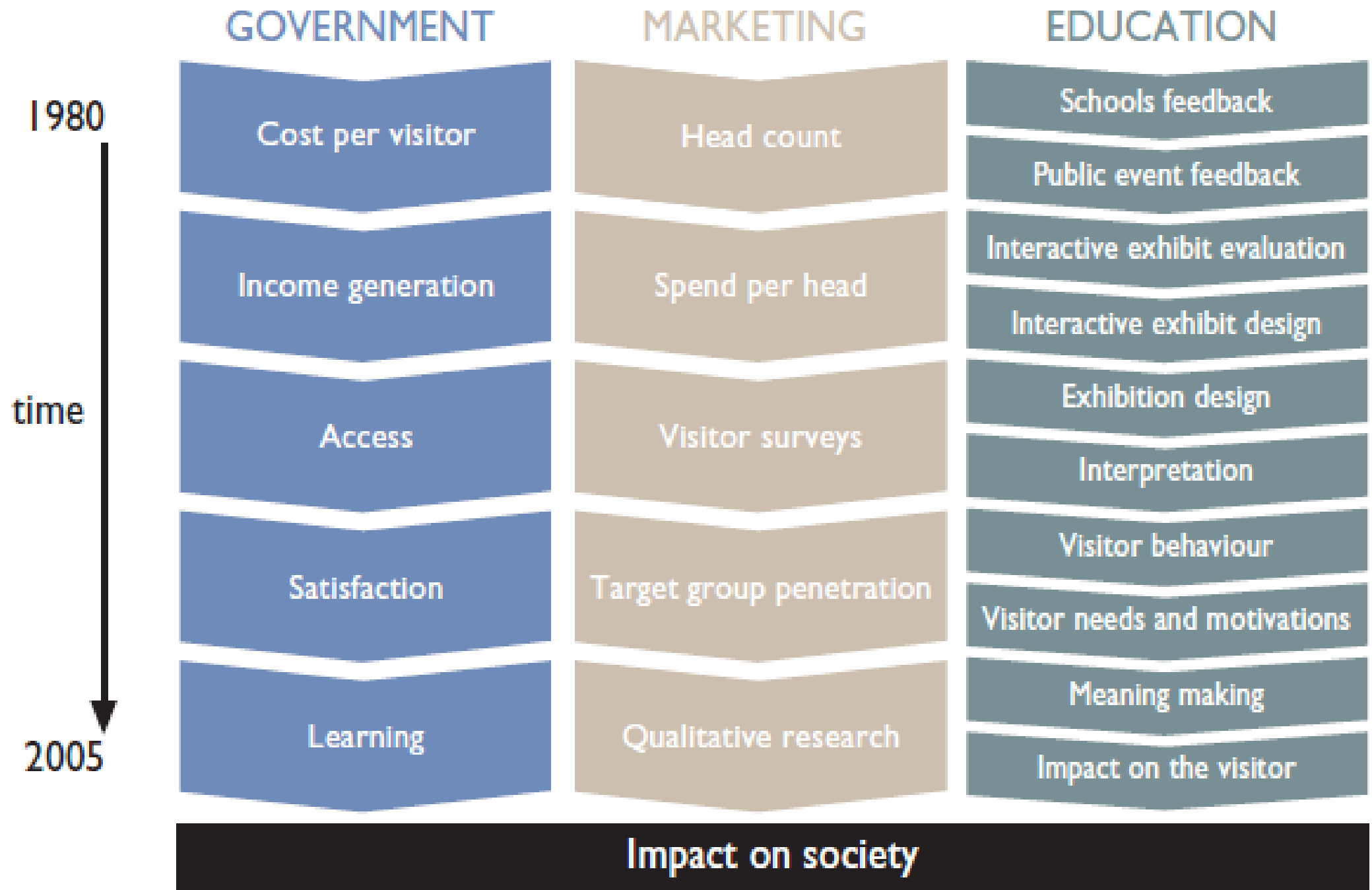# HERITAGE OPERATORS AND SITES
CONCEPTS AND APPROACHES TO AUDIENCE DEVELOPMENT

Dr.sc. Željka Miklošević, Filozofski fakultet Sveučilišta u Zagrebu, Odsjek za informacijske i komunikacijske znanosti, Katedra za muzeologiju

AUDIENCE : VISITOR : USER

- IN CROATIA: "USER" PREFERABLE IN MUSEOLOGY– BROADER THAN "VISITOR", MORE ACTIVE THAN "AUDIENCE" (participants, community, partners)

- ENGLISH AUDIENCE(S) – VISITORS AND NON-VISITORS

- Cultural institutions/organisations **should** want to know their audiences better and to understand why they like what they like. And if they don't visit, why.

