

BOMnet Meeting & Audience Engagement Conference

Tues 6 & Wed 7 June 2023

Venue

Burrinja Cultural Centre
Wurundjeri Country
Cnr Glenfern Rd & Matson Drive, Upwey 3158
Venue contact: Bluzal Field

Day 1 Tuesday 6 June 2023

- 9.00am Registration / coffee on arrival
- 9.10am Acknowledgement to Country
Venue Welcome & Burrinja Cultural Centre Housekeeping
- 9.15pm VAPAC update from Patrick
- 9.45am **Touring Company Presentation - Brad O'Brien from Premier Artists**
Working with venues to get the best outcome.
- 10:45pm Morning Tea
- 11.00am **Get to know 4 Regional Venues – 5 slides / 5 minutes**
1. Wangaratta Performing Arts & Convention Centre
2. Geelong Arts Centre
3. COPAC Colac Otway Performing Arts Cultural Centre
4. The Wedge Performing Arts Centre
- 11:40pm Box Office & Ticketing General Discussion
- 12.30pm Lunch
- 1.30pm **Amy Maiden – Don't wait for Word of Mouth**
Content consumption and digital marketing has been turned on it's head in recent years, giving marketers both challenges and opportunities in how they connect and grow their audience and fan engagement.
In this fun and light-hearted session Amy maiden, Managing Partner of Anthem, will take us through some new research, illuminating insights and thought starting ideas on how to get ahead in audience development... all through the lens of Taylor Swift!
- 2.30pm **FairPlay – Diversity Arts Australia**
Facilitated by DARTS' Producer Carielyn Tunion
1. Sabina Knock from Arts Access Victoria speaking about marketing to Deaf and Disabled audiences, with a particular focus on digital access.
2. Fotis Kapetopolous speaking about marketing to CALD audiences.

- 4:00pm Afternoon Tea
 4.10pm **Burrinja Cultural Centre CEO Gareth Hart – VENUE TOUR**
 4.40pm **Curator Talk - Exhibition “Between Two Sites” with artists Sarah Lynch & Madelynn Cornish**
 5.15pm Close day 1
- 5.30pm Networking drinks to commence Pizza & Drinks at the Fat Goat
[The Fat Goat](#)
 2 Morris Rd, Upwey Victoria 3158
 0432 123 584

Day 2 Wednesday 7 June 2023

- 9.00am Welcome from BOMNet C'tee & VAPAC
 9.10am **Elliott Bledsoe from Agentry**
 Meta Data, Pixel Tracking, Essential Cookies Presentation where Elliott will inform and engage the audience on the topic of tracking technologies targeted to the needs of BOMnet members.
- 10.10am **AI & Chat GPT Presentation**
 By Kathy Corcoram from Wyndham Cultural Centre
- 11.00am Morning Tea
 11.20am **Venue Branding / Season Branding Presentation**
 1. Darebin Arts Centre – April Erskine
 2. Frankston Arts Centre - Lucinda Bertram
 Venue Presentations followed by Q&A
- 12.15pm Lunch
 1.00pm **Audience Development with Chloe Virtue from the Corner Group.**
 Growing a Younger Audience and keeping them engaged
- 1:30pm Group discussion & wrap up.
 2.00pm Close day 2.