



2011/2012

Training Programme

“ Audiences NI's  
**training programme**  
is such a valuable resource for any arts organisation  
**and provides access to the most**  
respected practitioners from across the UK.”  
The MAC

  
**audiences**  
NORTHERN IRELAND

Audiences NI is the Audience Development Agency for Northern Ireland. We are a membership based agency who work with clients across the arts and cultural sector to increase, broaden, maintain, understand and diversify audiences. As an agency we also work with non-members through specific audience development projects such as Test Drive the Arts NI.

Audiences NI are uniquely positioned to understand the challenges and specific needs of our members. Our mission is 'to enable arts and cultural organisations to increase and diversify their audiences'.

We offer our members a range of services including:

- Resources: Newsletter, downloads, press contacts, data cleaning, Freepost service.
- Training: full days, half days, bite size, AMA, ThinkTANK masterclass, conference.
- Collaborative projects: Black Book, Marketing Essentials, Classical Arts NI.
- Market research: sectoral reports, audience mapping, bespoke research, surveys.
- E-marketing: free customised e-marketing for all new members.
- Test Drive the Arts NI: the audience development project for Northern Ireland.
- 1-2-1 marketing, audience development and research consultancy.

Details of our new membership packages can be found on pages 5 and 6. To talk about what Audiences NI can do for your organisation please email Christine Adams, Audience Development Manager [christine.adams@audiencesni.com](mailto:christine.adams@audiencesni.com) or call [028 9043 6484](tel:02890436484).

**“Audience development involves the identification, engagement and retention of audiences. It is a planned and strategic management function aimed at delivering organisational objectives. Audience development sets out to affect a change in the attitudes, understanding and behaviour of both existing and potential audiences. It seeks to remove barriers, deepen relationships with audiences and create greater inclusion in the arts.”**

## Audiences NI Staff Team

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### Chief Executive

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### Audience Development Manager

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### Audience Development Assistant

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### Temporary Marketing Officer

**Catriona Holmes**

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## How to book

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To book your place on any of our training courses, please email or phone Catriona Holmes, Marketing Officer with Audiences NI [catriona.holmes@audiencesni.com](mailto:catriona.holmes@audiencesni.com) / 02890 436 487. Audiences NI will confirm the booking with an email including full details of the selected training event. All training is open to members and non-members.

**Members:** your membership package will inform which training you receive free of charge, see pages 5 & 6 for membership packages. If you wish to attend a session not covered by your membership please refer to our prices below.

**Non-members:** you can also attend our training, please see prices below. Just follow the same procedures as members, stating you are not a member and provide an invoicing name and address when booking.

ANI training course full day:	£175
ANI training course half day:	£90
ANI training bite size:	£50
Masterclass:	£200
Arts Marketing Association (AMA) training:	£133 (AMA member rate) / £193
Annual Conference:	£250

Lunch will be provided at all full day training sessions, please advise Audiences NI of any dietary requirements at time of booking.

Audiences NI has been a leading provider of training and continuing professional development to the arts and cultural sector in Northern Ireland for the past five years and continues to deliver the highest quality of training and events, aimed at a wide range of staff from CEO and Senior level to Marketing and Box Office.

Audiences NI's training programme provides arts professionals the opportunity to increase their knowledge on a wide range of relevant arts marketing and audience development topics, while networking with their peers. Our training is tailored to suit different levels of experience and provides practical tools and advice from expert consultants.

## August:



**Getting to Grips with Mosaic NI:** Knowing who your audiences are and where they come from is a must-have for planning your marketing activities. Chris Palmer, Research Officer at Audiences NI, provides an overview and understanding of Mosaic NI, for organisations that already have a Mosaic report or those who are planning to get one.

**Information:** 9.30am – 1.00pm, 23rd August 2011, Black Box, Belfast.

**Member availability:** Included in Network, Knowledge and Insight packages. £90 for all others.

## September:



**Social Media for Press and PR:** PR and Social Media Consultant Katie Moffat, hosts a practical workshop to provide you with the techniques, processes, knowledge and skills required to harness the potential of social media within your press and PR strategy. You will learn how to identify and approach key influencers, bloggers and journalists using social media, gain an insight into the key tools to focus on, how to use them to maximum effect and how to evaluate and measure your online press and PR activity.

