



## Insight 2010

10 March 2010 | 9.30am – 5pm | RIBA, 66 Portland Place, London, W1B 1AD

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### *Essential facts, stats and stories to inspire you.*

Join us for an update on the insights Audiences London has been generating with London's cultural organisations this year.

Audiences London works year round with professionals across the cultural sector in London from CEOs and marketers, to general managers and community engagement specialists. We work with staff based in venues, companies and local authorities. Whether it is a simple piece of data analysis, or a collaborative project - **all of this work increases our understanding of how to engage audiences and visitors with London's cultural organisations.** This event is an opportunity to come and hear about the latest findings and results that have emerged from this work and discuss what they might mean for your organisation.

This event offers a birds-eye view of **how London's audiences and visitors engage with our arts and heritage** and a close-up on using this insight. You'll come away with new information and practical tips, ways of collaborating and learning with others, and insights into engaging a range of audience and visitor groups.

This year's symposium draws on new and updated resources helping us **understand the market-place for culture in London and how to tap its potential.** Hear about:

- Latest Snapshot London headlines on 100s of arts-attending households.
- How the new Mosaic 2009 lifestyle profiles add to our knowledge
- How ACE Arts Audiences: Insight segmentation is put to work
- First overview of our new Visual Arts London audience data hub
- How effective is your digital strategy: new benchmarks

Breakouts focus on **practical approaches to engaging audiences** with case-studies from across the sector, including:

- Collaborative working to understand the market place
- Engaging local communities through partnership
- Reaching audiences for contemporary work
- Understanding engagement in your local area
- Using segmentation to tailor the marketing message

### **Book Now!**

To reserve your place online visit our website at [www.audienceslondon.org/bookonline](http://www.audienceslondon.org/bookonline)

Or contact us at [bookings@audienceslondon.org](mailto:bookings@audienceslondon.org) or on 020 7367 0816.

**Keep up-to-date with the latest speaker and programme announcements at**  
[www.audienceslondon.org/insight2010](http://www.audienceslondon.org/insight2010)