

SURVIVOR 101

FOR COMMUNITY ARTS ORGANIZATIONS

THE NEXT GENERATION...



AUDIENCE DEVELOPMENT WORKSHOP Agenda

Location: North Vancouver
Venue: Community Room, Lynn Valley Library, 1277 Lynn Valley Rd.
Date: 1:00 pm - 4:00 pm Thursday November 21, 2013

With so many entertainment options to choose from these days, the competition for audiences can be fierce!

- 1:00-1:15** Welcome and Introductions
Barb Mclean, Cultural Development Officer, The Arts Office
- 1:15 -2:15** How to reach out to existing and new audiences in unique ways.
Presenters:
Heather Redfern - Executive Director, **The Cultch**
Joseph Bardsley - Development Manager, **Vancouver Opera**
Colleen Maybin - Community Engagement Manager, **Vancouver Opera**
Ruth Payne - Visual Arts Coordinator, **Ferry Building Gallery, West Vancouver**
- 2:15-2:30** Networking break
- 2:30-3:30** Breakout sessions
- Audience Development Strategies
 - Audience Research
 - New Technologies
- 3:30-4:00** Q&A, Final thoughts, Wrap