

Tear up the audience rule book® A transformational approach to placing audiences at the centre of your organisation

Tear up the audience rule book is an innovative approach to audience development for organisations in the cultural sector. Change in organisations is often slow while change in audiences is accelerating. A transformational approach is needed to outpace the audience curve, starting with ripping up traditional thinking and methods.

With a modular structure that can be tailored to your organisation, the approach allows you to understand your challenges and opportunities, to action plan and to embed an audience-centric approach over time.



A dynamic programme to suit your organisation, including interactive workshops with unique 'challenge' and 'conversation' cards, inspirational examples, bespoke action planning and ongoing support. A suite of **tools and services** are available to embed new practice. →

Delivering tangible benefits:

- ✓ Stronger audience mindset
- ✓ Increased audience relevance
- ✓ Dynamic response to disruption
- ✓ Whole organisation approach

Designed and delivered by Sabine Doolin and Sally Manuireva, drawing on their experience of working with museums, galleries and performing arts organisations in New Zealand and internationally.

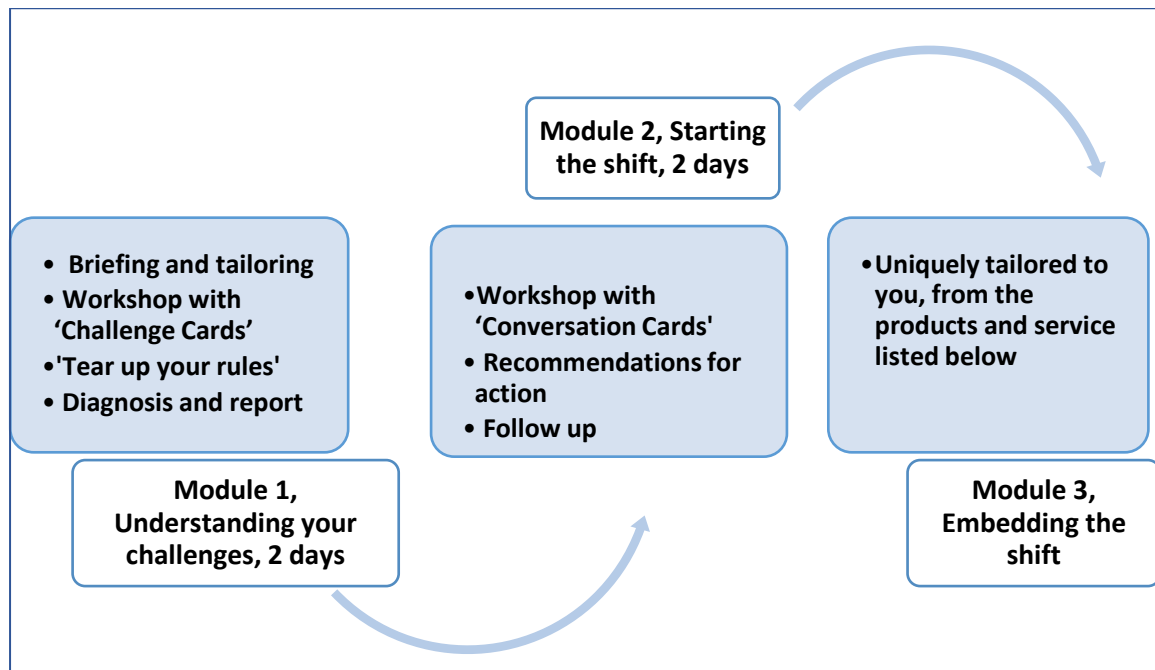
Interested in *Tear up the audience rule book*?

Please telephone or email Sabine or Sally. An initial conversation is the ideal starting point, so we can understand your situation and describe the programme more fully. Pricing varies as packages are tailored to your needs. We would love to hear from you.

sabine.doolin@insightunlocked.net / +64 21 270 7778 / www.insightunlocked.net

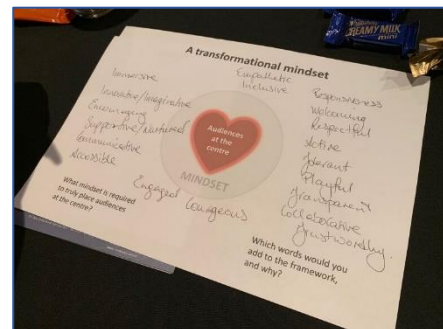
director@sallymanuirevaconsulting.com / +64 21 899 064 / www.sallymanuirevaconsulting.com

Delivered over three modules



The **tools and services** in Module 3 are designed to embed new practice:

- Mentoring and supporting
- Creating essential tools such as audience strategy
- Inspirational speaker programmes
- Facilitating and activating audience research
- Board presentation to ensure their engagement
- Training and capability building



Frequently asked questions:

- Can Module 3 be delivered over time? Yes, we recommend a retainer arrangement, so you can draw on tools and services when you need them.
- Do we sell the cards? Not at present, as they are a tool embedded in our facilitated workshops. But let us know if you are interested in buying a set and we'll keep you posted.

Tear up the audience rule book®

A collaboration between InsightUnlocked and Sally Manuireva Consulting.

Presented at AMaGA 2019 the Australian Museums and Galleries Association conference and at Nui te kōrero 2019 Creative New Zealand's annual capability building event.