



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 cultural and visitor serving organisations.

Change in audiences is accelerating, but change in organisations can be slow. A **transformational** approach is needed to outpace the audience curve, starting with tearing up rules and myths that are holding us back.

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

What you get

A dynamic modular programme and tools to suit your organisation, including the framework of **7 dimensions** for audience transformation, **interactive workshops** using our unique **'challenge' and 'conversation' cards**, inspirational examples, bespoke action planning and ongoing support to embed **new practice**.

Delivering tangible **benefits**:

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

Facilitators

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.

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.

Who should attend

Cross-functional groups from one organisation or individuals from a mix of organisations, who want to rethink their approach to audiences.

What participants say

"... caused a few lightbulb 'Eureka' moments"

"... gets you thinking and sparks thoughtful and meaningful conversations between colleagues"

"Thought provoking"

"Loved the cards, as an exercise, it created open discussion and ideas, narrowed down the issues at hand"

"Great opportunity to bring different strands of the organisation together and develop some shared vision about our audiences"

Programme & pricing

The programme modules are tailored to your needs. 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.

Contact us

We would love to hear from you, please call or email:

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