



London Museum Development Skills Plus training course

Skills Plus: Understanding your audiences

Date: Tuesday 19th November

Time: 15:15 – 17:30

Location: Museum of London, London Wall

Facilitator: Elizabeth Coningsby

Trainers: Jacqui Fortnum & Margot Walker (The Audience Agency)

What will be covered?

Step out of your museum and become a data detective with The Audience Agency. This hands on session will help you to use data and research methods to find out more about your museum visitors and who they could be. By using the segmentation model and fresh data insights from the big data Audience Finder, we will explore the 'London' perspective of engaging audiences from your borough and beyond. There will also be an opportunity to continue discussions in relaxed fashion after 5.30pm, over a glass of wine and snacks, in the London Wall Bar and Kitchen.

The Audience Agency is a mission-led charity with a purpose to enable cultural organisations to use national data to increase their relevance, reach and resilience. Margot brings over 25 years' experience of working as a marketing professional in the cultural and charitable sector providing fundraising, business development and marketing expertise. Jacqui provides a focus on using research to inform practical, evidence-based approaches to planning, goal setting and evaluation.

Who should attend?

This course is aimed at museum professionals who want to find out more about using data to inform data driven decisions for marketing, audience and business development.

Approximate session timetable

15:15	Tea/Coffee upon arrival
15:30	Welcome and Introductions
17:30	Workshop finish and informal networking begins

Learning objectives

By the end of this session you will learn about different approaches to collecting useful insight about your audiences and identify ways of filling knowledge gaps about potential visitors.

Support towards Museum Accreditation:

- 8 Understand and develop your audiences
 - 8.1 To understand who uses your museum, and who doesn't
 - 8.2 To use information to assess your users' needs

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 **19th November** 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 **£50** will be applicable. Light refreshments will be provided. Further Information will be emailed to confirmed delegates.

