



Audiences
SOUTH



AUDIENCES SOUTH:

CONTINUING

PROFESSIONAL DEVELOPMENT

PROGRAMME

2009 / 2010





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INTRODUCTION AUDIENCES SOUTH: CONTINUING PROFESSIONAL DEVELOPMENT PROGRAMME 2009 / 2010



Audiences South continues its series of professional development days in 2009 / 2010.



Audiences South works across the cultural sector providing support and advice to cultural organisations. Over the years we have developed a series of practical examples which, when coupled with theory that has been used in the day to day environment, gives a unique understanding of the problems facing organisations today.



Our professional development days are based around imparting that practical knowledge, coupled with the theory that lies behind it, so that you can develop and customise ideas to your own unique situations.



COVERING THE SOUTH EAST REGION

The South East region has a greater population than London and stretches from Milton Keynes in the far north around to Margate and Ramsgate on the eastern seaboard.



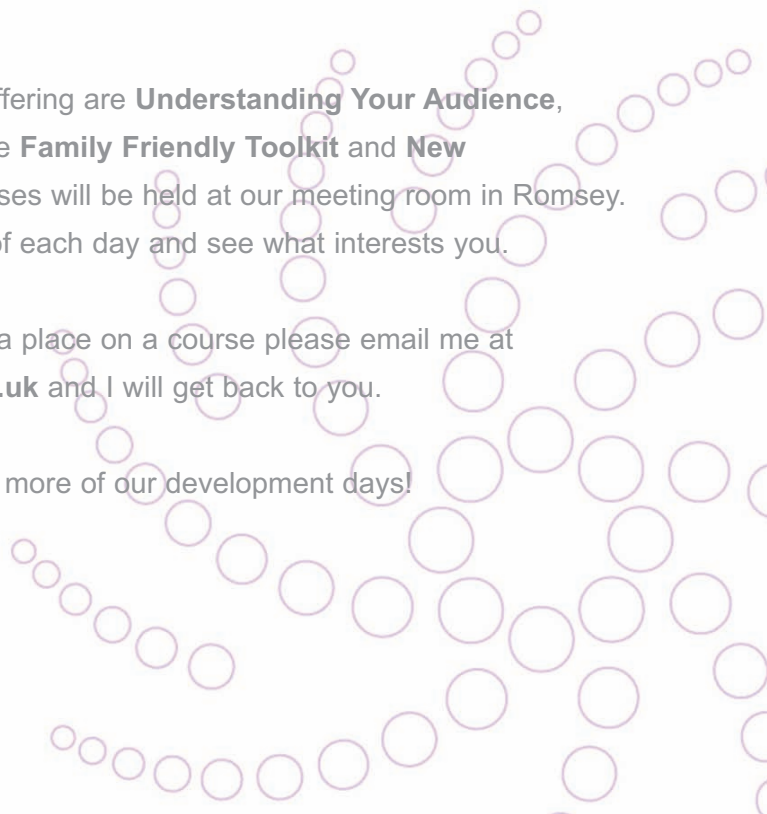
BOOKING A PLACE

The development days we are offering are **Understanding Your Audience**, **Preparing a Marketing Plan**, the **Family Friendly Toolkit** and **New Technology Marketing**. All courses will be held at our meeting room in Romsey. Have a look at the descriptions of each day and see what interests you.



For more information or to book a place on a course please email me at catherine.1.warren@hants.gov.uk and I will get back to you.

We hope to see to you at one or more of our development days!



1 UNDERSTANDING YOUR AUDIENCE

Location and Date: Romsey - 16/9/09

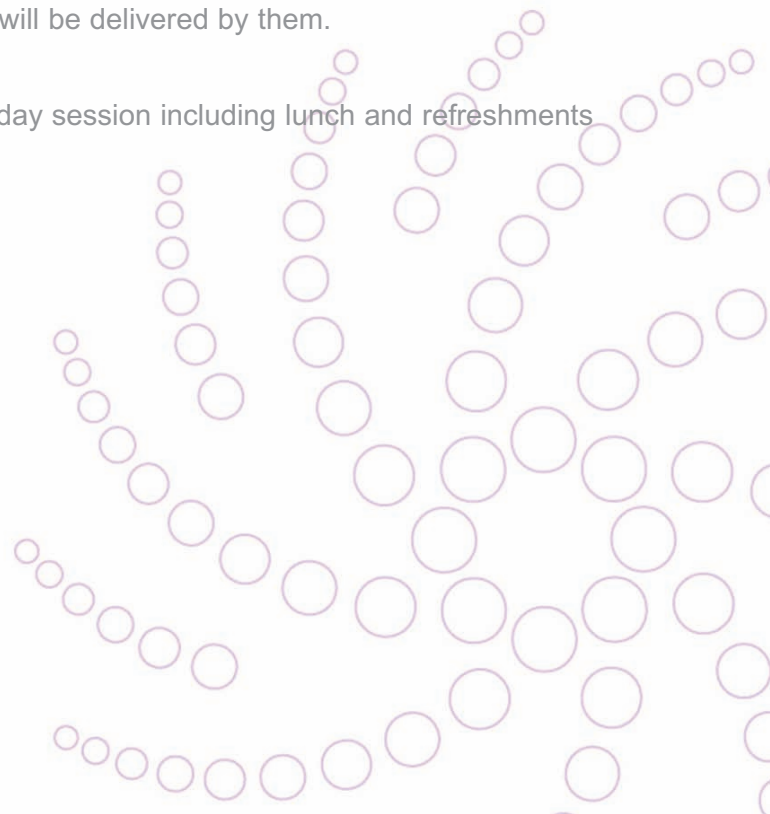
Following our research into cultural organisations' needs, we know that the number one information need for the majority is "understanding your audience". So how do you set about understanding who does and doesn't attend your organisation? Why they do or don't attend? And what they might do instead of visiting you?