**Location:** 10.00am – 5pm, 15th September 2011, Grand Opera House, Belfast.

**Member availability:** Included in Network, Knowledge, Insight and Develop packages, £193 for all others, £133 for AMA members.



**Customer Relationship Management (CRM):** Katy Raines of Indigo Consultancy will host a workshop focused on improving your organisation's CRM function, and investigates how to develop and use audience communication to cultivate and deepen customer relationships. A Northern Ireland case study will be used for this workshop.

**Information:** 9.30am – 5.00pm, 21st September 2011, NICVA, Belfast.

**Member availability:** Included in Network, Knowledge and Insight packages. £175 for all others.

## October:



**Bite Size Introduction to Marketing and Fundraising:** Christine Adams, Audience Development Manager at Audiences NI and Brona Whittaker, Arts Manager at Arts and Business NI, will provide practical advice on how to get your organisation started with marketing and fundraising.

**Information:** Introduction to Marketing: 9.30am – 12.30pm, Introduction to Fundraising: 1.30pm – 4.30pm, 4th October 2011, Theatre at the Mill, Newtownabbey.

**Member availability:** Both sessions are included in all Audiences NI (excluding Associate) and Arts and Business membership packages. £50 for all others.

\*Lunch will be provided for people attending both sessions.



**Digital Marketing Day:** The Digital Marketing Institute will host a workshop on the fundamentals of the digital marketing environment, providing an overview of the different elements and how they interlink within the morning session. The afternoon session will focus on digital analytics and on-line measurement tools providing you with practical advice and tools to utilise.

**Information:** 9.30am – 5pm, 26th October 2011, Crescent Arts Centre, Belfast.

**Member availability:** Included in Network, Knowledge and Insight packages. £175 for all others.

## November:



**Marketing for New and Non-Marketers:** Frank McKee, a senior Chartered Institute of Marketing examiner and trainer with the Marketers Forum, will host a workshop for arts professionals who are required to undertake an element of marketing for their organisation, or are in a new marketing role. The session aims to provide you with a sound introduction to what marketing is and how you can use it effectively and efficiently within your role.

**Information:** 9.30am – 5pm, 8th November 2011, An Droichead, Belfast.

**Member availability:** Included in Network, Knowledge and Insight packages. £175 for all others.



**The Price is Right?:** How can prices be set in order to promote accessibility, generate more ticket sales and maximise income? Tim Baker, leading international expert on ticket pricing for cultural organisations, presents a thought-provoking session exploring how a sophisticated pricing strategy can be used to achieve multiple objectives, including cutting-edge practice from US clients and the latest thinking on pricing psychology derived from behavioural economics. A must-attend for CEO's and Senior level staff.

**Information:** 9.30am – 1pm, 29th November 2011, The Barge, Belfast.

**Member availability:** Included in Network, Knowledge and Insight packages. £90 for all others.

## December:



**Finding and Using Target Markets:** Are you talking to the right people? If not, you could be wasting time and money. This practical workshop will see Heather Maitland challenging participants about their understanding of their audience, and look at practical steps to improve customer segmentation and audience development. The session will explore how to segment your existing and potential audiences, visitors and participants so you can communicate with them more persuasively. Looking at best practice from museums, galleries, theatres and arts centres, you'll go away with plenty of ideas you can use back at the office.

**Information:** 9.30am – 5pm, 6th December 2011, Grand Opera House, Belfast.

**Member availability:** Included in Network, Knowledge and Insight packages. £175 for all others.

## January:



**Media and PR Event:** ThinkTANK presents an information session which reviews all aspects of the Northern Ireland Media and Public Relations industries, and provides knowledge on how arts and cultural organisations can use insider knowledge to gain success. Full details will follow on [www.audiencesni.com](http://www.audiencesni.com).

