



London Museum Development Skills Plus training course

Re-engaging with your Audiences

Date: Wednesday 10th March

Time: 10:00 – 12:00

Location: Online (Zoom)

Facilitator: Elizabeth Coningsby and Alec Ward

Trainer: Christina Lister, Arts Marketing Association

What will be covered?

Take some time to review your audience engagement. Who have you been connecting with during lockdown? Who has slipped through the net? Which new audiences would you like to engage? This workshop will help you think through how you are engaging your audiences, volunteers and community and identify new ways to build relationships with them.

[Christina Lister](#) is a marketing and audience development consultant working with museums, heritage sites and cultural organisations. Christina empowers organisations to develop and execute marketing that connects to audiences with purpose and impact, by delivering training, facilitating workshops and developing strategy.

Who should attend?

It is intended for those with a focus on audiences; whether they are visitors, your community or volunteers. This session will be pitched at those whose roles take in audience development, including visitors, your community and volunteers.

NB: This session continues the thread of session 1 and it is recommended that those who attend session 1 also attend this.

Learning objectives

By the end of this session you will have:

- An understanding of who your audiences are and who you would like them to be.
- Clarity on the data you hold and what you may need to gather to build your audiences
- Tools to think strategically about how to engage with different audiences
- Ideas and inspiration for how to communicate with your audiences to build relationships

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
 - 8.3 To have a plan for developing your 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 **10th March** 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.

 @LondonMusDev



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