

## CALL FOR SWEDISH, NORWEGIAN AND DANISH PARTICIPANTS TO THE ADESTE+ CASCADE PROGRAM 2021

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*" To lift the gaze from one's own practice to an audience-centered practice"*

We are now opening up for participation in a program course where Danish and Nordic cultural institutions and cultural actors can take part in knowledge and experiences from the large European audience development project ADESTE +. The focus is on what it takes to create a long-term and sustainable relationship between the cultural institution and its audience. ADESTE + is about sharing knowledge and methods around audience development and institutional anchoring..

### WHO CAN TAKE PART IN IT

The program is aimed in particular at communications and dissemination managers, curators and program managers, producers, museum inspectors and heads of institution as well as employees with a real opportunity to participate in the decision-making work at the institutions. The management perspective is important.

As a participating institution, you have the opportunity to focus on one or more concrete ongoing initiative(s), which are aimed at one or more specific audience groups, to create the opportunity to work with formats and processes linked to the program in a real and reality-based framework.

You will work concretely with this or these initiatives, which will at the same time constitute learning through practice, when you go through processes that can subsequently be used again and again. The methods applied you will be able to use in the institution afterwards.

The program is designed so that it can function across aesthetic and cross institutional practices and it will be able to accommodate both large institutions with national assignments as well as small and medium-sized institutions locally and regionally. We work internationally and in the teaching 5 - 7 Norwegian, Swedish and Danish cultural institutions will participate with each max. 5 employees, minimum 2 from each institution to ensure the anchoring.

### CONTENT OF THE PROGRAM

The cascade program consists of a number of sub-elements, which give the participating institutions and cultural activities an opportunity to test ideas and initiatives in relation to a broad and nuanced audience focus:

- 15.5 hours of teaching (5 workshops of 2.5 hours, 1 workshop of 3 hours).
  - Workshops will consist of presentations, exercises, theory and methods which are reflected in actual cases from the participants' own realities.
- Digital compendium with ADESTE+ tool kit and relevant publications.
- Knowledge and inspiration from experienced audience developers, cultural analysts and practitioners among the project's EU partners and from CKI's network in Denmark and the Nordic countries.

- Possibility of online supervision of processes within own cultural institution between the workshop days.
- Inter-aesthetic and disciplinary network collaboration with course participants in Denmark, Sweden and Norway.
- Access to a broad professional European collegiate network with the participation of over 200 participants from 7 countries.
- Preference for participation in the international summer school and exchange of experience in Turin, Italy in October as part of the program (up to 2 staff from each institution).
- Opportunity to attend the final European Conference on Audience Development in Turin in October 2021.
- Opportunity for participation in national and Nordic knowledge seminars on audience development during the period.

### WHEN? TIME CONSUMPTION AND DATES

The cascade program is to be unfolded during the spring of 2021 and is scheduled to be completed by June 15, 2021.

The workshops take place with 2.5 - 3 hours once a week starting in April 2021, from kl. 10: 00-12: 30, however the first time until 13:00:

- Wednesday, April 28<sup>th</sup> - #1: Unfreeze: A momentary status, prerequisites for strategic development
- Wednesday, May 5<sup>th</sup> - #2: Empathise: Target group understanding, methods and tools.
- Wednesday, May 12<sup>th</sup> - #3: Define: Goals and focus on what, why and for whom.
- Wednesday, May 19<sup>th</sup> - #4: Ideate: Idea generation and development.
- Wednesday, May 26<sup>th</sup> - #5: Prototype: Format, content and frame.
- Wednesday, June 2<sup>nd</sup> - #6: Embed & Deliver: Implementation, anchoring and rethinking

You should expect approx. 2 hours preparation or solution of easier creative tasks between each workshop. These are linked to the specific case or project the participants bring with them. In this way, the workshop is linked to the participants' real work tasks. In addition, it is planned that each participating institution sets some internal goals they would like to achieve between the workshops.

### THE SUMMER SCHOOL AND THE CONFERENCE IN TURIN

As part of the program, there is an opportunity to participate in this year's summer school, which takes place in Turin, Italy. The summer school consists of a 3-day intensive teaching program and workshops and a 2-day European conference on audience development.

