

Theatre Forum logo with the tagline "Building a stronger performing arts community in Ireland." Below the logo, the text "Welcome Focus on Audiences" is displayed, followed by the date "23 June 2022". At the bottom, there is a grid of 100 symbols (plus signs and crosses) arranged in 10 rows and 10 columns. The symbols are orange and white. The grid contains 84 plus signs and 16 crosses. The crosses are located at the following positions (row, column): (1, 9), (2, 4), (2, 9), (3, 2), (3, 8), (4, 3), (4, 7), (4, 9), (5, 1), (5, 4), (5, 6), (5, 8), (5, 9), (6, 2), (6, 3), (6, 7), (6, 9), (7, 1), (7, 4), (7, 6), (7, 8), (7, 9), (8, 2), (8, 3), (8, 7), (8, 9), (9, 1), (9, 4), (9, 6), (9, 8), (9, 9), (10, 1), (10, 4), (10, 6), (10, 8), (10, 9).

1

Theatre Forum logo featuring the text 'Theatre Forum' in a bold, sans-serif font, with 'Theatre' on the top line and 'Forum' on the bottom line. To the right of the logo, the text 'Building a stronger performing arts community in Ireland.' is displayed in a smaller, sans-serif font.

2



Building a stronger
performing arts
community in Ireland.

Focus on Audiences

Agenda

- Context
- Presentation Missing Audiences Ireland survey findings
- Q&A – what the survey findings mean for my audiences?
- Discussion of Audience Development Toolkit and marketing communications successes
- Next steps
- Thank you

3



Building a stronger
performing arts
community in Ireland.

Focus on Audiences

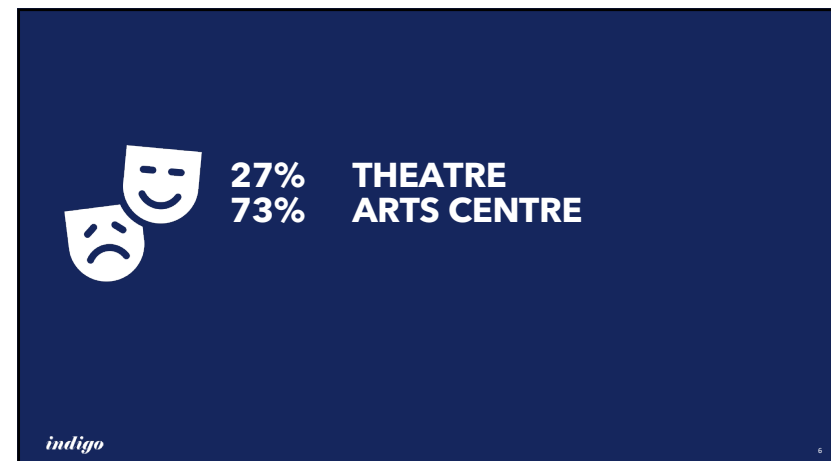
▪ Presentation Missing Audiences Ireland - survey findings

Katy Raines, CEO Indigo

4



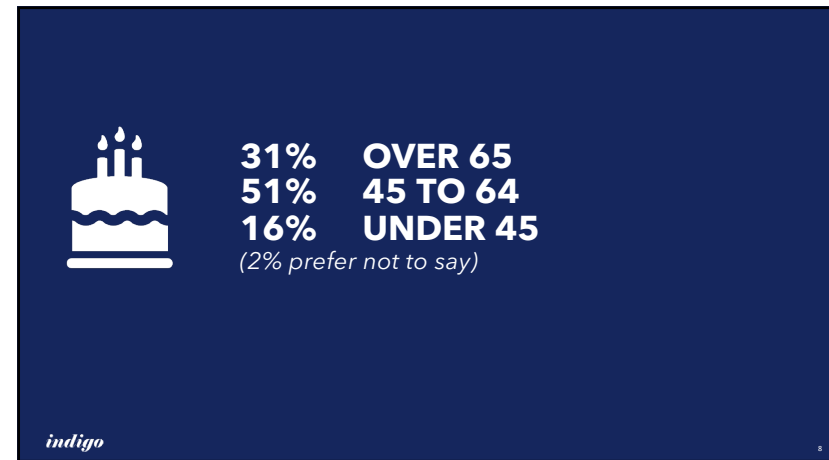
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**8% IDENTIFY AS D/deaf
OR DISABLED**

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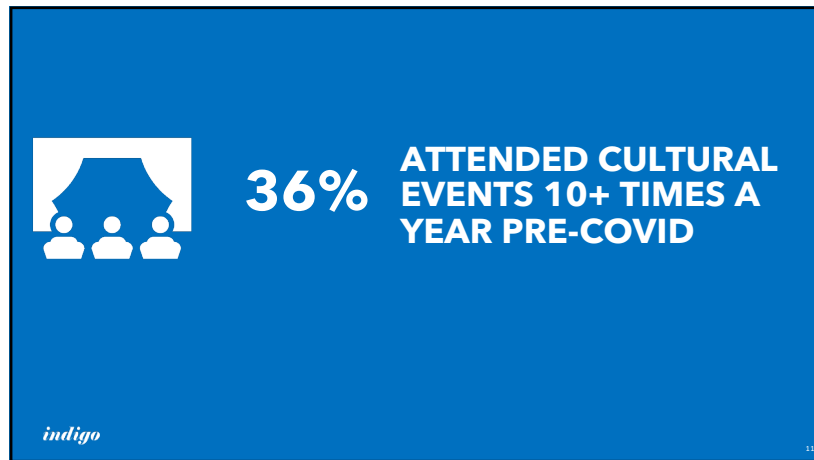
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**SURVEYS IN FIELD
17 May - 21 June 2022**

