

Course Title: Strategic planning for audience development

Date: 31 October 2018

Time: 10.00 – 15.00

Location: Museum of London, London Wall

Facilitator: Elizabeth Coningsby

Trainer: Jocelyn Goddard

What will be covered?

This will be a practical and interactive workshop, enabling participants to develop a strategic audience development plan that fits with their organisation's strengths and past achievements and meets their forward planning needs.

Jocelyn Goddard is a museum and heritage professional with a passionate commitment to learning and development. She has experience of encouraging engagement with a wide range of audiences, including schools, families and older learners.

Who should attend?

This course is aimed at people who need to update or develop a new plan for engaging with a wide range of audiences/visitors/users. It will be particularly useful for those involved in putting together funding applications and activity plans, for example to the Heritage Lottery Fund and for those with a focus on Accreditation.

Approximate session timetable

10.00–10.15 Welcome and sharing objectives

10.15 – 11.00 Why do we need another plan? (presentation with question time)

11.00 – 12.00 Following the process: Part one: Review (interactive session)

12.00– 1.00 Lunch

1.00 – 1.45 Part Two: Research and consultation (interactive session)

1.45 – 2.30 Part Three: Shaping the plan (interactive session)

2.30 – 2.50 Questions and discussion

2.50 – 3.00 Evaluation

Learning objectives

By the end of this session you will:

- Understand the key principles of audience development
- Have learned why an audience development plan is useful and how to take a strategic approach to planning activities with visitors/users
- Have shared your experiences and learning with others who are working to engage new audiences
- Be clear about outcomes and how to plan for them in a way that makes them easier to measure
- Understand what funders mean by target groups; find ways to identify and to decide how to reach them

Support towards Museum Accreditation:

3 Users and their experiences

3.1 Good-quality services and development

3.1.3 The museum must devise plans to broaden its range of users

Further information

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep the **31st October** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non-National Portfolio museums in the London region. A late cancellation (less than 24 hours) / no show charge of **£20** will be applicable. Light refreshments will be provided. Further Information will be emailed to confirmed delegates.

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