**Information:** TBC

**Member availability:** Included in Network, Knowledge and Insight packages. £90 for all others.



**Marketing Essentials:** Kate Sanderson hosts a workshop aimed at arming marketing staff (Officer level and below) with all the knowledge, information and practical tools they need to successfully carry out and evaluate an operational marketing function within their organisations.

**Information:** 9.30am – 5pm, 24th January 2012, Theatre at the Mill, Newtownabbey.

**Member availability:** Included in Network, Knowledge and Insight packages. £175 for all others.

## February:



**Cultural Tourism Masterclass:** Blue Sail, a destination management and marketing consultancy specialising in tourism and the visitor economy, will host a workshop for arts and cultural organisations and events, to give you an understanding of cultural tourism and what you need to do to attract cultural tourists. The workshop will provide practical tools and advice on how to get involved with the tourism industry, attract visitors, develop your audiences and access the support required to make the most of tourism opportunities including:

- Insights into what cultural tourism is and who cultural tourists are.
- Examples of good practice in marketing cultural events, venues and attractions to visitors.
- How to reach visitors - through tourism intermediaries and directly.
- How to present a cultural offer to visitors in ways which will be noticed.

**Information:** 8th February 2012, venue and time TBC.

**Member availability:** Included in Network, Knowledge, Insight and Associate packages. £200 for all others.



**Building your Brand Equity:** Consultant Chris Denton hosts a workshop focused on helping you develop your brand message and a successful positioning strategy, enabling you to communicate with your audiences and stakeholders more effectively. Chris will share his experiences in developing and revitalising brands for arts organisations across the world. The session will provide you with the knowledge of how to develop a successful and relevant branding approach for your organisation.

**Information:** 9.30am – 5pm, 24th February 2012, Crescent Arts Centre, Belfast.

**Member availability:** Included in Network, Knowledge and Insight packages. £175 for all others.

# Membership Packages

Audiences NI have developed a new business model which will help you get the most from your membership. Simply pick the package that includes the most relevant services to your organisation. There are packages to suit every organisation regardless of size, turnover or art form. We would encourage every organisation to get involved with Audiences NI. If cost is a barrier, there is also an Entry level of membership which is free of charge. By choosing a package of services, there is a significant saving on purchasing services individually which will ensure a more focussed delivery from us to your organisation.

## Entry:

Through Entry Membership, we will keep you up-to-date with audience development thinking and practice through sharing and connecting with other Members. We provide you with networking and professional development opportunities, as well as online resources. This level of membership is open to new members who are Arts Council of NI client organisations only.

ANI Training Bite Size	1 x place x 2 events
E-marketing - account set-up	
E-marketing - annual fee	
Audiencesni.com	
Collaborative Projects	
<b>TOTAL VALUE OF PACKAGE UP TO</b>	<b>£445</b>
<b>PACKAGE COST</b>	<b>£0</b>
<b>SAVING</b>	<b>£445</b>

## Develop:

This package is for small organisations keen to develop their potential and to begin the audience development journey. This package offers an opportunity to engage with the agency and to explore what your future audience development needs may be.

Annual Conference	1 x place
ANI Training Bite Size	1 x place x 2 events
AMA Training	1 x place x 2 events
E-marketing - account set-up	
E-marketing - annual fee	
Inclusion in e-newsletter	6 per annum
Classical Arts NI newsletter	11 per annum
Audiencesni.com	
Collaborative Projects	
<b>TOTAL VALUE OF PACKAGE UP TO</b>	<b>£2,696</b>
<b>PACKAGE COST</b>	<b>£50</b>
<b>SAVING</b>	<b>£2,646</b>

## Network:

Through our Network package, our specialists will take the time to get to know you, building an understanding of your challenges and what you need from us. We will also help you to make the most out of your Membership and its benefits.

