



GET MORE AUDIENCES

The course



Book a practical course giving classical music orchestras and ensembles the tools they need to fill the concert hall with more new and diverse audiences. The 3-day course is based on in-depth audience research and 33 corresponding tools created by RasmussenNordic together with the Danish orchestras.

YOU'LL LEARN ABOUT

- ✓ New audiences' needs
- ✓ New audiences' barriers
- ✓ Tools for every barrier
- ✓ How to structure an audience-friendly orchestra

ABOUT US

Cecilie Szkotak Nielsen, lead developer of the tools, and CEO Søren Mikael Rasmussen with 30 years of experience as a leader and culture innovator, host this course for leaders, board members, and employees who want concrete solutions that work for both large and small-scale orchestras wanting more audiences.

**Rasmussen
Nordic**

GET IN TOUCH

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WHY THIS COURSE?

Get to know the new audiences

Break Down the Audience Barriers

Tailored to the size and uniqueness of your orchestra

COURSE PLAN

Day 1 All you need to know about new audiences:

Audience needs/barriers/
audience journey/different
audience target groups

Day 2 Tool theme 1-3

The brand, the program, the
concert

Day 3 Tool theme 4-5

The data, the marketing, the
storytelling, the hosting

Day 4 (Optional) Mindset,
managing change and
strategy

THE TOOL THEMES

The tools address all areas of working with the audience experience with 7 tool themes breaking the barriers we know new audiences face. The tools were created with the Danish orchestras to make sure that they fit the workflow and needs of orchestras:

- Branding: Craft a compelling identity that resonates with audiences
- Artistic programming: Structure your work with the artistic program
- Concert Concept: Tools to enhance the overall concert experience.
- Data Gathering: Using data to make informed decisions for your audience
- Digital Marketing: reaching your new audience where they are and with the things that interest them.
- Storytelling: Help new audiences understand the music and engage.
- Hosting: Create an inviting atmosphere and audience journey.

7000
EURO

**This price includes up to 12 participants.
This price does not include travel expenses or VAT
You can get a significant discount per organization if 2-3
orchestras in a region take the course together.*