



# *Highlands & Islands Audience Development* **CONFERENCE NOTES**

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**AUDIENCE DEVELOPMENT CONFERENCE  
18<sup>TH</sup> MARCH 2005, INVERNESS**

**BREAKOUT SESSION:  
BUILDING BRIDGES – MARKETING FOR TOURING COMPANIES & VENUES  
WORKSHOP LED BY LARA BOWEN & SALLY WATSON OF WEE STORIES THEATRE  
COMPANY AND MURIEL ANN MACLEOD OF THEATRE HEBRIDES**

From a touring company's perspective, it is important to know their requirements from a venue. Actually getting out to venue is important in order to discuss mutual needs and iron out any potential problems. It is essential to know what is available for each event at specific venues.

PAN/local contacts are very useful in creating a picture of what is out there and individual needs can then be met. These local contacts should be built upon.

One idea that has been discussed is the concept of the Admin. Unit. This will be a central point where the needs of the touring company and the venue could be met. This could include booking, marketing, accommodation, venue specification, access issues, logistical issues, and general guidance.

It is also recognised that advertising must be accurate and concise but it is possible to do it successfully even with limited funds. Get the support of local people, get local TV on board, local businesses can participate, use empty shop windows to advertise, work with the council. Venues should be well researched and touring companies should be aware of any potential limitations.