Audience Development
The basics (2018 – 2022)

1. Putting together your plan

Set your goal(s), decide on how you will report on these goals, and create short seasonal reports

- **What is your goal?** E.g. we want to increase attendance of 5 year olds to dance shows.
- **What are your steps to achieve this?** E.g. programming more dance shows for 5 year olds and market them to relevant parents
- **How will you measure this?** E.g. a question about age on feedback form

2. Get your organisation on board!

For a plan to come together and to be implemented correctly, your whole organisation needs to understand what the plan is.

Key thought: How and where does this Audience Development Plan sit with your other strategic plans?

3. Insights, Reporting and Feedback

- What is the key piece of information you need to collect? E.g. age
- How will you collect data? E.g. BI questionnaire
- How will you store this? E.g. Spreadsheet (encrypted if it's personal data) or box office system
- How will you report? E.g. a seasonal report of the key headlines, e.g. "We programmed 3 more dance shows for 5 year olds this season. We had 50 new 5 year olds attend. This is 30 more than last season.

4. Potential markets and room to grow

Think about ways to change different aspects of how your organisation works to maximise on these opportunities and break down barriers:

- Consider the barriers – ticket prices, accessibility, times of performances etc
- How can you use staff and volunteers more effectively during projects?

5. Engagement

Think about:

- How are you marketing to those audiences and what can you change to engage those audiences more?
- How does your organisation provide an engaging journey from start to finish?

The Audience Agency/Audience Finder

Audience Agency and Audience Finder are great ways of tracking your audience numbers and ticket sales. If you're new and would like to register - https://audiencefinder.org/register

- Audience Finder is also home to the Audience Spectrum, which is one way of segmenting your audiences. It is up to you if and how you use this form of segmentation, but it can be helpful when looking at print distribution plans and areas to improve targeted marketing
  https://www.theaudienceagency.org/audience-spectrum
- There is a full guide all about the Audience Agency and their work if you would like to learn more before signing up:
  https://www.theaudienceagency.org/insight/guide-to-audience-development-planning

For some venues, Audience Finder may not be the best way of collecting anonymised data about your audiences. Show Stats may be better for those who tour or do not have their own box office system. Visit their website to find out more: https://www.theaudienceagency.org/show-stats