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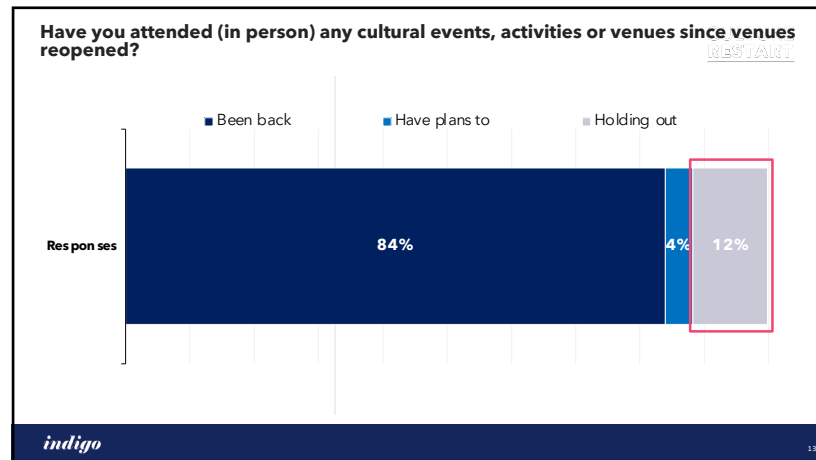
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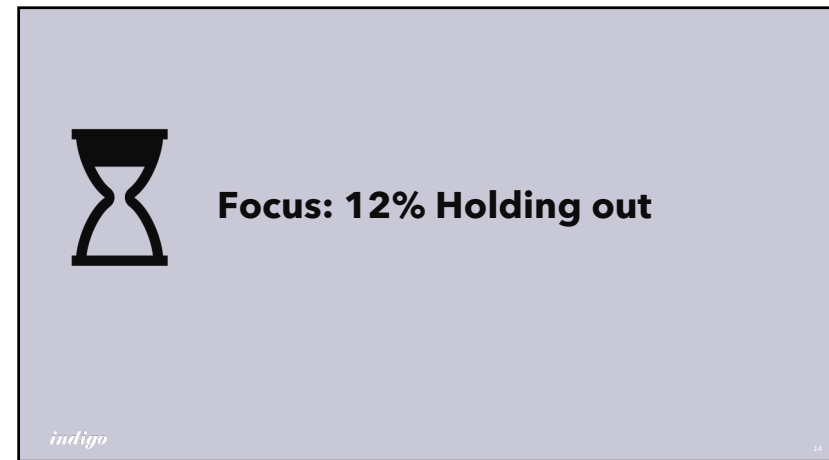
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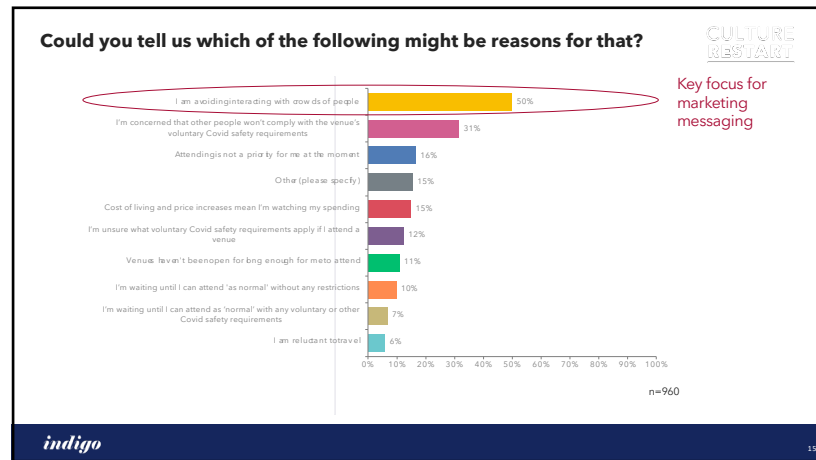
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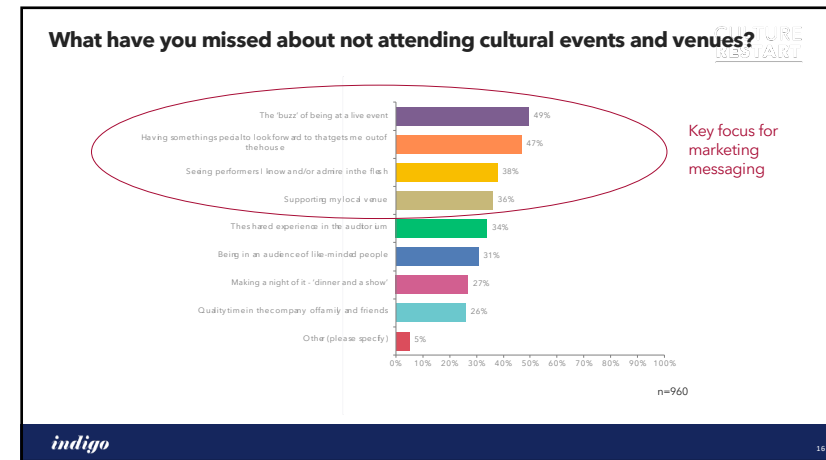
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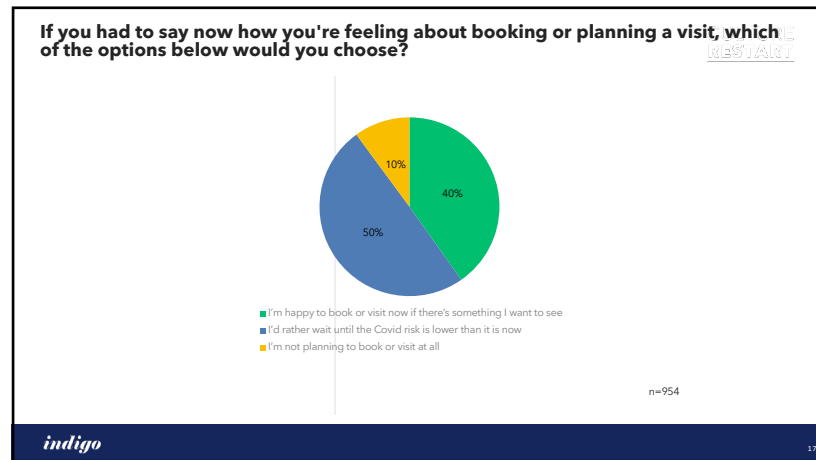
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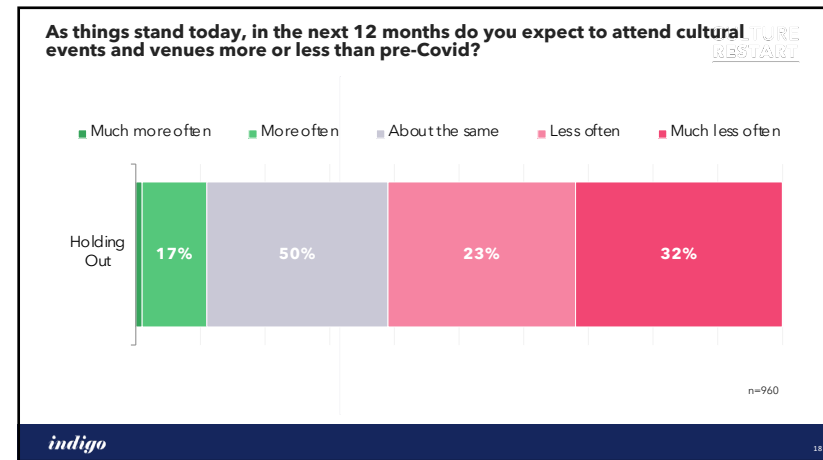
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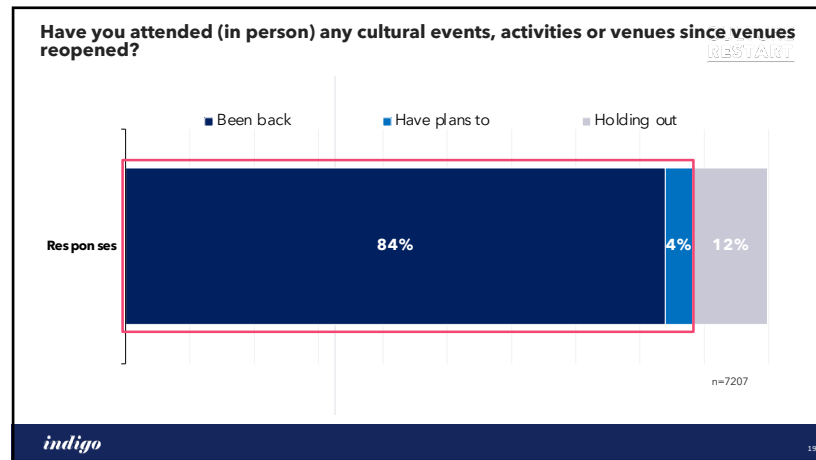
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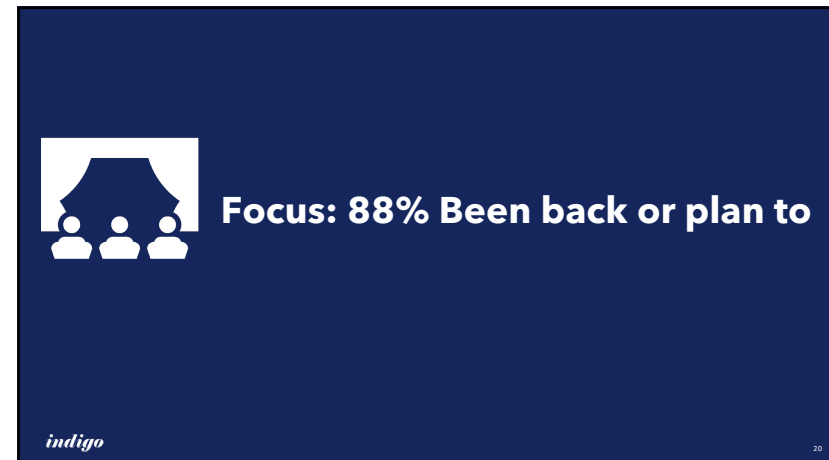
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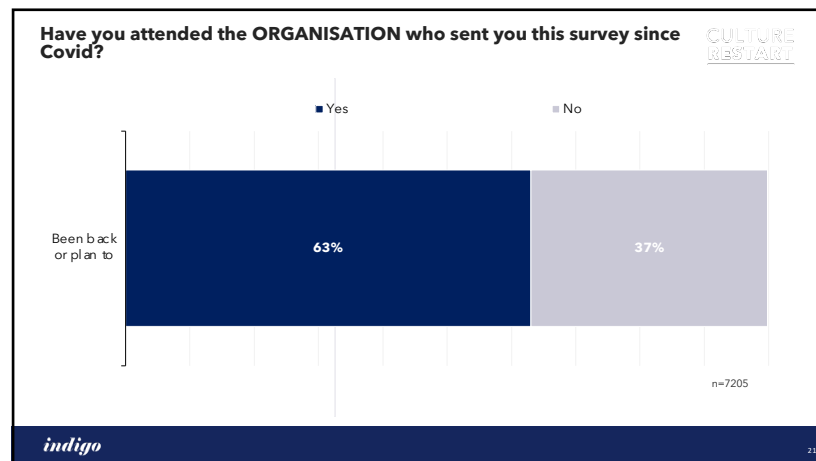
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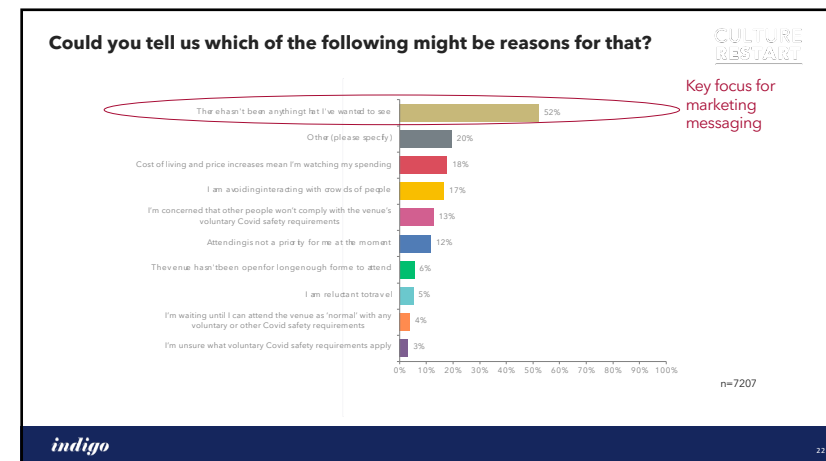
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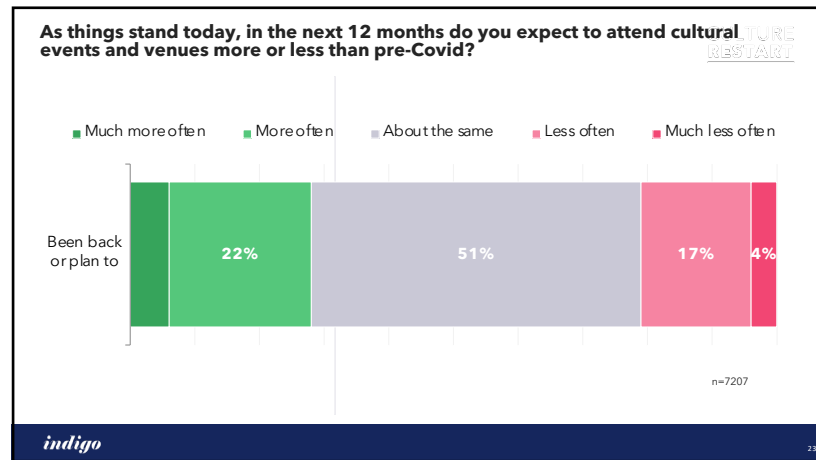
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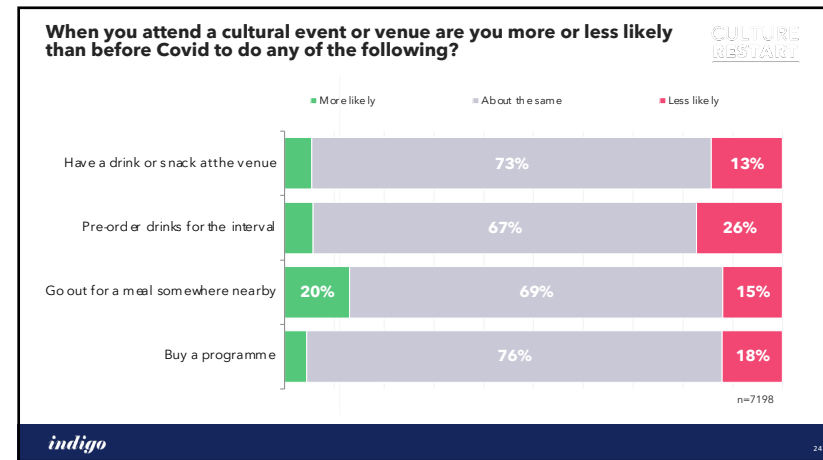
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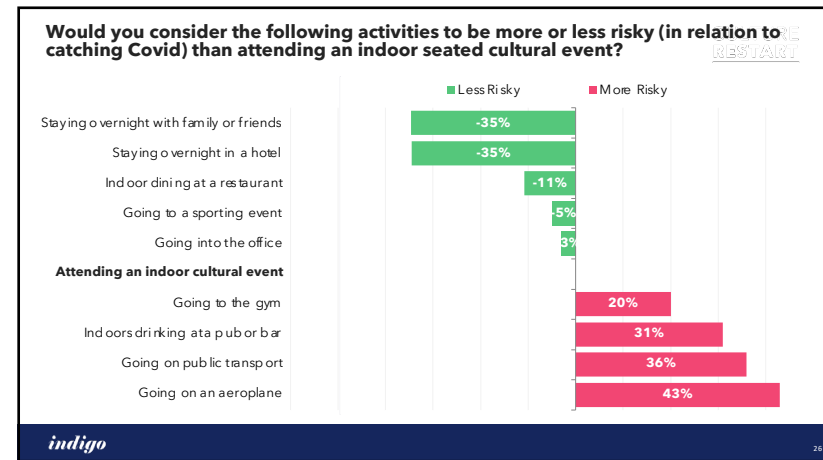
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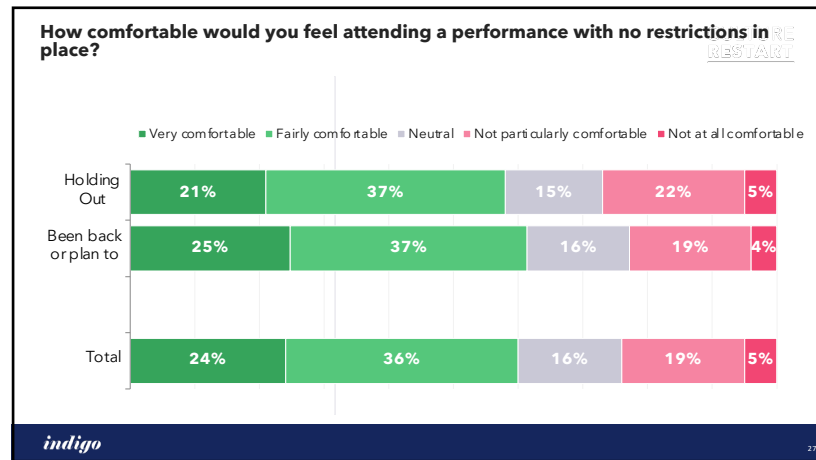
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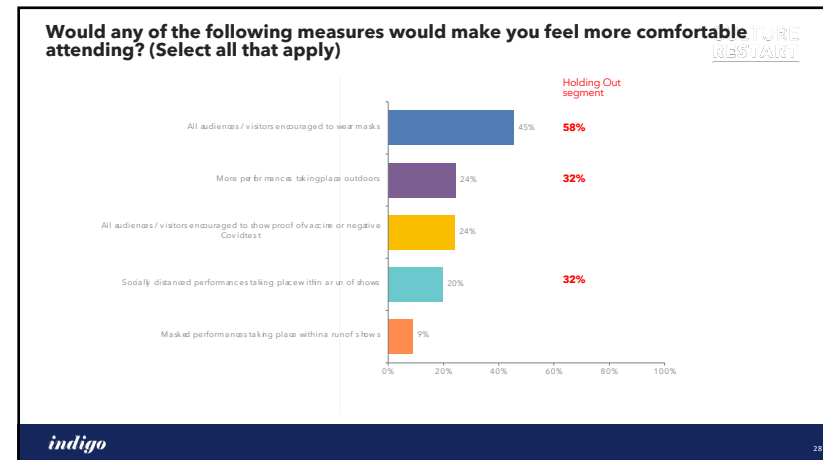
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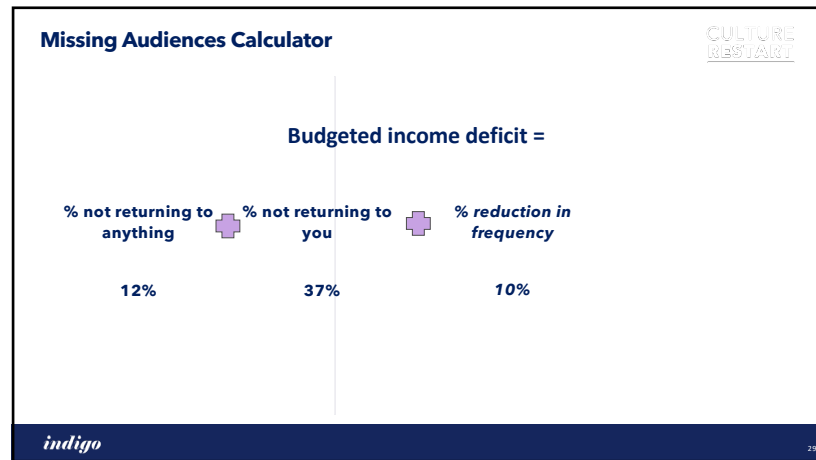
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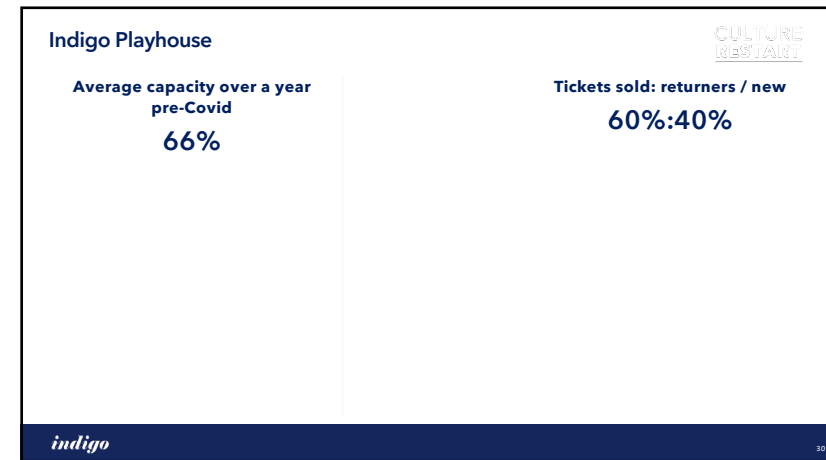
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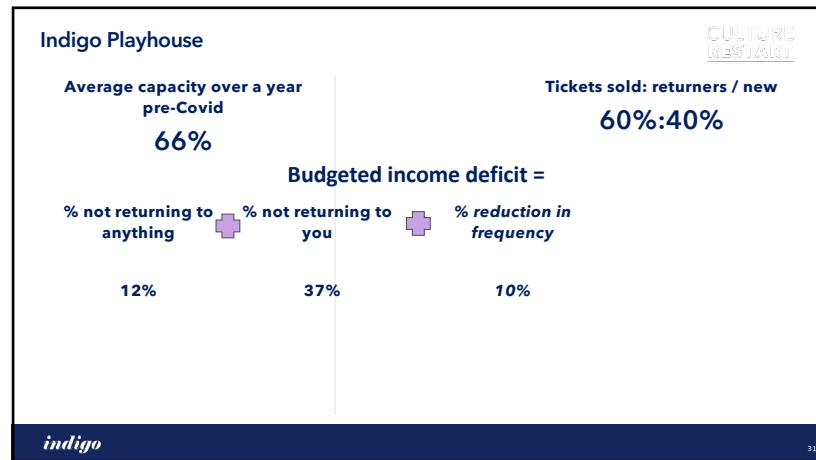
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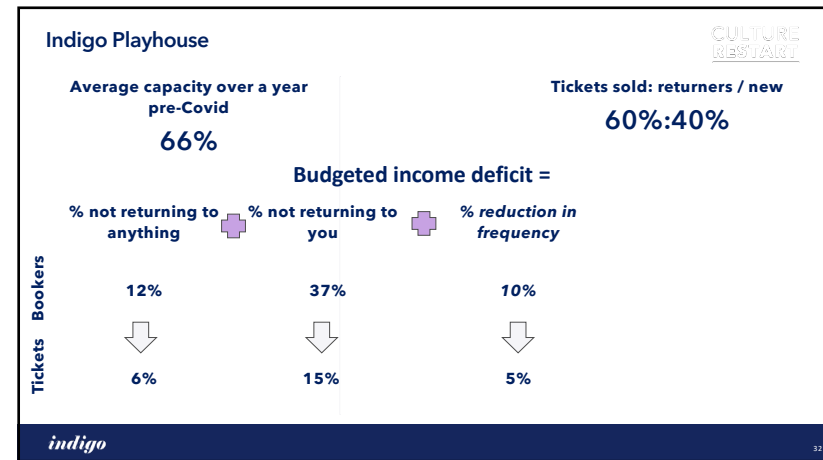
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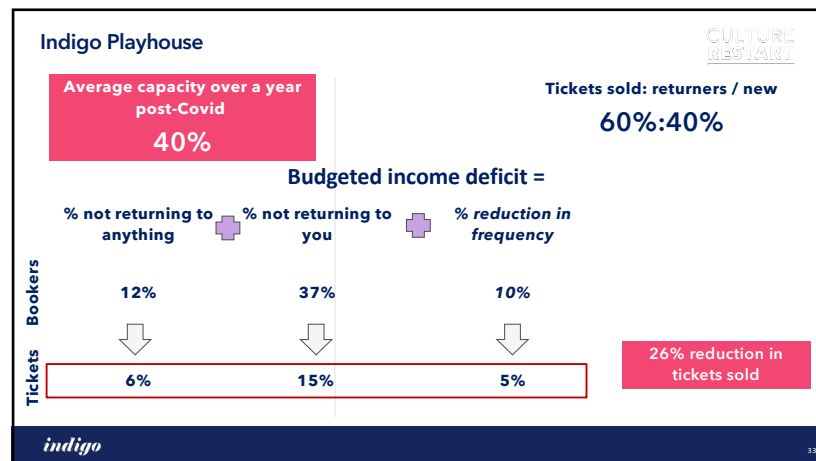
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31



