



Thursday 22 November 2018

Communications & Audiences 2018

TIME	SESSION
10:30 – 11:00	Registration and refreshments
11:00 – 11:10	Welcome & Icebreaker <ul style="list-style-type: none"> • Lauren Clancy, Executive Director, Bush Theatre (Chair) • Hannah Gagen, Advocacy Manager, SOLT/UK Theatre
11:10 – 11:30	Keynote / Discussion <ul style="list-style-type: none"> • Bridget Minamore, British-Ghanaian writer, poet and critic from south-east London. She writes regularly for <i>The Guardian</i> and <i>The Stage</i> and is a co-founder of Critics of Colour.
11:30 – 12:15	Developing Audiences Through Digital <p>How can you harness the power of digital to develop your audience?</p> <ul style="list-style-type: none"> • Owen Hopkin, Director of Audience Insight & Innovation, Arts Council England • Tara Parashar, Social Media Content, Editor, National Theatre • Sinead Blatch, Digital Manager, The Old Vic
12:15 – 13:00	What Content Works? <p>Our panel of speakers working across audio, print, and digital will briefly introduce themselves, then we throw the session out to you.</p> <p>What content do they want? What will get your message heard? Who should you contact? How can you cut through the noise?</p> <p>Ask your burning questions and get the answers you need to plan future campaigns.</p> <ul style="list-style-type: none"> • Micha Frazer-Carroll, Arts & Culture Editor, Gal-Dem • Emma Cahusac, BBC Arts Commissioning Editor • John Beasley, Chief Marketing Officer, Vero • Natasha Tripney, Reviews Editor, The Stage
13:00 – 13:45	Lunch
13:45 – 14:00	What's New in Social Media for Theatre? <p>The social media world changes fast. What new platforms should we</p>

	<p>be embracing and are there any changes we should be aware of with our current favourites?</p> <ul style="list-style-type: none"> • John Drake, Social Media Manager, SOLT
14:00 – 14:45	<p>The Everyday of Crisis Management</p> <p>We plan what to do when the big crisis happens, but what can you do about the smaller ones? How can you deal with the little issues without feeling like you are constantly fire-fighting and without them escalating into something larger?</p> <p>Our practical workshop led by Marshall Manson (Partner at Bunswick Group LLP) with Christopher Calvert (Associate at Brunswick Arts) will give you tools to tackle the everyday of crisis management.</p>
14:45 – 15:30	<p>Audiences: Meet People Where They Are</p> <p>Our speakers share how and why they are placing new audiences at the heart of decision making, as well as programming differently and consistently with and for their community.</p> <ul style="list-style-type: none"> • Justine Themen, Belgrade Theatre • Ruth Puckering, Hull Truck Theatre • Yamin Choudury, Hackney Empire • Zain Dada, Khidr Collective
15:30 – 16:00	Tea break
16:00 – 16:45	<p>The Future is... Influencers</p> <p>In our highly social world a key influencers support of your show can potentially shift more tickets than standard advertising. How can you work effectively with influencers? How can you curate a following from influencers that connect with your brand?</p> <p>Our panel of theatre influencers will share their thoughts and experiences about what works from their perspective.</p> <ul style="list-style-type: none"> • Tobi Kyeremateng, Black Ticket Project • Alessandro Fragiaco, Social Media Influencer, @my4thwall • Lucy Basaba, Theatre Full Stop
16:45 – 17:00	<p>Closing Remarks</p> <ul style="list-style-type: none"> • Lauren Clancy, Executive Director, Bush Theatre • Hannah Gagen, Advocacy Manager, SOLT/UK Theatre
17:00 – 19:00	Drinks reception