operational financing from public funds (City, Ministry of Culture or Regional funds)
- Public grants (national, regional, city)
- European grants
- Grants from private foundations and/or trusts
- Donations from private individuals (including crowdfunding)
- Sponsorhip
- Ticket sales
- Catering and/or retail sales (bar, cafe, restaurant, shop)
- Other:

AUDIENCES

Do you collect data on audience attendance? *
- Yes
- No

How many people attended your organisation's events last year? *

AUDIENCES DATABASE

How do you collect data about your audiences?
(You can choose more then one answer)
- Paper questionnaires
- On-line research
- Box office/sales office/registration system
- Other:

What kind of data do you collect? Please choose from the list: *
- Name and surname
- Address
- Postal code
- E-mail address
- Phone number
- Frequency of attendance
- Preferences
- Programme choices
- Other:

Do you use this data? *
- Yes, we analyse it while planning future events.
- Yes, to promote future events.
- We do not analyse this data.
- How many records (people) do you have in your database? *

Which age groups attend your organisation's events most frequently? *

(You can choose more then one answer)
- newborn to age 3
- 3-6 years old

- 7-11 years old
- 12-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+
- It is hard to say
- Other:

Your most frequent audiences live: *
(You can choose more then one answer).
- In the same district, close to your organisation
- In the city
- In the region
- In the country
- Abroad
- It is hard to say
- Frequency of attendance - how many times a year does most of your audience attend your organisation's events? *
- (if you know precisely, please state the number in the "other" field).
- Once a year
- A few times a year
- Once a month
- A few times a month
- Once a week
- A few times a week
- It is hard to say
- Other:

Has your organisation ever done research to get to know your audiences and/or audiences' needs? *
If so, please describe (in the 'other' field) what you did, who did the research, what kind of research it was and what was the outcome of the research.
- YES
- NO
- Other:

How would you describe your organisation's biggest challenges in attracting new audiences? *

How would you describe your organisation's biggest challenges in strengthening relations with your existing audiences? *

Imagine that you are at a family reunion. You've met your young, very cool teenage cousin. Using no more than two sentences, invite him to visit your organisation. *

Imagine you are meeting your elderly neighbour at the mailboxes in your building. She asks: "And where do you work, dear?" What do you say? *

MARKETING

Does your organisation have a marketing strategy? *
= written marketing strategy
- YES
- NO

How do you perceive the effectiveness of your organisation's promotional activities? *
- Negative
- Rather negative
- Rather positive
- Positive
- Hard to say
- How does your organisation manage its promotional activities? *
- (You can choose more then one answer).
- We mainly do it ourselves
- We use external companies/organisations (i.e. PR agencies)
- We do both: our own promotional activities and we hire external companies
- Other:

Is there a dedicated person/department responsible for promotion in your organisation? *
- Yes, there is a dedicated person/department.
- In theory there is but in practice this person/department is also doing other things
- NO, each project manager/curator/producer is doing promotion for their project/events/activities
- NO.

How many percent of the organisation's overall budget is allocated to marketing? *
(Please give the estimated value, i.e. below 5%, 10-20%, etc)

Where does your marketing budget come from? *
- The organisation's overall budget
- Projects' budgets
- Both from the overall budget and projects' budgets
- Other:

Do you inform the media about your activities? *
- YES
- NO

Marketing, media relations, communication tools

How often do you usually contact the media? *

	Never	Rarely	Often	Always
How often do you send press releases				
How often do you organise press conferences				
How often do you contact media in person				

How often do you have media patronage for your events? *
- Never
- Rarely
- Often
- Almost always
- Always

Specific tools - how often do you use them? *

	Never	Rarely	Often	Almost always	Always
Flyers					
Posters					

Outdoor promotion e.g. billboards, citylights					
Organisation's website					
Adding information on other websites/portals					
Facebook					
Instagram					
Twitter					
Youtube					
Newsletter					
Traditional post send-outs					
Paid advertisements					
Sponsored articles					

Which of the above tools do you consider most effective? *
(Please choose maximum three starting with the most effective).

TICKETS

Does your organisation sell tickets? *
- Yes
- No

PARTICIPANT

What are your name and surname? *

Please tell us your position/what you do inyour organisation *
(name and surname)

Please state three main motivations for participation in the programme (your personal motivations): *

Why do you think you are the right person to introduce your organisation to the concept of audience development? *

Does your boss know that you are applying to take part in the programme? *
- YES
- NO
- I'm the boss!

Does your team know that you are applying to take part in the programme? *
- YES
- NO
- MOST OF THEM

Contact e-mail address *

Contact phone number *

Audience development is...
(please complete the statement)
- ... completely new to me
- ... I know a bit but not much
- ... I've participated in workshops/conferences on the subject in the past
- Other: