



Audience Engagement Strategies – A Template

New Victory Content Development Process

Hosted by

CIRCUITWEST

Inspired by New
Victory Theater
Audience Engagement
Curriculum



Department of **Local Government, Sport and Cultural Industries**
Department of **Primary Industries and Regional Development**

GOVERNMENT OF
WESTERN AUSTRALIA

THE JOURNEY BEGINS

QUESTIONS TO CONSIDER WHEN EMBARKING ON AUDIENCE ENGAGEMENT STRATEGIES

What do you want your audience to understand?

Who do you want in your building that isn't coming?

What work are you struggling to get seen? Why? Who is it for?

THE JOURNEY BEGINS

If you could solve an audience problem – what is it?

What impact would you like to curate for or increase?

THE CREATIVE PROCESS

DRAMATURGY WORK PROCESS

Which of these questions do you need to answer?

WHAT MAKES THIS SHOW SPECIAL? WHAT WILL THE AUDIENCE ENJOY ABOUT THE SHOW?

WHAT ARTFORMS ARE MOST PRESENT IN THE PRODUCTION?

WHAT SKILL/INFORMATION DOES THE AUDIENCE NEED TO KNOW TO CONNECT TO THIS SHOW?

WHAT THEMES ARE MOST PRESENT IN THE PRODUCTION?

WHAT BIG QUESTION (SPARK) IS THIS PRODUCTION EXPLORING?

WHY WOULD A PERSON PICK THIS SHOW?

WHY DO YOU THINK THE COMPANY MADE IT?

WHAT EXCITES YOU ABOUT THIS COMPANY'S ARTISTIC PROCESS?

HOW SHOULD THIS ENGAGEMENT FEEL? HOW CAN IT MIRROR THE AESTHETIC OF THE SHOW?

THE CREATIVE PROCESS

THE CREATIVE PROCESS

TALK TO THE ARTISTS

How did you create this show?

How should the audience feel as they walk into the show?

Does the audience benefit from knowing anything specific about the theme or the show before seeing it?

What should remain a surprise in the show (how could we ruin your show unintentionally)?

THE CREATIVE PROCESS

How has engagement been done around this show before and what did you think of it?

THE CREATIVE PROCESS

ENGAGEMENT SET DESIGNER

Identify spaces and places where you can engage your audiences.

ENGAGEMENT SET DESIGNER

Identify people in your community who can collaborate with you?

ENGAGEMENT DIRECTOR

What are your goals for building engagement content?

ENGAGEMENT CHECKLIST

BRAINSTORM	Write everything down.
	Brainstorm well past the initial idea...keep going!
	Don't let your brain shut down any ideas at this stage - deem big and crazy!
	Don't try anything yet.
	"yes and..." all ideas.

PLAY, TEST AND IDENTIFY GOALS (REPEAT)	Choose a few ideas.
	Try them out on your feet.
	Identify goals and outcomes that are feeling the most resonant and engaging.
	Repeat as necessary.
	Choose the juiciest and most effective.

ENGAGEMENT CHECKLIST

MATERIALS AND PREP FOR ACTIVITIES	Create prototypes.
	Start materials list.

ACTIVATE AND FEEDBACK	Put the engagement on its feet and activate with people who weren't part of the process.
	Ask for their genuine and generous feedback.
	Discuss strengths and weaknesses and explore modifications.

REFINE AND BUILD	Finalise idea.
	Write/design signage and documents.
	Source materials.

RULES OF ENGAGEMENT

Rehearsal is necessary.

People need to be invited but don't be creepy.

The place people ALWAYS get tripped up is by shortening the brainstorm and then planning an activity without rehearsal... push people to hold space for a LONG and ridiculous brainstorm and to TRY THINGS OUT.

ENGAGEMENT CHECKLIST

Online	Tick
Email	
Video	
Social Media	
Webhosted	
Onsite	
Foyer - Display	
Foyer - Activity	
Social Event	
Master Class	
Meet and Greet	
Partner Site	
Meet the Artist	
Flyer Distribution	
Activity	
Lecture	
Other Ideas	

AUDIENCE ENGAGEMENT MISSION BRIEF

USE THIS CHECKLIST FOR YOUR TEAM TO EXPLORE/RESEARCH THE PUBLIC IN YOUR ENVIRONMENT.

<i>Watch people outside the entrance – record questions and concerns they voice before entering.</i>	
<i>Watch people inside the entrance – where do they look? What do they move towards?, What questions do they ask and observations do they make?</i>	
<i>Follow the family/person through their journey</i>	
<i>Find someone about to leave and conduct an interview to debrief their experience</i>	

AUDIENCE ENGAGEMENT MISSION BRIEF

<i>Walk into a new space - what do you see, notice, want to go towards - emotions and feelings?</i>	