32



33

Theatre Forum Building a stronger performing arts community in Ireland.

Focus on Audiences

▪ **Q&A**

What the survey findings mean for my audiences?

In discussion with Heather Maitland

34



Focus on Audiences

▪Audience Development Toolkit

35



Audience Priorities

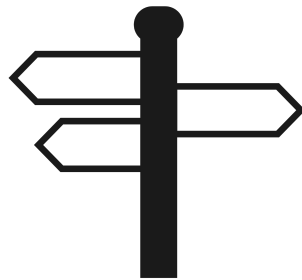
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36

Looking to **the future**

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1. The **same** audiences?
2. Other **formats**?
3. **Different** audiences?



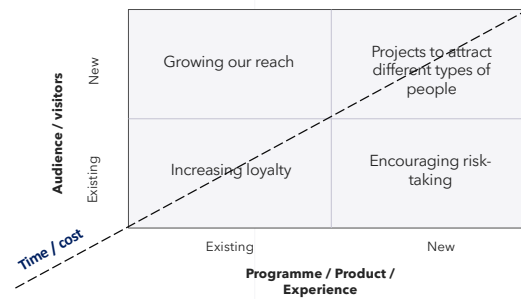
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37

37

Audience priority matrix

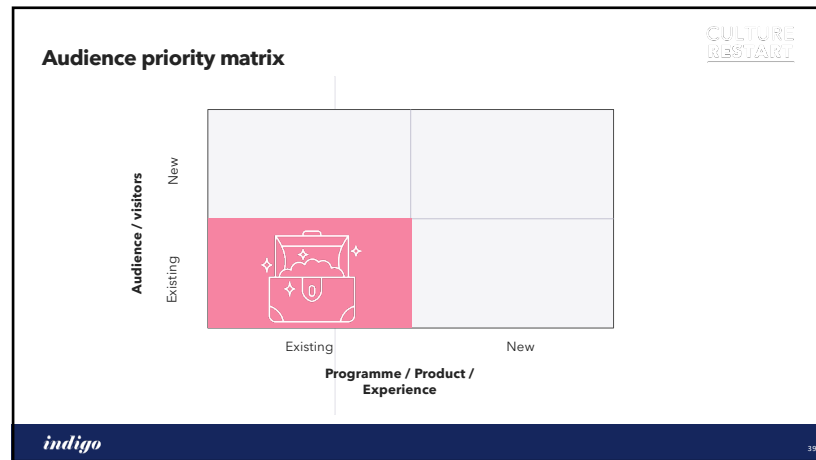
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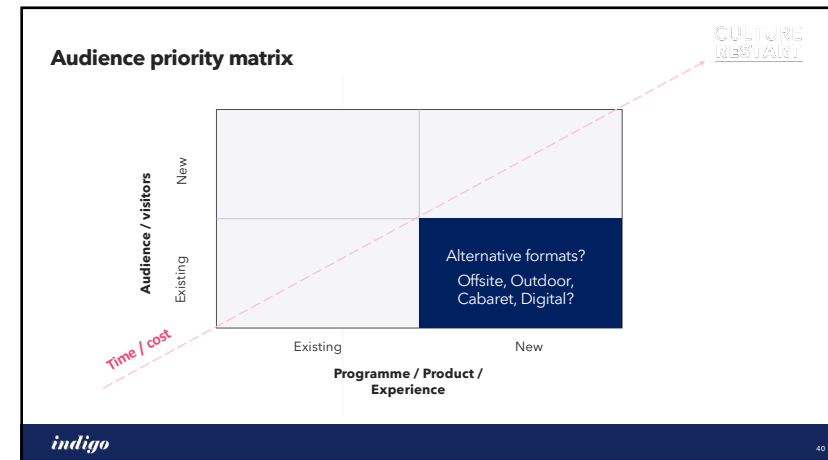
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38

38



39



40

Alternative formats

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41

41

Alternative formats - Volcano at Galway International Festival

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Volcano is a new work that is part theatre, part mini-series and part dance all wrapped in the tapestry of an unfolding sci-fi thriller.

Two characters exist in a living room in disrepair and without a door, where they recreate the greatest hits of old lives – a night at a rave, a favourite game show, an 80's music video – both passing the time and quietly clinging to distant memories of a life out of reach.

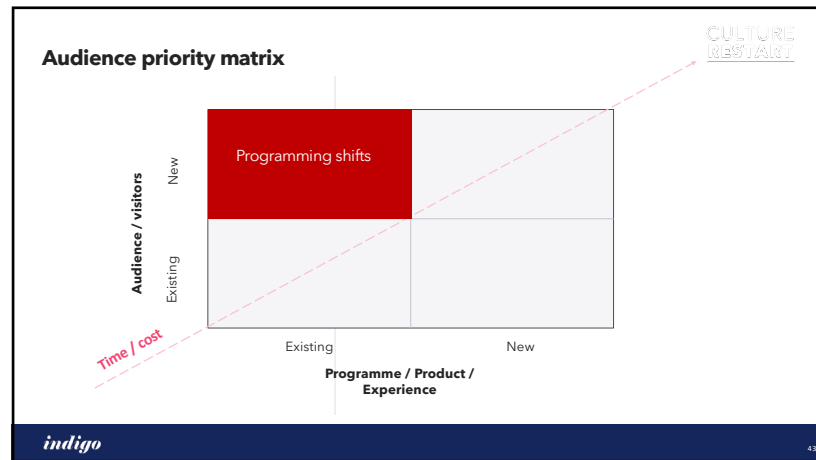
As the narrative unfolds the uncertainties of the scenario come into more extreme focus. How long have they been there, and why? What is the world they have been shut off from?

Performed over four episodes, *Volcano* can be enjoyed individually or as a series, live or online.

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42

42



43

Programming shifts

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project

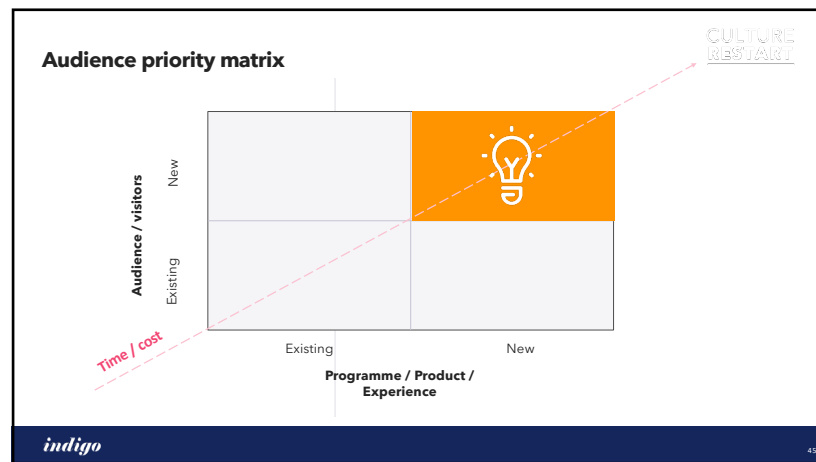
Upcoming Events

Dive into our programme.
Choose from theatre, music, dance, visual arts and everything in between.