ANI training course - Full Day	1 place x 6 events
ANI training course - Half Day	1 place x 4 events
ANI Training Bite Size	1 place x 2 events
ANI Masterclass	1 place x 1 event
AMA Training	1 place x 2 events
Annual Conference	1 place
Data Analysis/Market Research	1 day
E-marketing - account set-up	
E-marketing - annual fee	
Inclusion in e-newsletter	6 per annum
Classical Arts NI newsletter	11 per annum
Box Office Forum membership	
Hard Copy Report	1 per annum
Audiencesni.com	
Collaborative Projects	
<b>TOTAL VALUE OF PACKAGE UP TO</b>	<b>£5,156</b>
<b>PACKAGE COST</b>	<b>£950</b>
<b>SAVING</b>	<b>£4,206</b>

Members of Audiences NI can access a wealth of services, including training, e-marketing, research, working forums and consultancy. All not-for-profit organisations and local authorities located within Northern Ireland are welcome to apply to become members of Audiences NI. Associate membership is available for commercial and umbrella organisations. If you would like to talk about membership please call us on 028 9043 6480 or email [info@audiencesni.com](mailto:info@audiencesni.com).

### Knowledge:

The Knowledge package is for organisations that are pro-active about audience development and require more bespoke support. If you want more knowledge on your audiences and a better understanding of your own organisation this is the package for you.

ANI training course - Full Day	2 x places x 6 events
ANI training course - Half Day	2 x places x 4 events
ANI Training Bite Size	2 x places x 2 events
ANI Masterclass	2 x places x 1 event
AMA Training	2 x places x 2 events
Annual Conference	2 x places
Consultancy	1 day
Data Analysis/Market Research	2 days
E-marketing - account set-up	
E-marketing - annual fee	
Inclusion in e-newsletter	6 per annum
Classical Arts NI newsletter	11 per annum
Box Office Forum membership	
Hard Copy Report	1 per annum
Audiencesni.com	
Collaborative Projects	
Account Manager	
<b>TOTAL VALUE OF PACKAGE UP TO</b>	<b>£8,402</b>
<b>PACKAGE COST</b>	<b>£2,500</b>
<b>SAVING</b>	<b>£5,902</b>

### Insight:

When you join Insight, you get access to our most comprehensive package of benefits. You will get more chances to connect with like-minded people at Audiences NI events, and two days of consultancy that will be tailored to meet your needs, amongst a range of tactical marketing benefits.

ANI training course - Full Day	4 x places x 6 events
ANI training course - Half Day	4 x places x 4 events
ANI Training Bite Size	4 x places x 2 events
ANI Masterclass	4 x places x 1 events
AMA Training	4 x places x 2 events
Annual Conference	4 x places
Consultancy	2 days
Data Analysis/Market Research	4 days
E-marketing - account set-up	
E-marketing - annual fee	
Inclusion in e-newsletter	6 per annum
Classical Arts NI newsletter	11 per annum
Box Office Forum membership	
Hard Copy Report	1 per annum
Audiencesni.com	
Collaborative Projects	
Account Manager	
<b>TOTAL VALUE OF PACKAGE UP TO</b>	<b>£14,444</b>
<b>PACKAGE COST</b>	<b>£3,500</b>
<b>SAVING</b>	<b>£10,944</b>

### Associate:

This package is for umbrella organisations, commercial organisations keen to engage with audience development practice and sole traders, consultants and individual practitioners.

ANI Masterclass	1 x place x 1 event
Annual Conference	1 x place
E-marketing - account set-up	
E-marketing - annual fee	
Inclusion in e-newsletter	6 per annum
Hard Copy Report	1 per annum
Audiencesni.com	
Collaborative Projects	
<b>TOTAL VALUE OF PACKAGE UP TO</b>	<b>£1,415</b>
<b>PACKAGE COST</b>	<b>£225</b>
<b>SAVING</b>	<b>£1,190</b>

This brochure is also available in large print format and on the Audiences NI website ([www.audiencesni.com](http://www.audiencesni.com))  
For a large print version please call: 028 9043 6480

### Accessibility

Audiences NI makes every effort to ensure that our events are accessible to all. If you book for one of our sessions and have accessibility needs, we would encourage you to let us know at the time of booking, so that we can discuss how your requirements may be met in confidence.



“ Having access to tailored, professional and expert knowledge relevant to current sector issues enables me to take a more pragmatic and strategic approach to marketing and audience development. ”  
Theatre at the Mill

  
audiences  
NORTHERN IRELAND

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