**Audience Development: how do cultural organisations and artists work with the public?**

The relationship between cultural organisations, artists and the public is constantly changing. The ways in which organisations attract, widen and involve audiences are diverse and, many times, extremely innovative. Since audience engagement has become a top priority of EU’s main funding programme for the cultural and audiovisual fields, the Culture Office of Creative Europe Desk Romania is trying to collect examples of practices and have a more complex overview of the diverse meanings that organisations and professionals in the cultural and creative sectors assign to it.

We would greatly appreciate it if you supported us by sharing your views in this short questionnaire.

Thank you!

Creative Europe Desk Romania – Culture Sub-programme team

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| **Organisation**: |
| **Contact details (contact person, e-mail, telephone, website)** |
| **Activity filed** (*you can tick several boxes if the case*):  Performing arts  Visual arts  Architecture  Literature, books and reading  Cultural heritage  Design and applied arts  Other: |
| **Please provide a synonym for “audience development”** (*one word*): |
| **What do you immediately think of when you hear “audience development”?** *Please choose your first 3 options only:*  Increasing the number of people in the audience  Deepening the relationship with existing audiences  Diversifying / attracting new audiences  Active involvement of the audience in certain phases of an activity or throughout its entire production process  Research activities concerning the public (evaluation of needs, preferences, problems)  Creating activities (performances, concerts, exhibitions, workshops etc.) together with the audience (co-creation)  Educating the audience  Giving access to cultural works, products, creations from other countries  Other answers: |
| **In your organisation, audience development is reflected in** (*you can tick several boxes if the case*):  the long term vision and strategy  some of the projects you carry out  isolated events / activities as part of your projects  audience development is not reflected at all in your organisation’s practices |
| **Please provide 1 or 2 short examples of audience development from your organisational practice** |
| 1st example |
| 2nd example |
| **Other comments:** |