- AUDIENCE RESEARCH – *physical* and digital; visitors and non-visitors

- VISITOR STUDY

GOVERNMENT

MARKETING

EDUCATION

1980

time

2005

GOVERNMENT	MARKETING	EDUCATION
Cost per visitor	Head count	Schools feedback
		Public event feedback
Income generation	Spend per head	Interactive exhibit evaluation
		Interactive exhibit design
Access	Visitor surveys	Exhibition design
		Interpretation
Satisfaction	Target group penetration	Visitor behaviour
		Visitor needs and motivations
Learning	Qualitative research	Meaning making
		Impact on the visitor

Impact on society

PROGRAMMES

- PROGRAMME DEVELOPMENT – BALANCE BETWEEN AUDIENCES AND THE PROFESSION

- "PHYSICAL" CONTENT - VISITORS TO MUSEUMS/HERITAGE SITES

- DIGITAL CONTENT – DIGITAL AND/OR "PHYSICAL" AUDIENCES

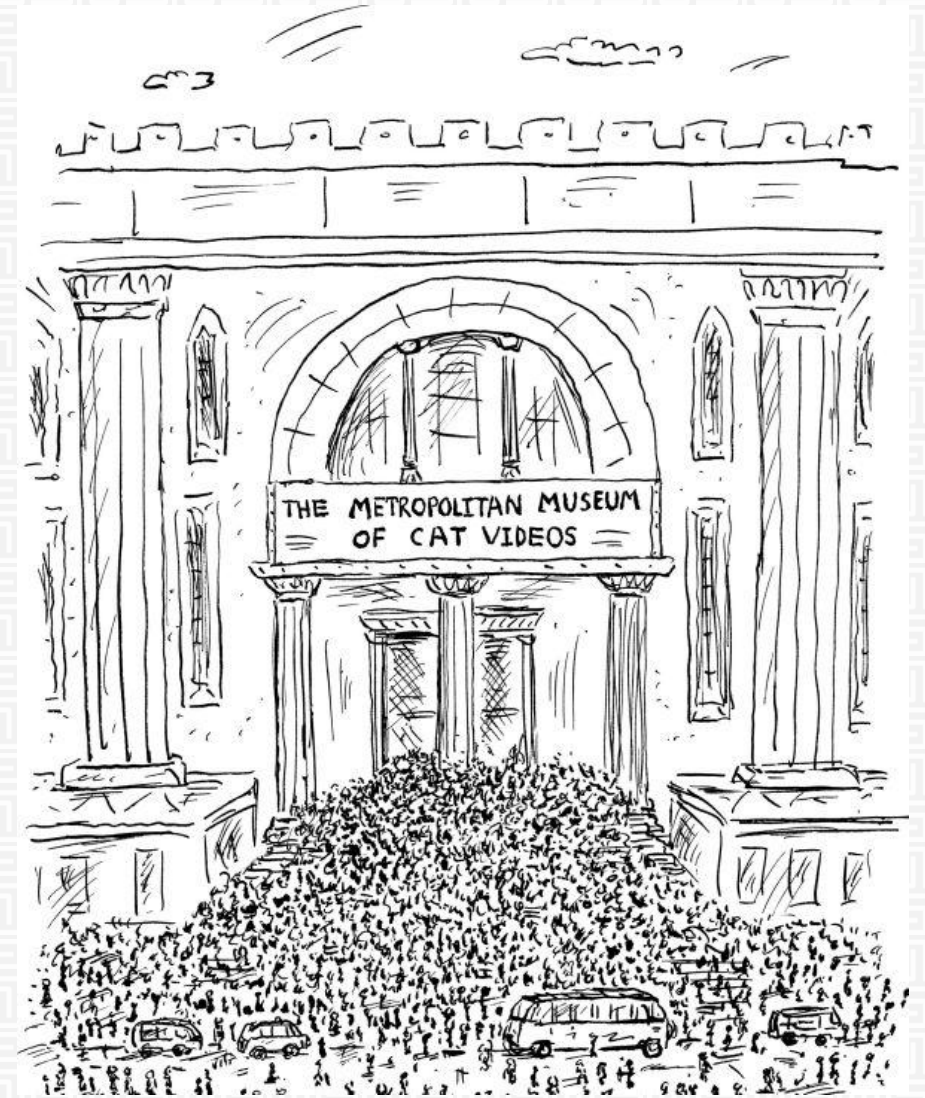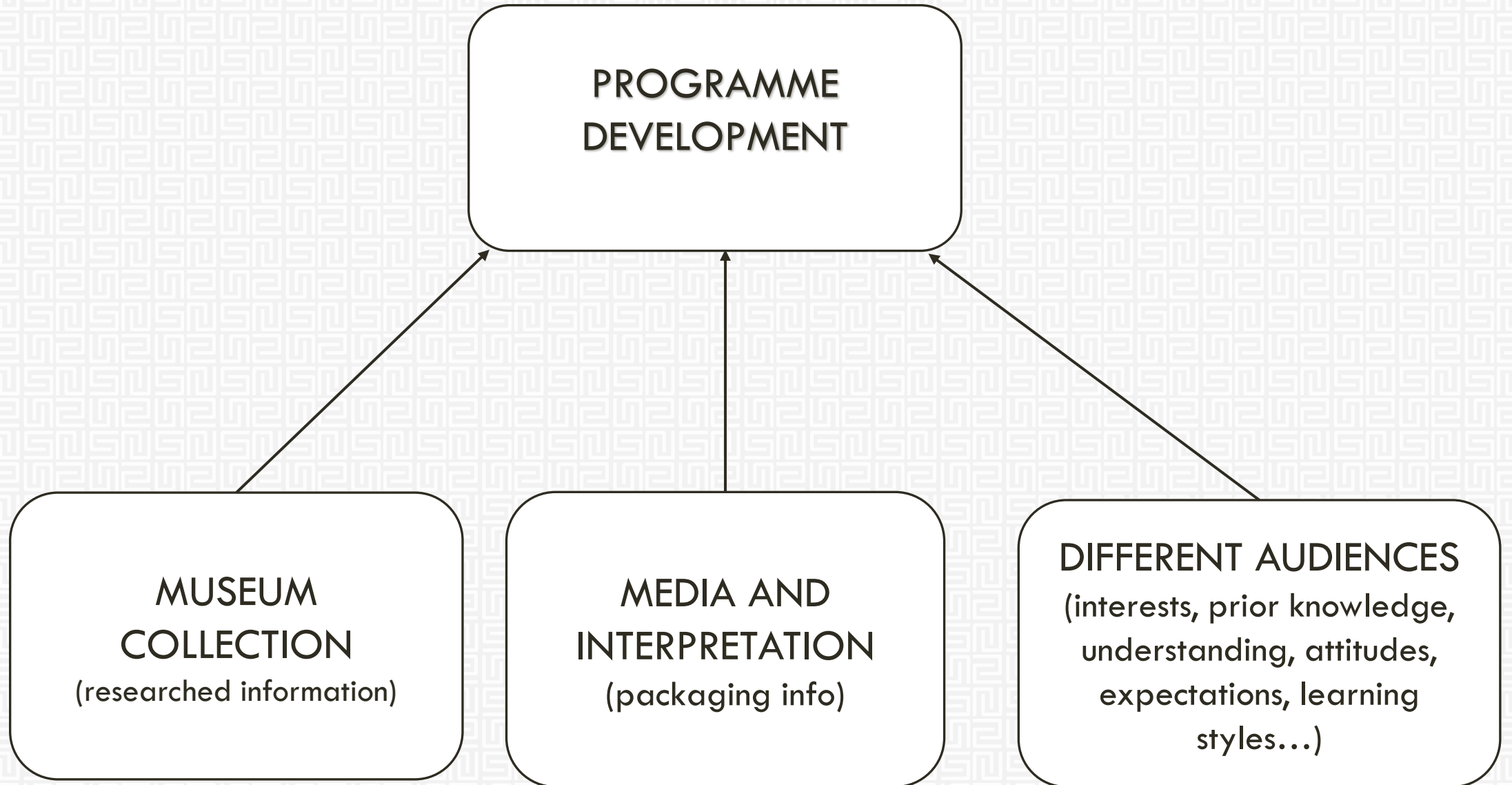- "HYBRID" CONTENT (MERGING DIGITAL AND PHYSICAL SPACES)

