

Touring Forum

AGENDA

Wednesday 22 June 2016, 2pm-5pm
Carnegie Hall, Dunfermline
(Lunch from 1pm-2pm & networking drinks at 5pm)

CHAIR: Sam Eccles

Networking Lunch (1pm-2pm)

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| 1. Introductions | 10' |
| 2. Welcome / FST Update | 10' |
| 3. Creative Scotland update – Lorna Duguid | 10' |

Improving how we reach, build and retain audiences for touring – part 1

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| 4. <u>Audience intelligence:</u> | 45' |
| Case study presentation by Julie Tait and Nick Parr (Board Member)
Culture Republic on using data to deliver results | |

Followed by discussion on:

- What do we mean by 'data' – what do we actually want to know?
- How can we use audience intelligence to better target our product development choices and methods?
- How might audience intelligence change our planning and touring processes?
- How do we sort out data sharing both between touring companies and venues and across the sector?

Coffee break	15'
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Improving how we reach, build and retain audiences for touring – part 2

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| 5. <u>Discussion on building meaningful relationships with audiences:</u> | 35' |
| <ul style="list-style-type: none">• How can artists and promoters embed an audience focused approach in their work? | |

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| 6. Discussion on mitigating audience risk: | 35' |
| a. How can we encourage new audiences to attend dance and theatre? | |
| b. How can we encourage existing audiences to take a risk on lesser known or more 'experimental' work? | |
| 7. Action Learning - general questions & queries for the group | 15' |
| 8. Topics for Next Forum | 5' |

Useful background reading / resources:

[Minute of Touring Forum on 21 April 2016.](#)

<http://www.phf.org.uk/publications/imagining-arts-organizations-for-new-audiences/>

<http://www.ruraltouring.org/work/rural-touring-dance>

ARC Stockton [Pay What You Decide Toolkit](#).

Forum Aims

- Knowledge Exchange
- Skill Sharing
- Peer Learning
- Networking
- Support & Informal Mentoring
- Specific Advocacy

Please note, before the Touring Forum there will be an FST Members' Meeting in the morning which is open to FST Members only.

Please RSVP to hello@scottishtheatre.org by 17 JUNE indicating:

- a) If you will be attending the Members' Meeting**
- b) If you will be attending the Touring Forum**
- c) Any access requirements**