



Will you be in our audience?

**AUDIENCE DEVELOPMENT CONFERENCE
OUTLINE PROGRAMME
18 MARCH 2005, WATERSIDE HOTEL, INVERNESS**

HI-Arts is pleased to announce the very first Audience Development Conference for the arts in the Highlands and Islands. The conference is aimed at arts promoters, festivals, touring companies and venue staff with responsibility for marketing across the north of Scotland.

- 09.30 Registration
- 10.30 Welcome & Introduction by Chairperson, Bryan Beattie
- 10.45 Key Note Speaker – Professor Ian Brown. What is audience development, how does it differ from straight forward marketing and promotion, what are the benefits?
- 11.15 Summary and implications of recent PAN (Promoters' Arts Network) 'Audience Development' report, presented by Stuart Brownlee.
- 11.30 The Booth – demonstration and presentation of newly launched online ticketing initiative developed by HI-Arts
- 11.45 **Breakout Session:**
- Building Bridges – marketing for touring companies and venues.
 - The Family Friendly Initiative - An introduction to the Family Friendly Initiative, exploring how the Initiative can best support arts organisations in the Highland and Islands in providing for children and family audiences. Presented by *Imagine* - the agency committed to promoting and developing performing arts for children across Scotland.
 - The Booth – practicalities, how to use it and its benefits. Training Session.
- 12.45 **Lunch/Networking**
- 14.00 **Presentations:**
- Cultural Commission, Review of current status.
 - How to capitalise on Highland Year of Culture 2007.
 - Audiences and Ownership – how to engage with your audience.
- 15.00 **Breakout Session:**
- Joint and co-operative marketing for festivals.
 - How to capitalise on the Highland Year of Culture.
 - What Works, and Marketing on a Shoestring.
- 16.00 **Tea/Coffee**
- 16.15 Scottish Arts Council – response to the day (Fiona Sturgeon, Audience Development Officer).
- 16.30 Open Discussion and Summing Up
- 17.00 End

A number of bursary awards will be available for delegates whose travel arrangements require them to stay in Inverness overnight. Please let us know if you would like to apply for a travel bursary award on booking.