Photo taken from: http://paxonbothhouses.blogspot.com/2014/09/new-yorker-cartoon-cat-videos.html
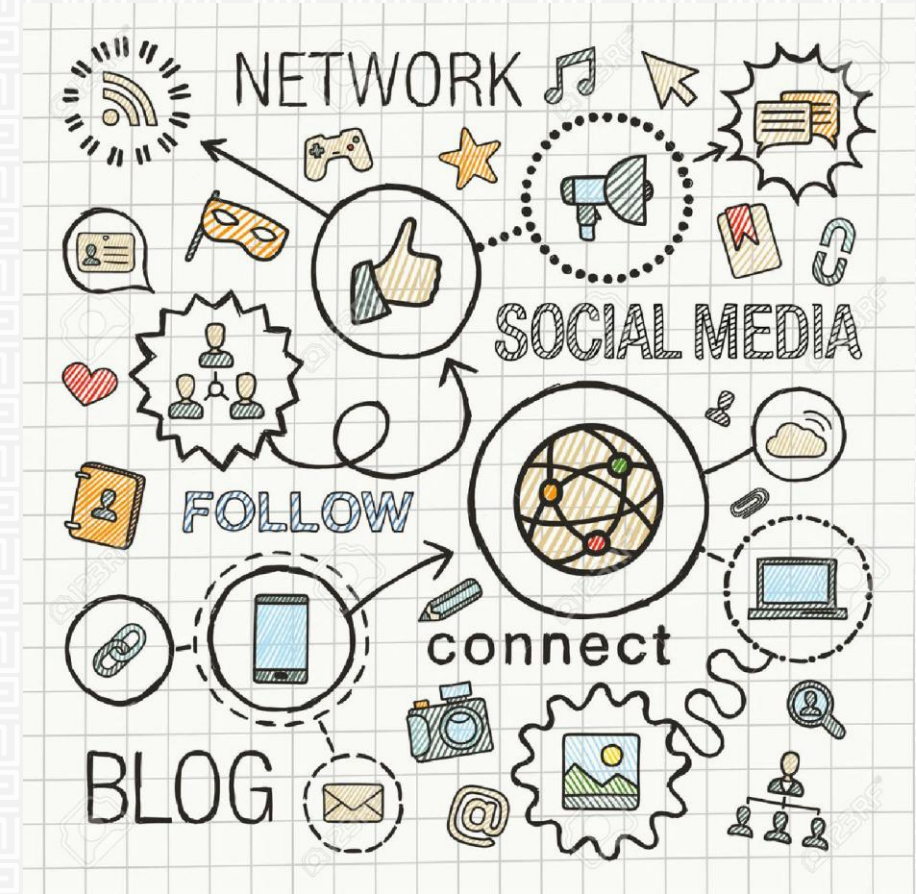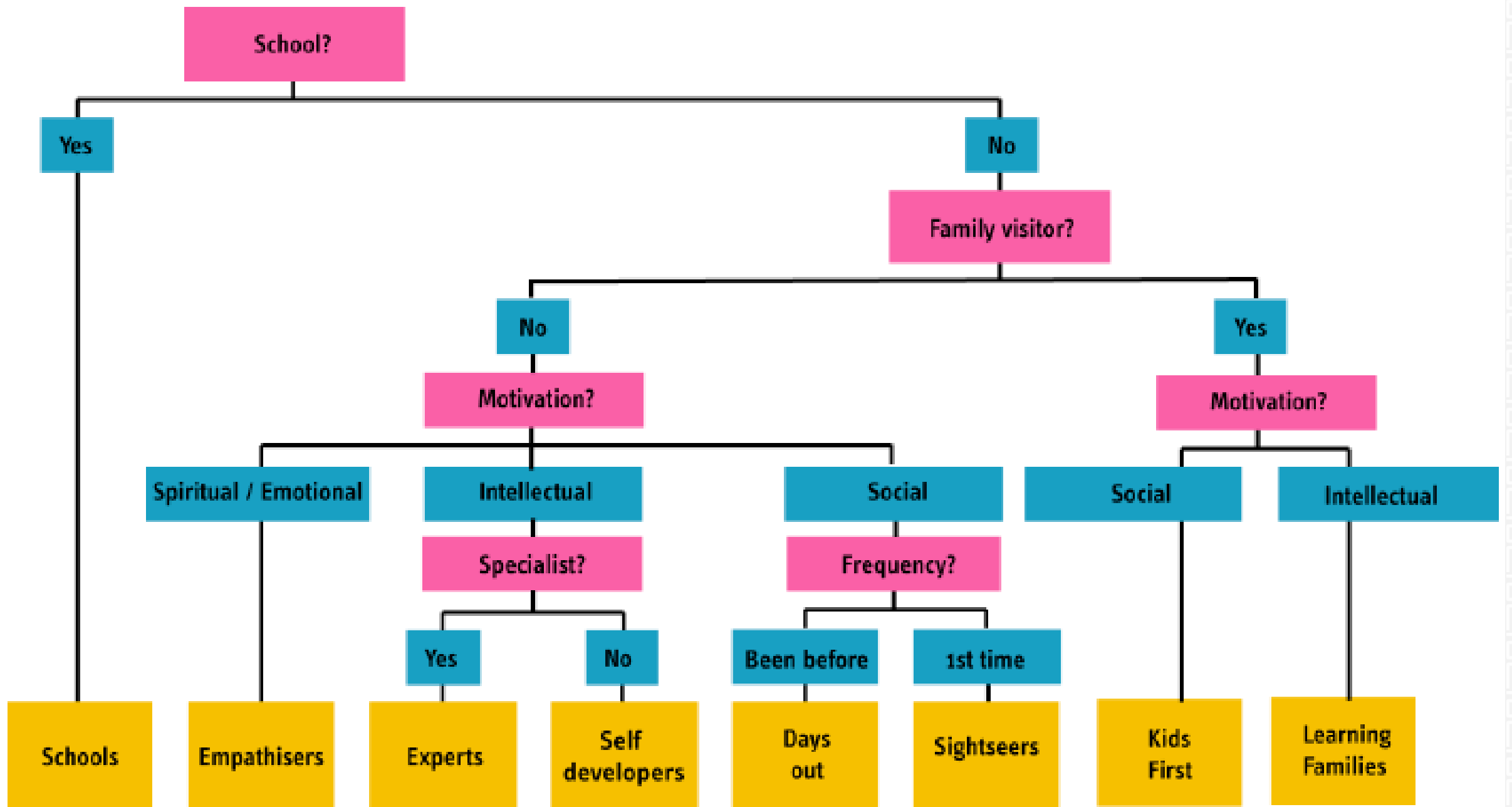
PROGRAMMES + MARKETING