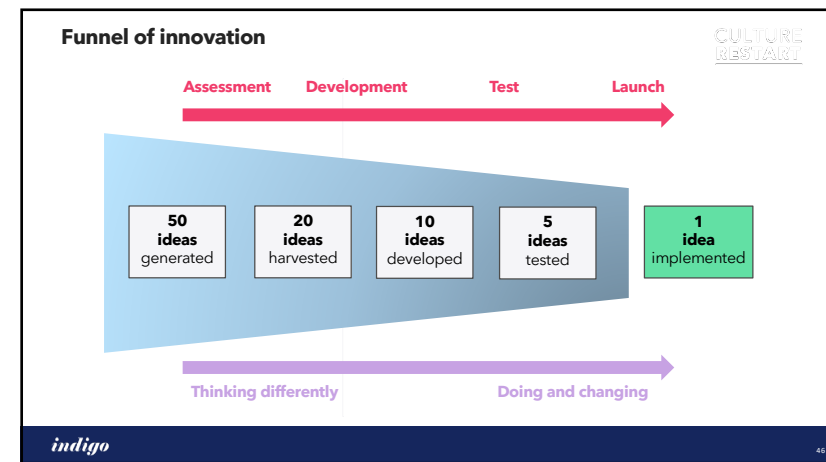
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44

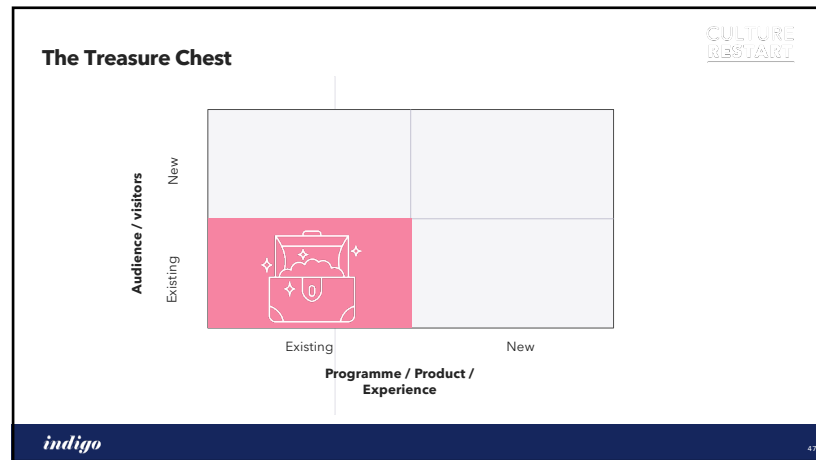
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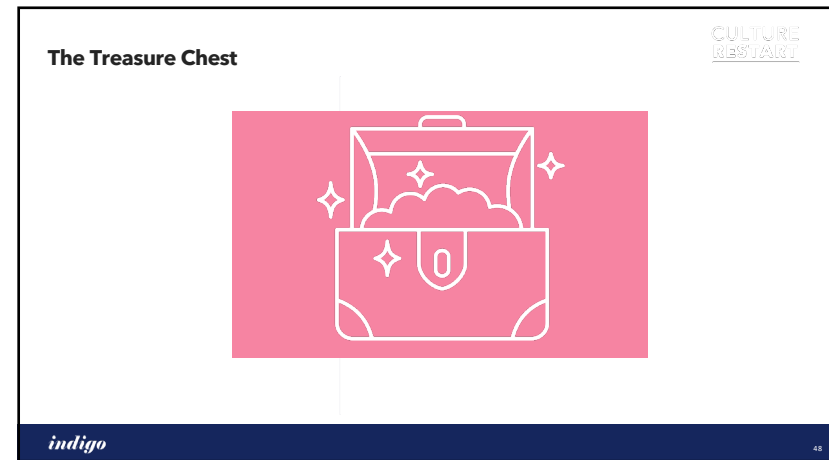
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47



48








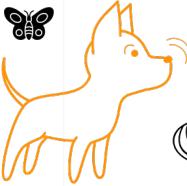
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Avg 2016
benchmarking

- 4% purchased
for 6+ events

49



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50

Why don't they come back?

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- Negative experience?
- Covid anxiety?
- No compelling reason to return?
- Practical obstacles?

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51

51



Compelling Messages

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52

52

Compelling Messages - the 3 'R's:

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Why not?

Reassurances

+

Reminders of what they missed

Why?

Reasons to return

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53

53

Reassurances


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54


54



Health & Safety
Reassurance

Great example: The Mermaid, Wicklow


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WICKLOW REGIONAL ARTS CENTRE


Who's On **Your Visit** About Us

Your Visit




COVID-19 Guidelines

Our priority is keeping everyone safe so please make a note of the following if you are attending a live performance at Mermaid Arts Centre.




Getting Here

Mermaid is located at Bray's Civic Centre, just off Bray Main Street next to Bank of Ireland




Parking

Free underground parking is available for the duration of evening and weekend shows




Facilities & Access

Mermaid Arts Centre is a fully accessible venue



Opening Hours

Box Office, Gallery and Restaurant Café




Ticket Info

Pick your event, pick your seat, pick up your ticket

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55


55



Social
Reassurance

Great example: Belgrade Theatre Coventry

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@BelgradeTheatre


How are you feeling about coming back to the theatre?

Our audiences so far have felt safe and looked after, making it an enjoyable experience for everyone.


Check out some of the feedback we've been getting 🌟



"Eased us back into the theatre gently. Good social distancing. Well done Belgrade."




"Thank you to all the guys and ladies from greeting us at the door to ushering our exit."




"Thoroughly enjoyed it, felt safe and very organised."

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56


56



**Financial
Reassurance**




Great example: The Lyric Belfast




Booking with confidence

We've updated our Terms and Conditions to give you greater flexibility to change your booking if you or a member of your bubble are displaying Covid-19 symptoms and must self-isolate.


If you develop Covid-19 symptoms simply get in touch with us before 11am on the day of the show (email boxoffice@lyrictheatre.co.uk or call 028 9038 1081) and we will exchange your ticket for another performance, or a credit for the purchase price of your tickets.


