

New Media, ICT & Audience Development Workshop





Workshop Summary

Over 1.5 days, the Interfaces workshop on New Media, ICT and Audience Development aimed to explore the use of content and digital channels in attracting new audiences. Drawing on a range of business models plus consumer, business and technology trends, participants were encouraged to think laterally about their creative assets and audience development strategies.

The learning outcomes for participants were to develop:

- a) Insights into the latest consumer and industry trends in content, and a detailed understanding of how these can be leveraged by their organisation;
- b) An evaluation of the most promising content assets within their organisation;
- c) A range of ideas and guidance on the most effective communication approaches (tone, style and platforms) tailored to their organisation;
- d) An understanding of the interplay between the different communication channels accessible to their organisation;
- e) Applicable insights into attracting and nurturing a community around their organisation;
- f) An opportunity to network with similar organisations and receive both peer and expert feedback on their evolving strategic plans.

Participants were led through a series of talks on best practice, followed by a range of exercises to complete individually, in pairs or in small groups. The exercises introduced several creative brainstorming tools to assist with ideation, namely: (1) the Brand Butterfly tool for identifying purpose in the context of user needs and organisational assets; (2) the Idea Blitz tool for rapid, divergent idea generation; and (3) Visual Storytelling for testing communication techniques.

Through the course of the workshop, participants were invited to design a clear and inspiring proposition to appeal to a defined audience base (broad or niche), with a content format that worked as a framing device for determining production requirements, the community proposition, content frequency and type, and creative execution across a range of channels. This provided a clear strategic narrative for the following 0.5-day workshop on utilising those various social channels.

Participants came from a diverse range of backgrounds, representing organisations of various sizes, locations and artforms including universities, art centres and ensembles. Organisations in attendance included ZKM, IRCAM, Klangforum Wien, European University Cyprus, Onassis Cultural Centre, Panteion University, Syros Sound Meetings, Music Village, British Council, Medea Electronique, ARTefacts ensemble and dissonART ensemble.



All participants engaged well throughout the process, creating a range of innovative cultural formats such as:

- Word of the day, providing a French-Greek translation with a few lines of narrative capturing the story of that word;
- Weekly 1-minute piece of music with explanations and things to note;
- Using stage objects (e.g. costumes, sets) to frame commentary on current affairs;
- Reward tokens for particular actions, e.g. buying tickets, seeking information, social shares;
- Capturing audio descriptions from audience;
- An unfinished sound piece through social media;
- A new think tank specialising in arts in teaching (e.g. design thinking, vocal coaching).

The final session then provided a range of insights and strategies from entrepreneurs as to how to make ideas happen, and the ingredients that make successful implementation of an idea more likely.

Participants left with a clear understanding of how to build a format-based strategy for building new audiences, and tailored feedback on how they communicate those propositions to new audiences. The tools, exercises and insights are all directly applicable for participants to take back for further idea generation and planning with their teams, before they then use the low-cost, low-resource strategies to implement them in the market.

Further material to download:

- REMIX Workshop Presentation (pdf)
- The Idea Blitz tool & The Brand Butterfly tool (pdf)

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The goal through the 4-hour session was to educate and at the same time inspire and push Interfaces Partners to activate their presence in social media platforms, aiming to long-term audience development. Isobar's approach was practical as they tried to present data from the perspective of a professional, giving supplies to the participants to return to their countries having won some basic skills eg which ads are more effective according to your KPI.

Specifically, the content was structured in three parts. The first part included basic knowledge on social networking platforms (number of platforms, advantages and opportunities of a corporate social media presence), a brief presentation of the social media landscape from 2011 till today and how the whole environment has evolved. Finally, isobar presented current data on users' online behavior and finished with an interactive quiz.

The second part and most crucial one, gave the theoretical knowledge of how a social media strategy is created and implemented. The structure was the following: how to conduct an audience Analysis, giving away tools that are free for use, how to analyze the competition landscape, how to define your social media presence along with a brief content approach, visual guidelines with easy to follow examples, media strategy (featuring detail ad formats of four major social media channels), Community management basics and reporting tips. At the end, several exceptional case studies from the music industry where presented aiming mainly the inspiration.

In the third part, isobar gave the floor to the participants with a hands on exercise. In particular, they were asked to work in teams and compose the basics of a social media strategy for an organization of their choice. Each team appointed a member to present the deliverables and they held a Q&A to give useful feedback.

Further material to download:

- Isobar Workshop Presentation (pdf)
- Isobar Social Media Strategy Handout (pdf)

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