BOMnet Audience Engagement Conference

Tues 23rd & Wed 24th July 2024

Registration Link: https://www.trybooking.com/CSVMW

To receive an invoice, please use the promo code: **Invoice**

Venue

Geelong Performing Arts Centre (50 Little Malop Street, Geelong Victoria 3220) In the Open House.

Leveraging Loyalty, creating the best audience experience

Day 1 Tuesday 23rd July 2024

09:00am	Venue Opens / Delegates Arrive (coffee & Tea on Arrival)
09:30am	Welcome to Country - Ash Skinner
09:35am	Venue Welcome & VAPAC Update – Shana Miatke, Director of Operations and Experience, Geelong Arts Centre
09:45am	BOMnet Meeting Commences

09:45am **Community Engagement Models with Toni Main**

Toni Main, Cultural Development Producer at Burrinja Cultural Centre, will discuss how they are fostering community engagement in the performing arts and creating work that reflects the area's beauty and strong community spirit.

10:35am **Morning Tea**

11:00am **To survey or not to survey, that is the question by Jade Moore from Moore Insights**

When is the right time to survey? And what's the best way to action it. With a newly created organisation by Jade Moore, an experienced and dedicated freelance consultant, she has currently broken out into the scene, ready to take action and support venues across Victoria with their data analysis needs.

11:50am **Sponsor Spot *(TBC)***

12:10pm **Understanding our Audience with Georgia Moore and Jordan Gibbs from Culture Counts**

Culture Counts will examine audience trends and patterns through a case study conducted at Geelong Arts Centre, exploring their audience behaviours. They will also provide insights and strategies for

venues to gather similar data and effectively engage these audiences to cultivate venue loyalty.

12.55pm **Lunch (45 Mins)**

01:40pm **Understanding our Memberships**

With several venues updating their brand and membership models, this panel will closely examine the strategies of five different venues, exploring how these venues attract and retain audiences through their offerings and promotions aimed at dedicated members.

- Nic Moore - Box Office Supervisor, The Round
- Lucinda Bertram - Coordinator Business Development & Marketing, Frankston Arts Centre
- Jess Pedretti - Marketing Manager, Geelong Arts Centre
- Will Huang - Ticketing Services Supervisor, Clocktower Centre
- Bluzal Field - Acting Arts and Cultural Promotions Lead, The Drum (Panel Chair)

02:20pm **Sponsor Spot: Jade Moore from Moore Insights**

02:40pm **Connecting with audiences across Australia and audience Monitor with Tandi Palmer Wiliams from Pattern Makers.**

Tandi Palmer Williams is an Australian research consultant specialising in culture, creativity and community. Tandi will dive into the Pattern Makers report City Lights to Red Dirt, which explores geographic trends in data collected from past audiences of cultural events.

03:20pm **Afternoon Tea (20 Mins)**

03.40pm **BOMnet networking session, Exploring the big questions.**

In the concluding session of Day One, we will delve into the inquiries posed by the network through the BOMnet registration form. These queries encompass a spectrum of topics, including detailed aspects of marketing and branding, ticketing procedures, and strategies for fostering venue culture and loyalty.

04.30pm **Geelong Arts Centre – VENUE TOUR**

05:00pm Close day 1

06:00pm Dinner – The Arborist – Sponsored by Moore Insights
75 Little Malop Street, Geelong Victoria, 3220

Day 2 Wednesday 24th July 2024

Day Two delves into the challenges, tasks, and practicalities of creating accessible venues. Participants will gain insights from venues and access organisations, sharing firsthand experiences in fostering culturally diverse audiences and designing accessible spaces.

08:30am Delegate Arrival at Venue

09.00am Welcome back, Tea & Coffee on arrival

09:05am **Unlocking Culturally Diverse Audiences**

This presentation will take a deep dive into how venues engage with different audiences, creating an inclusive environment in performing arts spaces and how their needs are met to build brand awareness and loyalty within these groups.

- Görkem Acaroğlu - Training Consultant, Diversity Arts Australia
- Niamh Hasset – Coordinator Theatre Administrator, The Wedge Performing Arts Centre
- Sue Strano - Coordinator, Drum Theatre, City of Greater Dandenong
- Zoe Rinkel - Senior Producer, Creative Learning, Arts Centre Melbourne
- Kathy Corcoran - Team Leader Creative Program & Box Office, Wyndham City Council (Panel Chair)

09:55am **Best Practice in Accessible Performances and Ticketing with Margaret Mayhew from Arts Access Victoria**

Margaret Mayhew, Special Projects Associate at Arts Access Victoria, will explore how venues prioritize inclusivity and diversity in developing effective practices for accessible performances and offering online ticketing that meets accessibility standards.

10:45am **Morning Tea (30 Mins)**

11.15am **Accessible Marketing for Experience and Inclusion with Monica Davidson from Creative Plus Business**

Monica Davidson is an award-winning expert on the creative industries. She started as a freelance writer, performer, and filmmaker, and after launching her production company, she began sharing her entrepreneurial learnings by mentoring and teaching other creatives. In 2013 she consolidated her knowledge with a Master's degree in Screen Arts and Business from AFTRS, and shortly after was appointed as Australia's first Creative Industries Business Advisor. In 2016 Monica founded Creative Plus Business, a social enterprise that educates creative practitioners about business, money and marketing. Monica

also continues her own work, releasing her feature documentary/musical *Handbag* on SBS in 2023. Her upcoming presentation will focus on marketing to diverse audiences, fostering inclusive environments, and crafting immersive experiences to cultivate patron loyalty for venues.

12:05pm **Ticketing Provider Discussion**

For this final 45 minutes, we will divide into discussion groups based on our ticketing systems, allowing venue staff using the same systems to connect. Our goal is to facilitate a productive and supportive environment for venues to network and engage in open discussions about ticketing providers.

12:50pm Wrap up & Final Group Conversations

01:00pm Close day 2.