57


57



**Financial
Reassurance**



Great example: Ipswich Theatres




Home | [Our Promise](#)

OUR REFUND PROMISE

Feeling nervous about booking? We understand.

In this time of uncertainty, we understand that booking for a future show may not be something you are considering. Here's our promise to you: if a show is cancelled or postponed, ticket holders can move to the new date (where available) or have a full refund (including booking fees) to a credit voucher or card.


58

58

Compelling Messages - the 3 'R's:

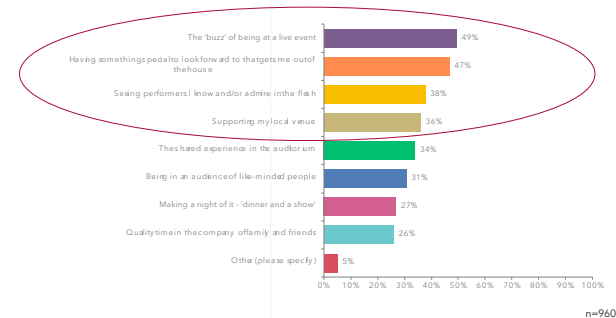
CULTURE
RESTART**Why not?****Reassurances****+****Reminders of what they missed****Why?****Reasons to return**

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59

59

Reminders of what they missed

CULTURE
RESTART

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60

60

Reasons to return - what needs can live performance meet for people now?

- Relevance
- Feeling 'seen'
- Life-affirmation
- Relaxation and unwinding
- Empathy
- Mood lifters

n=960

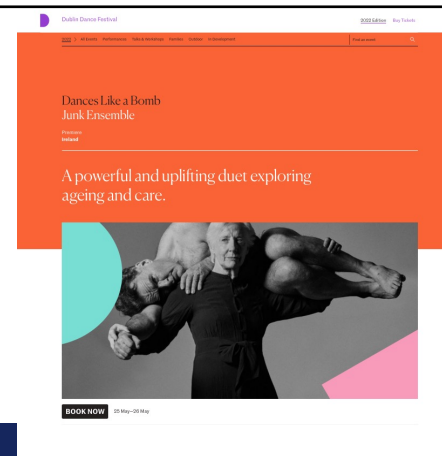
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61

61







Great example: Dublin Dance Festival



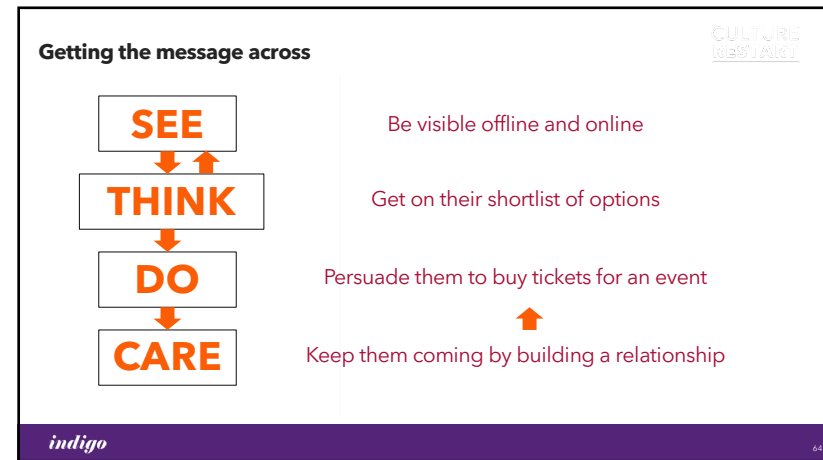
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62

	Reassurances	Reasons to Return
	Financial Social	Buzz of a live event Get out more! FOMO - unique experience
		
	Brand Access H&S	'Real life' performers up close Something to look forward to Shared experience Supporting my local venue
		

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63



64



Building a stronger
performing arts
community in Ireland.

Focus on Audiences

Katy Raines and Heather Maitland in conversation

65



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community in Ireland.

Focus on Audiences

▪ Next steps

- Marketing Forum
- Ticketsolve support
- Arts Council marketing communications campaign

66



Building a stronger performing arts community in Ireland.

Focus on Audiences

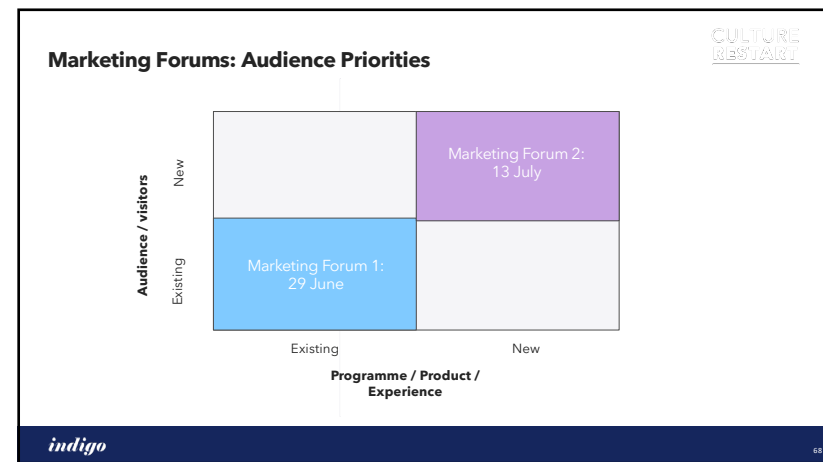
- Forum I online

Marketing Forum I online
29 June 2022, 11:30-13:00

Marketing Forum II online
13 July 2022, 11:30-13:00

www.theatreforum.ie

67



68

The Theatre Forum logo is positioned in the top left corner, featuring the text "Theatre Forum" in a bold, sans-serif font, with "Theatre" stacked above "Forum". To the right of the logo, the text "Building a stronger performing arts community in Ireland." is displayed in a smaller, lighter font. Below this, the words "Thank you" are written in a large, bold, white sans-serif font. Underneath the thank you message, a paragraph of text reads: "The Working Group, Katy, Heather, theTicketsolve team, and everyone at the Abbey for all their work and tremendous support on your behalf." At the bottom of the slide, there is a large, rectangular grid composed of many small, light blue plus signs (+). The grid is approximately 10 columns wide and 10 rows high, with some plus signs missing or replaced by small gaps, creating a textured, mosaic-like effect.