MARKET RESEARCH - SEGMENTATION

DIGITAL MARKETING

SOCIAL MEDIA MANAGER

(digital audiences)

National Army Museum, London – audience segments;
https://museuminsider.co.uk/wp-content/uploads/2014/10/20131209_Appendix-B-Pen-Portraits-Audience-Segments.pdf

Segment	Description	Broad needs
Sightseers	First time visitors making a general visit. Mainly tourists wanting to "do" the museum	Ease of access, comfort, orientation, good facilities, engaging exhibitions
Days Out	Repeat visitors wanting to enjoy a social visit, possibly with friends or relatives	
Self-developers	Non-specialist wanting to informally generate knowledge	Journey of discovery, layered information, finding out new things
Experts	Academics, students, people with specialist knowledge wanting to deepen knowledge	High quality access to collection, detailed interpretation, access to expert staff
Empathisers	Have a personal connection to subject, wanting to engage with collection emotionally and spiritually	Engaging exhibitions, strong narratives and personal stories, able to search databases
Kids First	Mixed age groups, wanting fun and social trip for children and whole family	Ease of access, child friendly facilities and activities, services for all ages, engaging exhibitions, accessible interpretation
Learning Families	Mixed age groups, wanting an educational trip for children	As above: but better able to direct visit than Kids Firsts

