



Audience Development Specialists
Introducing your audience...

Get to Know Your Audiences Kit

for Performing Arts Organizations





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Introduction

Get to Know Your Audiences Kit for Performing Arts Organizations

It is becoming more important to get to know the people who comprise your audiences. Getting to know your audiences as the unique and special people they are will lead you to new opportunities for building your audiences, providing for them, and for increasing support for you and your art.

In order to get to know your audiences, first you will need to take a snapshot of what you already know about them. After going through this exercise, you will find the gaps in your knowledge about your audiences. You will then have a foundation of questions for your future surveys, focus groups and one-to-one conversations.

So, grab a cup of coffee and a super snack, and let's roll up our sleeves to discover the people of your audiences.

Pro Musica Colorado Chamber Orchestra with a healthy audience !





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