

**CREATIVE EUROPE 2014-2020** is what the current EU support program for the creative sector is called. In 2015, in accordance with extensive information events, the Culture Department of Styria offered the "EU Competence Building Program for cultural workers in Styria", specially created for the development of EU projects.

In 2016, the Cultural Department of Styria provides a new specialized program that benefits the professionalization of Styrian arts and cultural sector:

## **Audience Development Program© and English Upgrade® for artistic and cultural workers of Styria**

The **Audience Development Building Program ©** is developed by CLEARLY CULTURE and headed and performed by Leonie Hodkevitch.

This dynamic program series opens cultural workers and social entrepreneurs to unusual perspectives and provides them with the skills to gain a new, **larger and differentiated audience for their works, messages and objectives.**

Audience Development is also a decisive factor in national and international tenders and represents an important competitive factor.

"The major hurdle in the development of new audience is the assumption of many arts and cultural workers that all strategies are exhausted and new strategies are bound to far too many resources. In the Audience Development Program © the subject is re-opened and treated with fresh approaches, "says Leonie Hodkevitch.

**Target groups addressed: Art and cultural workers, representatives of cultural institutions and creative industries, as well as social entrepreneurs.**

The cultural and educational association **CLEARLY CULTURE** has gathered under one roof international experts on cultural management, theater, literature, architecture, urban development and inter-culturalism. They specialize in cultural rapprochement projects, urban networking, audience development and social inclusion and develop projects and workshop series for the UN, IOM, cultural organizations, universities in Vienna, Sofia, Belgrade, Tallinn, as well as culture and education ministries and municipal authorities. CLEARLY CULTURE is represented in the jury of Creative Europe / EU and a partner of the Goethe Institute. Homepage: <http://4p116.com/>

## Audience Development Building Program ©

### Part 1: Open House

Thursday, May 19, 2016, 14:00 to 18:00  
Styrian State Library

A colorful array of **presentations by arts and culture professionals, moderated and structured by the interdisciplinary speakers duo from CLEARLY CULTURE**. After the introductory presentation, participants are invited to show short presentations of their audience development practices or ideas. In the subsequent **cocktail hour**, experiences will be informally exchanged, feedback given and taken, partnerships explored as a key to audience development. **Everybody is welcome with free admission, whether to observe or participate!**

Presentations times will be prioritized on a “First come, first served” basis. Please, early registration is encouraged!

### Part 2: Audience Development Workshop

Friday, June 10, 2016, 10:00 to 18:30  
Saturday, June 11, 2016, 9:30 to 13:00  
Division 9 Culture, Europe, External  
Relations

This intensive workshop is divided into two complementary parts: **Audience Development by audiences** and **Audience Development through social inclusion**.

In the first part, existing and **potential audiences** are identified, then their needs and expectations analyzed. The participant’s strategies, tactics and campaigns are developed for projects based on the **Audience Development Toolkit**, including cultural mediation strategies, relationship marketing, formulation of the message and the label, management of audiences and international best practices.

The second part deals with **Social Inclusion**. Justifying this as a means for audience development is a relevant, breaking news and sensitive topic: as we are speaking, migration is changing the cultural landscape and cultural perception. In this part of the workshop, strategies are developed to include **various communities and atypical target groups** so that they share in the cultural life where they arrive.

Number of participants is limited to 15 people, so early registration is essential.

**3rd part: Strategy Marathon®**

**Friday, June 17, 2016 14:00 to 18:00**  
**Everywhere in Graz, Home Base: <rotor>**

The Strategy Marathon® is an unconventional **intensive coaching in an inspiring atmosphere**. Roaming through **artistic and cultural sites** among other places of interest in Graz, applied **Audience Development will be perceived, discovered and further developed**. Together with the trainers from CLEARLY CULTURE, participants hike through the **cultural map of Graz**, exchanging collegial ideas in advance of their strategies, while receiving professional and **systematic feedback** from the lecturers and the participants alike.

Ideas for new public policies will be further developed to the point where participants can actually implement them. Upon completion, a come-together in a restaurant in Graz will complete the Strategy Marathon® with the participants being full of new ideas and impressions.

Limited number of participants, registration required.

**External English Upgrade®**

**Saturday, June 11, 2016, 2:00 p.m. to 6:00 p.m.**  
**Division 9 Culture, Europe, Relations**

**English Upgrade®** complements the competencies for international project work and facilitates submission to tenders in English. The Native English coach of CLEARLY CULTURE will assist development of effective and efficient wording in English, which can be applied to international cooperation and funding grants. A range of international applications and requests, with focus on the EU, are taken into account, encouraging and empowering attendees with the skills to communicate with international partners in English.

Number of participants is limited to 15 people, so early registration is essential.

**Costs:**

The **Audience Development Program** © and the **English Upgrade®** are promoted by the **Cultural Department of the state of Styria** and therefore offered at especially favorable terms.

**The Audience Development Program** © is designed as a whole program. We therefore recommend you to visit all parts of the program for a continued and sustained success.

### **Audience Development Building Program** ©

#### **Part 1: Open House**

The Open House is free of charge!

#### **Part 2: Audience Development Workshop**

Cost: Euro 105,00

#### **3rd part: Strategy Marathon**®

Cost: € 75.00

For joint booking of the Audience Development Workshops with the Strategy Marathon fee totals only EUR 150.00.

#### **English Upgrade**®

Cost: € 45.00

**In order to facilitate the scheduling of the participants, the English Upgrade will take place on 11 June 2016 immediately following after the Audience Development workshop.**

#### **Time and place:**

**Open House** ® Thursday, May 19, 2016, 14:00 to 18:00, **Event Hall - Styrian State Library - Kalchberggasse 2, 8010 Graz.**

**Audience Development Workshop** Friday, June 10, 2016, at 10.00 to 18.00, and Saturday, June 11, 2016 at 9:30 to 13:00 **9 Division Culture, Europe, External Relations (auditorium), 4th floor, Cottage 7, 8010 Graz**

**English Upgrade**® Saturday, June 11, 2016, 14:00 to 18:00, **Division 9 Culture, Europe, External Relations (auditorium), Cottage 7, 8010 Graz**

**Strategy Marathon**® Friday, June 17, 2016, 14:00 to about 18:00, at a variety of artistic and cultural sites in Graz, meeting / **Home Base: <rotor>, Volksgartenstrasse 6a, 8020 Graz**

**Registration:**

We look forward to your participation!

Please register with Ms. Nicole Meisterl, Division 9 Culture, Europe, External Relations, Unit holdings and Culture International + 43/316 / 877-5369 or [nicole.meisterl@stmk.gv.at](mailto:nicole.meisterl@stmk.gv.at)

**Contact person:** Sandra Kocuvan, Division 9 Culture, Europe, External Relations, 8010 Graz, Landhausgasse 7, Tel .: + 43/316 / 877-3161 [sandra.kocuvan@stmk.gv.at](mailto:sandra.kocuvan@stmk.gv.at)