

2nd International Conference on Audience Research and Evaluation

THE CONNECTED AUDIENCE 2017, Vienna

The role of museums and cultural institutions in society has changed and is becoming increasingly more visitor focused. Successful institutions need to be open spaces, act as vital resources and platforms and partner with multiple organisations and initiatives to support learning, social development and growth in a changing world. However, there is still a long way to go to ensure an audience focused perspective within the culture sector and for this approach to be considered as a key strategic element of an institution's culture. It is vital that museums and cultural institutions know their audiences (and non-audiences). Only then they will be able to come up with effective strategies to connect with diverse audiences while also addressing the audiences' individual needs and expectations.

To explore these challenges, the Connected Audience conference brings together for 2.5-days experts and practitioners from the museum and culture sector from around the world to share and debate cutting-edge thinking and innovative practice in audience research and development.

When: September 14 – 16, 2017

Location: A zW Architekturzentrum Wien (Austrian Museum of Architecture), Vienna

Conference Fee: 275 € Early Bird till June 6th
340 € Regular

The conference fee includes lunches and coffee breaks, drink reception on Thursday, evening reception on Friday and information material.

Conference Language: English

Maximum Capacity: 150 delegates

The conference is jointly developed and organized by the **Institute for Learning and Innovation** (US) and **KulturAgenda** Institute for Museums, Cultural Enterprises and Audiences (AT)

→ Call for Case Study Presentations

We are looking for presentations (max 15 min) from professionals at museums and other cultural institutions who are using audience research and evaluation to inform their museum practice and forward strategies. Equally we would like to invite researchers and practitioners to present audience development projects or research projects on target groups which can be shared and discussed with our delegates.

We expect innovative case studies and best practice models focusing mainly on individual audience needs or target group models and want to hear about your experiences and the processes and how the collected results are used to help shape the whole organisation.

Please forward an abstract of not more than 250 words and a CV (half a page) to:

christian.waltl@kulturagenda.at

Deadline is: **April 18th, 2017**

Further information online: www.kulturagenda.at