



AUDIENCE: AN INTRODUCTION

Monday, 25 March 2019 | 9:00am–5:00pm

Rio Grande Depot, 300 Rio Grande Street, Salt Lake City, UT 84101

Kari Ross Nelson (Independent Evaluator) & Mindy Wilson (Utah Museum of Fine Arts)

8:30–9:00 am	Arrivals so we can start promptly
9:00–9:15 am	Welcome and Introductions (Everyone) <ul style="list-style-type: none"> Housekeeping, introductions, group ground rules Agenda overview and goals for today
9:15–9:45 am	Audience Module Overview (Kari) <ul style="list-style-type: none"> What’s in store for the AUD Module Audience Standards and Unacceptable AUD Practices Big ideas and defining terms
9:45–10:45 am	Why Connecting to Audience Matters (Mindy) <ul style="list-style-type: none"> Nina Simon – OFBYFORALL video (37 minutes) Discussion and making connections to the module
10:45–11:00 am	BREAK
11:00–12:15 pm	Understanding Your Visitors (Kari) <ul style="list-style-type: none"> Demographics, motivations HANDS-ON ACTIVITY #1 Identity Related Motivations
12:15–1:15 pm	LUNCH (on your own)
1:15–2:45 pm	Marketing: Making the Connection (Mindy) <ul style="list-style-type: none"> Key concepts, identifying your audience, telling your story HANDS-ON ACTIVITY #2 Brand Statement: Organization Analysis
2:45–3:00 pm	BREAK
3:00–4:15 pm	In Lieu of Mindreading: Visitor Studies & Evaluation (Kari) <ul style="list-style-type: none"> Methods of gathering information and using it to make decisions HANDS-ON ACTIVITY #3 Evaluation Planning HANDS-ON ACTIVITY #4 Audience Survey Critique
4:15–4:30 pm	Wrap-up (Everyone) <ul style="list-style-type: none"> Recap of the day, key takeaways Assignment – Complete ofbyforall.org self-assessment & brainstorm current market situation by continuing to develop your brand statement organizational analysis
4:30–5:00 pm	Mentor Groups Break-out (Mentors with their 2-3 groups) <ul style="list-style-type: none"> How has today’s content affected your priorities? What project will you do?