



Nuovi Pubblici e Musei

International Workshop on "Audience Development"

Turin, 3 - 4 - 5 March 2009

3rd March 2009

International Conference "Nuovi Pubblici e musei" (New Audiences and Museums)

The conference program is available on the website www.fitzcarraldo.it

Venue: Centro Incontri Regione Piemonte, Corso Stati Uniti n. 23, Torino

Language: Italian/English (Simultaneous translation is available)

4th - 5th Marzo 2009

Parallel Working groups "Nuovi Pubblici e musei" (New Audiences and Museums)

Venue: Teatro Casa Ragazzi e Giovani, Corso Galileo Ferraris n. 266, Torino

From 9.30 am to 1.30 pm. / from 2.30 pm. to 6.00 pm.

English (linguistic support will be provided in Italian)

Two groups work separately and in parallel, the first one is addressed to museum operators from Piedmont, previously selected together with the Piedmont Region, lead by **Nico Halbertsma**, the second one is made up of Italian and foreign museum operators, which is lead by **Heather Maitland**.

At the opening, in order to present and introduce the working method, and at the end of the 2-day workshop in order to share the final results, two joint sessions are foreseen, which will be moderated by both lecturers.

Training program

The didactic proposal will face the different phases of an audience development project for a museum, both in

- the general perspective of a marketing plan and
- the specific perspective of the relationship between a museum – as a space providing a specific experience – and the audiences to which it offers a cultural and educational opportunity, with specific background, methods and objectives.

Phases of an Audience Development project that will be analysed during the workshop, by means of case histories and group working:

Phase 1 - Concept:

Why and how to set up the project, on the basis of the analysis of the museum and its mission, of the collections and their potential attraction, of the social and geographical context, of the reference audience.

Phase 2 - Setting in motion/Checking feasibility:

Analysis of concrete feasibility considering: human, financial and material resources, at hand or available; foreseen impacts on the structure and on the long-term management of activities.

Phase 3 - Planning:

What is the best organizational and operative method to adopt in order to put into practice an activity addressing to new audiences? Which are the human resources/museum areas to be involved?

Phase 4 – Putting the project into practice:

This step concerns the operative solutions that can be imagined to reach and involve some target audiences, to effectively communicate initiatives, to motivate and satisfy the participants, and so on.

Phase 5 - Fulfilment and evaluation

This step goes to the core of the project control and the evaluation of achieved results.