PROGRAMME+ MARKETING + **EVALUATION**

Photo take from:
http://hogg.utexas.edu/what-we-do/evaluation/evaluation-3
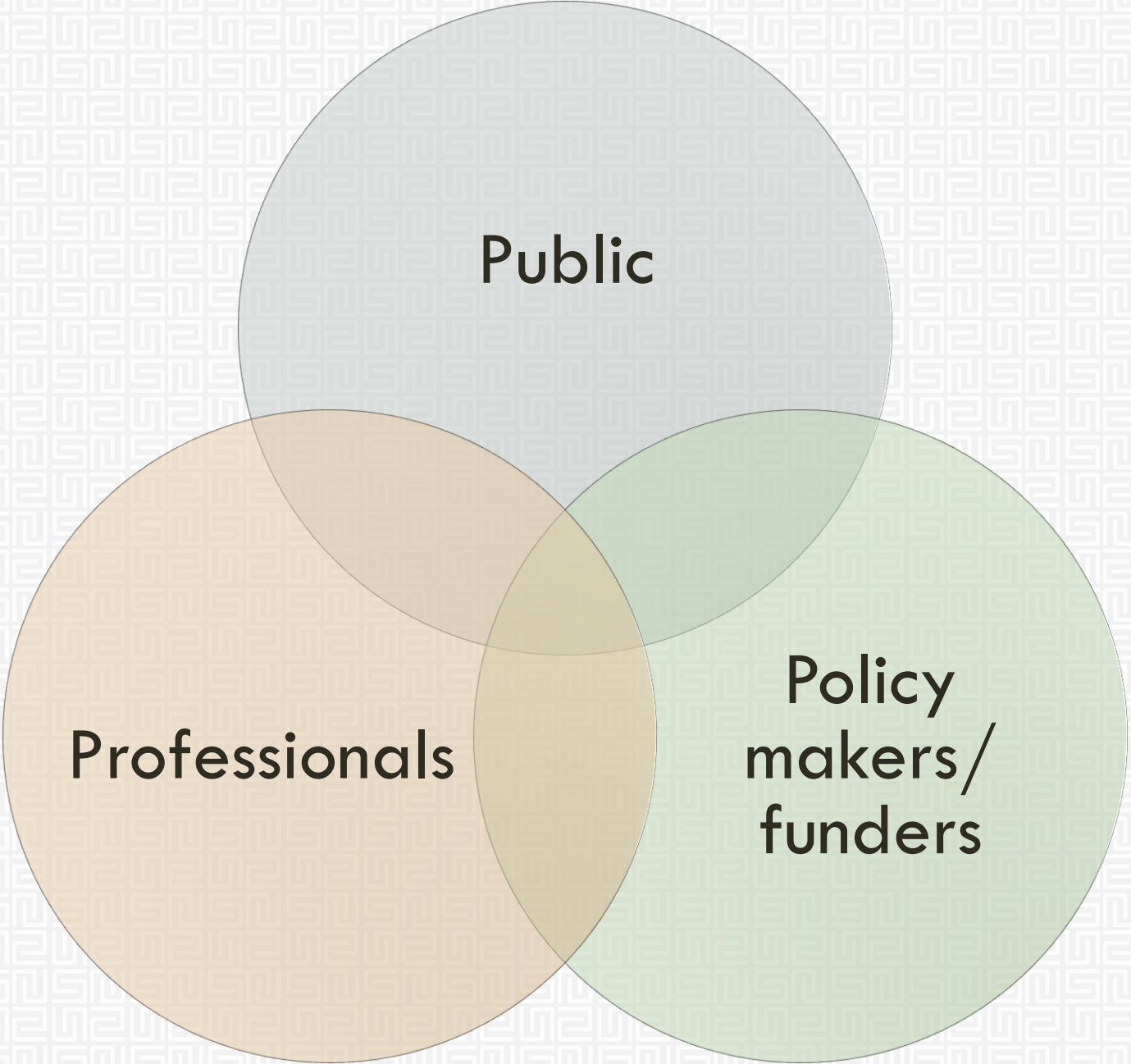
- FRONT-END /COMMUNITY CONSULTATION

- FORMATIVE

- SUMMATIVE

Longterm and continual

Implementation of results into programmes – improvements

APPROACHES TO AUDIENCE DEVELOPMENT

- INCREASING THE NUMBER OF VISITORS = REACHING NEW AUDIENCES (PROMOTION OF EXISTING AND NEW PROGRAMMES ACCORDING TO MARKET SEGMENTS)

- DEVELOPMENT OF EXISTING AND NEW PROGRAMMES FOR PROVIDING DEEPER EXPERIENCES/LEARNING/ENGAGEMENT

- PROJECTS OF SOCIAL INCLUSION – REACHING UNDEREPRESENTED AND MARGINALISED AUDIENCES

AD – ENTIRE INSTITUTION/ORGANISATION

• Strategies that are "practically" written and (actually) implemented

• Staff in charge of communication & interpretation & education & audience research

Protection and research of heritage

=

Social relevance of heritage

WHY ARE WE DOING THIS?

GLASBERGEN

"It's not a great mission statement, but we'll revise it if things get better."

Photo taken from: https://luckyottershaven.com/2015/07/05/the-mission-and-purpose-of-this-blog/

Your mission is to make a connection with your audiences' hearts by demonstrating the value of incorporating the arts [and culture] into their lives. The building of consensus and understanding among people through personal interaction and dialogue. That is the core of audience development work …

Donna Walter Kuhne, 2005

THANK YOU!