



Big Imaginations Symposium, Friday 16 March 2018 – Z-arts

5 key points that came out of the audience development group discussions

Outreach

- Value – Make sure your outreach is valuable, both in monetary terms and experientially.
- Time – Work within your capacity and dedicate time to developing successful outreach work.
- Trust – Don't expect too much too soon, trust and developing strong relationships takes time.
- Space – Work in spaces and venues that your groups already know and feel comfortable in. This reduces the sense of risk and will increase the chance of full engagement.
- Do your research – get to know your audience, their likes, dislikes and habits. If you know your audience better you can create a quality outreach project

Commissions

- Support new artists - As a network how can we support artists to develop new work at an early stage in the same way we currently all pitch in to support touring work.
- Be flexible where possible - A strict agenda can inhibit artistic opportunities. Whilst funding terms sometimes makes it necessary to strict to certain guidelines, try and make sure that this isn't detrimental to the work.
- Work within your means - It's important to gauge the level of support appropriate to the work and the capacity you have to provide this. Don't make promises you can't keep!
- Funding - There's no bloody funding to make a full show! Lots of R&Ds stuck in drawers
- What's a commission anyway?

Brave Programming

- Trust – Trust is essential. Programmers must trust their audiences and use outreach and communication to help secure their audience's trust. Programmers must also trust programmed artists and support them fully to ensure this trust is returned.
- Be brave - Brave programming allows you to develop audiences you otherwise wouldn't reach.
- Mitigate the risk - Brave programming can be risky. When programming new work, have a plan, use outreach, and communicate
- Relinquish control – Let your community steer your programming choices, ask them what they'd like to see and act on it.
- Just programme it – If you love it, give it to your audiences (but remember to keep in mind the above four points).

Full Experience as an Audience Member

- Think about the full picture - Think and act on all the key stages of a customer's journey, from awareness of your programme through to their lasting memories of events.



- Pay attention to detail – Consider the little things that could be important (e.g. toilets, parking, baby changing, directions). Little problems can spoil what would otherwise be a great day.
- Feedback – Continually seek to improve your audiences' experience. Talk to your them after each event to find out what you're doing wrong (and right!)
- Clue up your staff – Train your staff and instil with core brand values to ensure a smooth and happy experience for all
- Know your audience – Find out who your audiences are and programme work that speaks to them.