

BRITISH COUNCIL AUDIENCE DEVELOPMENT PROGRAMME

GROWING AUDIENCES – HARNESSING THE POWER OF ARTS
AMBASSADORS TO INCREASE ATTENDANCE AND ENGAGEMENT

Monday 15 August 2016 from 09.00 am to 05.00 pm
Landmark Hotel, Amman

www.britishcouncil.jo

DEADLINE FOR RECEIVING APPLICATIONS:
11 August 2016 at 01.00 pm

Want to increase your audiences? Need to attract new audiences? Are you committed to building deeper, long-term relationships with your dedicated supporters? Come along to this in-depth session on how to harness the power of your biggest advocates, by making them Arts Ambassadors, to help you build your audiences and engage with diverse communities in an authentic, relevant way.

In order to remain relevant and to ensure a sustainable future, as arts entities we need to engage with our audiences in meaningful ways. And we all know that word of mouth, both in the real and online world, is the most effective and powerful way to get the word out about our arts offerings.

In this one-day workshop, we'll explore how to make the most of your biggest fans, by celebrating their passion and crafting their enthusiasm to help you grow your audiences. Whether you want to attract young people, students or diverse communities, you can design an Arts Ambassador scheme to engage your target audiences. If you're wanting to attract young people to your artform or entity, the smartest way to do that is to make the most of the young people who already love your organisation and who have their own networks and connections.

In this one-day workshop, Jackie Hay, from Morris Hargreaves McIntyre will share international case studies and best practice in making the most of arts ambassadors, as well as help you to design your own scheme that is best suited to the needs of your entity and your communities.

What is an arts ambassador?

a loyal audience member or community networker who volunteers for your entity who helps you to spread word about your events or entity.

Who is this session for:

it's for **arts managers and marketers** wanting to increase audiences or engage new or diverse audiences. Arts Ambassador schemes are great for small organisations with limited resources, as you'll be using volunteers to help promote your events. They're also brilliant for larger organisations wanting to reach new communities or target audiences or for those who want to reward or celebrate their biggest advocates and bring them closer to their entity.

Applicants need to:

- work for an arts/cultural entity operating in Jordan
- commit to and attend the entire day, including any preparation and follow-up required
- be in a position to implement change in their entity and of relevance to the workshop content

This workshop will be delivered in English and translation into Arabic will be provided if needed.

Morris Hargreaves McIntyre (MHM)

is the world's leading cultural strategy and research agency, with dozens of audience development experts in the UK, Australia and New Zealand. MHM's clientele includes some of the world's top museums, galleries, theatres, festivals, arts centres and cultural heritage organisations.

To apply, please download the application form and send to:

AudienceDevelopment@britishcouncil.org