At the end of the day you will be able to

- Understand and use Arts Council TGI Area Profile Reports
- Understand and use Mosaic and ACORN geo-demographic profiling tools
- Understand sources of secondary research and how you can use these to understand your audiences
- Define research objectives appropriate to understanding your audiences
- Formulate a plan to develop research for your organisation
- Explain the difference between quantitative and qualitative research methodologies and when to use them

Facilitators: The content of this day has been developed from the practical experience of Adelaide Morris and Leo Sharrock, Audiences South's Research and Market Intelligence Managers, and will be delivered by them.

Cost: £115 per delegate for a full day session including lunch and refreshments



2 PREPARING A MARKETING PLAN

Location and Date: Romsey - 14/10/09

John Lennon said “Life is what happens to you while you're busy making other plans” and for many of us the need to write a plan is always superseded by the need to do other things today. But Lennon also said “You won't get anything unless you have the vision to imagine it” and a good plan is just a practical expression of your vision. We all know we need to plan but somehow most of us never quite get around to it.

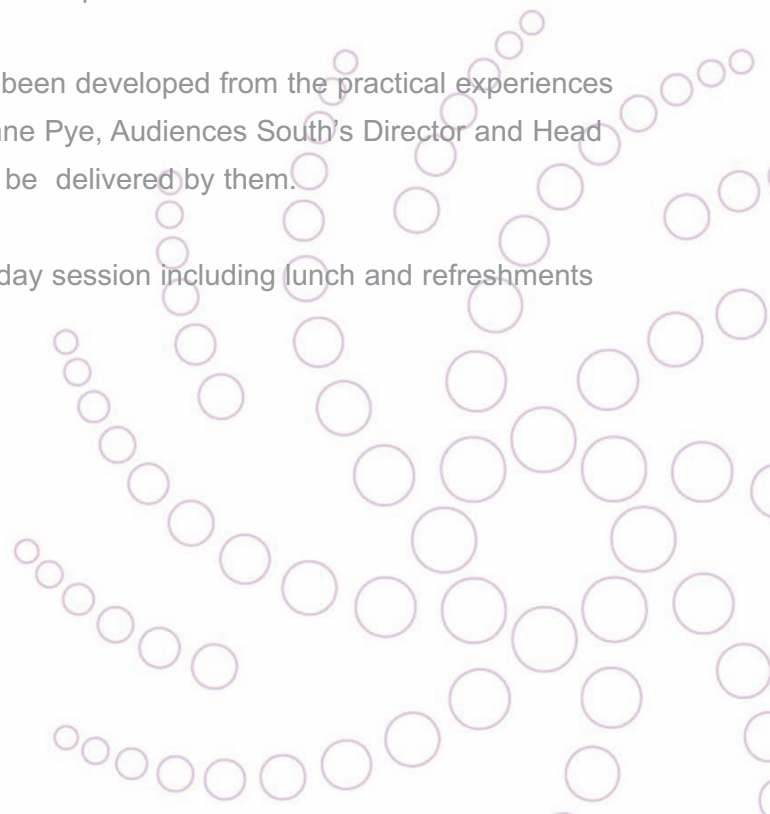
This course accepts that, for many, it's the practical reality of planning rather than the theory that is most off putting. It attempts in workshop format to help you make progress in developing that long thought-about plan.

At the end of the day you will have (in rough terms!)

- Identified your vision and mission (and have the tools to do so with your wider team)
- Set clear aims for your plan (or at least have some draft ideas to take back to your organisation)
- Developed a series of draft objectives, know how to make them SMART and how to ensure you are measuring their progress
- A workbook with all the essential tools and templates, that you will have started to complete

Facilitators: The content of this day has been developed from the practical experiences of James Gough and Adrienne Pye, Audiences South's Director and Head of Special Projects, and will be delivered by them.

Cost: £115 per delegate for a full day session including lunch and refreshments



3 FAMILY FRIENDLY TOOLKIT

Location and Date: Romsey - 18/11/09

Arts Council England and the Museums, Libraries and Archives Council have endorsed a national toolkit for best practice in offering Family Friendly cultural provision.

Audiences South is a member of the core national steering group for developing Family Friendly work, and has assisted in the development of the toolkit, which is a distillation of best practice from around the regions.

This session is a half day only, with presentation of the Toolkit and discussion as to its use.

At the end of the session you will

- Understand what makes up a genuine family friendly offer and how to communicate it most effectively
- Be able to audit what you currently do to support this provision and know where you can and should make changes
- Have a comprehensive overview of other organisations for whom family friendliness is a priority and with whom you can form partnerships
- Take away a copy of the Toolkit
- Have access to the ongoing national evaluation process

Facilitator: Adrienne Pye, Audiences South's Head of Special Projects.

Cost: £60 per delegate for a half day session including refreshments



4 NEW TECHNOLOGY MARKETING

Location and Date: Romsey - 27/1/10

As some of the techies start to talk about Web 2 and the opportunities it will bring some of us are only just beginning to use Web 1 as a productive marketing tool. Technology is rapidly progressing - how do we keep up with these changes? While kids are streaming video and music from their bedrooms, many of our cultural organisations are still not collecting email addresses. So what should we do?

Facilitated by new technology marketing specialists, who work with small and medium size enterprises all the time, this development day will explain what you can and should be doing now with new technology marketing - and points out some of the new developments for the future to keep your eye on.

At the end of the day you will

- Be able to audit what you currently do and know where you can make changes
- Have a list of useful websites providing examples, case studies and freeware that you can use straight away
- Be able to fit new technology marketing into your current marketing mix

Facilitators: Savvy Marketers

Cost: £115 per delegate for a full day session including lunch and refreshments

