

# TIPS FOR AUDIENCE DEVELOPMENT

Agata Etmanowicz is the president of Impact Foundation specialising in audience development processes (including designing and conducting long-term capacity-building programmes for European Capitals of Culture). She had a chance to look at the cultural sector from different perspectives and to wear many different hats over the years: she has acted as a culture policy maker, advocate, advisor and mentor, manager, curator, and producer. She believes in social usefulness in her personal and professional life. Together with Impact Foundation, she promotes the A2 approach which combines audience development and accessibility (as “you can’t have one without the other”).



- Work on a strategic approach to audience development using the tools and philosophy of audience engagement. “I call it a square that combines audience development and accessibility because I really believe that you cannot have one without the other.”
- Think of audience development as an ongoing never-ending process of reflection and action. “It’s about attitude. It’s about the approach. It’s about the philosophy. It’s about how you think about things”.
- Put the audience at the heart of your organisation and at the centre of your vision.
- Base the strategic process on reflection and planned action, constantly looking at what you are doing and reflecting on your actions.
- Everyone is equally important in this process.
- Start with your team, expand to the whole organisation, to the existing audiences, and then the new audiences in this order.
- Ask yourself: who is not in your audience?

“ The audience is the source of happiness. And we are not afraid to say so. We help organisations connect with their audiences. ”

Agata Etmanowicz

# MY NOTES