

DAZZLED BY DATA - Understanding Audiences

Cynulleidfaedd
Cymru

audiences
wales

North Wales Training Programme – October 2010

Dazzled by Data is the only UK training programme specifically designed to address the needs of arts and cultural organisations in gathering, analysing and interpreting audience data.

Diving For Pearls – Collecting Valuable Audience / Visitor Information

Tuesday 5th October 2010

“The course helped me focus on what we need to do, and what is realistic to achieve. It also helped me to feel that we can inform decision making within the organisation with facts.”

Trainer: Beth Aplin (Director, Aplin Partnership)

Understanding your audiences is critical to marketing success, but what do your audiences or visitors think about you? This practical workshop will help you gain insight, knowledge and understanding of your customers. From identifying what information you may already have to commissioning and undertaking research, this workshop will give you the practical skills needed to get support from colleagues and collect valuable information for your organisation.

Who is it for?

Anyone interested in collecting and using audience and visitor information including theatres, arts centres, production companies, museums and galleries

What will I learn?

- The value and importance of collecting audience / visitor information
- How and why to gather information
- A practical, best practice approach to research
- Knowledge of other sources of information to complete your audience picture

Location: Venue Cymru, Llandudno
Date & Time: Tuesday 5th October 2010,
10am - 5pm (9.30am registration)
Cost: £50 + VAT for any organisation
based in Wales / £65 + VAT for
any organisation outside Wales

Hot Spots and Ice Blocks – Analysing and Profiling Your Customers

Thursday 28th October 2010

“For the first time in a long time I have come away with practical ideas I can achieve within my organisation, rather than theory that will sit in a desk draw for years!”

Trainer: Roisin Jones (Consultant)

Identifying how to develop audiences, visitors and participants and build more effective relationships with them is key to your organisation's future success.

This workshop will help you to identify the opportunities for developing your audiences, visitors and participants. It will introduce a range of practical techniques for analysing and interpreting your audience/visitor data and other data sources, enabling you to make informed decisions for the future.

Who is it for?

Marketing and audience development officers and managers responsible for analysing and interpreting audience or visitor data. To make the most of this course you should have a reasonable knowledge of your marketing objectives and strategy and should already have, or be planning to gather, audience intelligence information.

What will I learn?

- Enhanced knowledge in understanding what your audience, visitor or participant information is telling you, and how reliable it is
- What other sources of information can help your marketing planning
- Confidence in making informed conclusions and recommendations

Location: Venue Cymru, Llandudno
Date & Time: Thursday 28th October 2010,
10am - 5pm (9.30am registration)
Cost: £50 + VAT for any organisation
based in Wales / £65 + VAT for
any organisation outside Wales

Dazzled By Data is being delivered by Audiences Wales with funding from the Arts Council of Wales