The summer school in Turin will take place in October. The program for the school and call for participation is expected to be sent out during the spring of 2021.

The summer school is number three of three. The first two can be experienced on the project's YouTube and you can get an impression of them here: <https://vimeo.com/363848125> / <https://www.adeplus.eu/online-european-conference/>

### WHAT DO I AND THE INSTITUTION GET OUT OF IT?

The cascade program is structured as a kind of reflector, where the participating institutions' audience-oriented projects and initiatives will be at the core of the program's processes and tools. During the course, the participants will get and work with:

- A crash course for audience development, an ABC
- Design processes in relation to audience development goals and audience plans (ACED Ideation)
- Smart tools for both internal and external analysis (PEST-model, easy data etc.)
- Data collection and processing around visitors and new target groups (User surveys, box office, web data)
- Segmentation models, audience behavior and values (Audience Finder, MHM, John Falk a.o.)

- Audience-focused programming tools (Ansoff, Audience Spectrum, Diversity Wheel etc.)
- Strategic development factors (Engage Audiences)
- Understanding of the audience journey (Personas, User Canvas, Scamper / Four, Mr. Walker etc.)
- Action plan with user focus (Audience Canvas, Competence Landscape, De Bono etc.)
- A collegial network of 'critical friends' in the field across the three Scandinavian countries
- A larger European network with institutions from more than 7 countries

## LANGUAGE

The language in the program will be English with something in Swedish and Danish.

## WHAT DOES IT COST?

The price to participate in the Cascade program is DKK 10.000,- per participating institution.

The price includes teaching and workshops, compendiums and materials as well as 1 hour online supervision.

Payment is made when the registration for the program is confirmed.

## REGISTRATION

Registration for the ADESTE + Cascade Program in the Nordic countries must take place no later than February 19, 2021.

You can sign up by sending an e-mail to [nr@cki.dk](mailto:nr@cki.dk) marked: Registration for the Cascade program. Then we will contact you within short.

The registration must contain a short motivation for why your institution must be included in the program as well as a description of a specific challenge / case to work with. Finally, management must be sworn in and willing to discuss the participation in the program during the process. The participants in the program must have a mandate to communicate back into the organization and test / work with methods and ideas in reality.

## YDERLIGERE INFORMATION

For further information and questions, you are very welcome to contact us at CKI:

- Niels Righolt, Director [nr@cki.dk](mailto:nr@cki.dk) tlf. 3167 2110
- Solveig Thorborg, Program Counselor [st@cki.dk](mailto:st@cki.dk) tlf. 2670 5812

You can also find more information on the project's website: <https://www.adesteplus.eu>

**ADESTE+** aims to assist cultural institutions and culture workers in the process of reaching more people. The focal point is a clearer audience focus in relation to program, management and partnerships. The starting point is an understanding of audience development as a significant organizational and managerial tool. Sustainable relationships with a diversified audience presuppose a broad organizational support from the management and out to the front staff.

The Cascade program is phase 3 of a development program that has initially been tested at Nørrebro Theater in Copenhagen, Teatro Stabile in Turin, Mercury Theater in Colchester, National Theater in Rijeka, La Harinera in Zaragoza and Gulbenkian Museum in Lisbon. In the second phase, it is being tested on a.o. The Statens Museum for Kunst (SMK) in Copenhagen and within a number of large and medium-sized institutions in the partner countries. In the third phase, it is opened up for institutions in other countries. For CKI's part, we open up for Norway and Sweden.

**ADESTE+ Partners** are: The Audience Agency, UK; Fitzcarraldo Foundation, Italy; Melting Pro, Italy; University of Deusto, Spain; Mapa das Ideias, Portugal; Kultura Nova Foundation, Croatia; Teatro Stabile di Torino, Italy; Mercury Theatre Colchester, UK; Zaragoza Cultural, Spain; Gulbenkian Foundation, Portugal; Nørrebro Teater, DK; City of Warsaw, Poland; Compagnia San Paolo, Italy; Croatian National Theatre, Croatia and Center for Kunst & Interkultur, DK.