

**Springfield Area Arts Council**

**Audiences Everywhere™ Workshop**

**Wednesday, May 11, 2016**

**8:30 a.m. until Noon**

**Hoogland Center for the Arts, 420 S. Sixth Street, Springfield**

**Cost: \$ 25.00 per person (includes a continental breakfast and beverages)**

**Registrations in advance by May 2, please, by calling SAAC at 217-753-3519 (Jon or Sheila)**

The Springfield Area Arts Council is pleased to present the first-ever Illinois regional presentation of the **Audiences Everywhere™ Workshop**. With this workshop, we will discover a “mind-opening, rut-clearing and possibility-renewing” strategy for audience development created specifically for non-profit arts and cultural organizations. This forward-looking workshop delivers insights and real-world examples designed to get your organization advancing compelling new strategies for attracting, returning, cultivating, and diversifying audiences in an environment where they have access to infinite information and abundant leisure-time options.

It is critical for your organization to improve audience engagement. This workshop will help you specify actions to immediately and significantly achieve results.

**Profound and actionable, you will learn:**

- 1 impactful way to answer definitively the question, “Who is our audience?”
- 4 ways to use social media to “pull” (rather than “push”) audience engagement
- 6 essential metrics to gauge the bottom line of audience engagement throughout your organization – and how to improve them dramatically
- 8 meaningful techniques to connect your audience to your organization’s mission
- 12+ behaviors that make audience-building a priority for everyone in your organization
- and much more

**Who should attend:** CEOs/Executive/Managing Directors, Artistic Directors, Curators, Development and Marketing Professionals, and Board Leaders from organizations large and small and from every arts and cultural genre. This is about vigorously engaging audiences throughout your organization. Attendance by management teams is highly encouraged as the workshop prompts profound group discussion.

Presentation of the Audiences Everywhere™ Workshop is supported, in part, by the sponsorship of Patron Technology, Worldwide Ticketcraft, and the Salesforce Foundation.