

**International Online Conference 26.–27. 5. 2021**



# Theatre Audiences The Crucial ASSET

**Two afternoons of presentations, discussions and an interactive programme devoted to theatre audiences!**

**Full programme accessible after free registration here: <https://cutt.ly/bbKAAQH>**

Audience Segmentation System in European Theatres (ASSET) is an international project supported by the Creative Europe programme. It aims to build capacity for audience research and development in the performing arts. The final conference is organised by the Department of Arts Management at the Theatre Faculty of the Academy of Performing Arts in Prague (DAMU) and the project partners: The Audience Agency (United Kingdom), the Arts and Theatre Institute (Czech Republic), Dubrava People's University (Croatia), IG Kultur Österreich (Austria), Arts Project Foundation (Bulgaria) and Metropolia University (Finland).

# Wednesday, May 26

Time zone: CEST (Central European Summer Time)

13:00 - 13:10

## Welcome, Audience! conference opening

13:10 - 14:00

## What's the ASSET? presentation of the methodology and outcomes of Audience Segmentation System in European Theatres

Martina Pecková Černá, Arts and Theatre Institute (CZ)

Michal Lázňovský, Academy of Performing Arts in Prague (CZ)

Jonathan Goodacre, The Audience Agency (UK)

During the first conference session, the ASSET project team will share the results of the two-year audience research implemented in collaboration with arts organisations and universities in Prague, London, Zagreb, Vienna, Sofia and Helsinki and present the methodology used to segment the theatregoing public in twenty participating theatres across these European capitals.

14:10 - 15:20

## Audience Segments & Regional Specifics presentation of ASSET segments and national audience data

Jonathan Goodacre & Daniel Cowley, The Audience Agency (UK), Katri Halonen & Niina Torkko, Metropolia University of Applied Sciences (FI), Gerald Gröchenig, IG Kultur Österreich (AT), Sandra Banić Naumovski, Narodno sveuciliste Dubrava (HR), Katherina Milanova, Arts Project Foundation (BG), Michal Lázňovský, Academy of Performing Arts in Prague (CZ)

Martina Pecková Černá, Arts and Theatre Institute (CZ)

The Audience Agency experts will reveal the details of the new model of segmenting theatre audiences based on their preferred content and describe the segments and how to approach them in theatres' programming and communication praxis. Audience research outcomes and specifics for each country will be demonstrated by local partners.

# Wednesday, May 26

Time zone: CEST (Central European Summer Time)

15:30 - 16:45

## Evidence-based Cultural Policy-making panel discussion

Wolfgang Graf, Kulturplanner (AT)

Darko Lukić, ECoC capacity building expert team AEIDL (HR)

Marjo Mäenpää, Cultural policy research centre Cupore (FI)

Jiří Sulženko, Dpt. of Culture and Tourism of Prague City Hall (CZ)

Dedicated to “evidence-based cultural policy-making,” the discussion will focus on the availability of audience data locally and internationally. How can - or can’t - the data be practically and strategically implemented in cultural policies. How to best respond to the public’s needs, particularly in the context of a possible imbalance between the cultural provision in cities and rural regions? What possible impact might a shift to digital cultural consumption have on any future strategies? These and other crucial questions will be discussed with a circle of eminent policy-makers, experts and decision-makers from European countries participating in the ASSET project.

19:30 - 21:00

## ASSET Watch Party a shared cultural experience

(registered participants only)

Join in and chat during a shared online stream of an exclusive theatre production from one of the partner theatres. Stay tuned for more info!

# Thursday, 27 May

Time zone: CEST (Central European Summer Time)

13:00 - 14:30

## Beyond the Average a workshop on audience segmentation

Jonathan Goodacre and Daniel Cowley, The Audience Agency (UK)  
(registered participants only)

In this session, Jonathan Goodacre and Daniel Cowley from The Audience Agency will lead participants through the ideas behind the segmentation of theatre audiences. This will be an active session that invites you to consider what it means for your own organisation, share your ideas and experiences and develop some plans of your own.

13:00 - 14:30

## ASSET Partners & Theatres Meeting parallel session

A closed networking and evaluation session for ASSET project partners and participating theatres only.

14:45 - 15:45

## European Theatre Night - What Next? open discussion

(registered participants only)

The conference will culminate with a discussion about the future of European Theatre Night (ETN) in the post-covid era. In this open forum, we will focus on how to foster ETN as a platform for international cooperation and discuss possible international funding opportunities, common activities and communication tools to improve the project and better access our audiences.

We'll build on the conclusions of the symposium "Theatre Night in Europe and Audience Development Activities in Performing Arts," held in 2019 in Zagreb, the cradle of European Theatre Night, where national coordinators of Theatre Night or similar projects from Poland, Hungary, Slovakia, Czech Republic, Austria, Finland, Bulgaria, Croatia, and Bosnia and Herzegovina held a historic first meeting at the beginning of the ASSET project. With this discussion at the project's conclusion, we come full circle.

15:45 - 16:00

## See You in the Audience! conclusions and final words

Magdalena Müllerová, Creative Europe Desk Czech republic (CZ), Martina Pecková Černá, Arts and Theatre Institute (CZ), Michal Lázňovský, Academy of Performing Arts in Prague (CZ)

# Where shall we meet and why register?

The first day's programme will be streamed on YouTube and is publicly available without registering, but there are multiple benefits to registration. Only registered participants will get the chance to:

access the first day's presentations on **Zoom**, including **interpretation into some local languages**

participate in the sessions on **the second day of the conference**

enter the ON DEMAND section, featuring exclusive video content and programming from the theatres involved in ASSET

**join the watch party!**

Registration is available free of charge via this online form: <https://cutt.ly/bbKAAQH>

## Organizers



the audience agency



## Supporters



## Media partners

