

DEMO

Connecting Cultural Festivals

01

Audiences, Relationships & Communication

Audience development · Engagement · Digital marketing

If you want to move beyond the idea of 'audience = spectators'

→ [Section 1.1 Audience Development](#)

If you want to build lasting relationships with your community

→ [Section 1.2 Engagement](#)

If you want to integrate communication, data and identity

→ [Section 1.3 Digital Marketing](#)

If you're looking for ready-made marketing formulas

✗ This chapter is NOT for you

A continuous, transformative process aimed at broadening, diversifying and deepening the relationship between cultural organisations and their audiences — not only quantitatively, but qualitatively and relationally.

✗ NOT Audience Development

✗ Event promotion only

✗ Social media use only

✗ Only before the event

✗ Replicating standard actions

✗ Focusing only on new audiences

✓ This IS Audience Development

✓ Understanding needs and motivations

✓ Collecting qualitative data

✓ Building relationships over time

✓ Context-specific, territory-rooted approach

✓ Nurturing and retaining existing audiences

Engagement is not gamification: it's about creating shared experience spaces where people feel part of a cultural process — not just consumers of it.

Before

Anticipation, consultation, co-design with local communities

During

Interaction with artists, workshops, open dialogue spaces

After

Follow-up, feedback, ongoing dialogue and relationship

Territory

Involving associations, schools and local networks

Digital

Tools to support listening, relationship-building and storytelling

 **Authentic engagement is built through quality of relationships, not quantity of likes.**

Tool	Main function	Key principle
Website	Festival identity and access to information	<i>A non-negotiable foundation</i>
Social media	Storytelling of identity, process and values	<i>Consistency over volume</i>
Newsletter	Direct, continuous relationship with the audience	<i>Key loyalty-building tool</i>
CRM	Organisation, segmentation and knowledge of audiences	<i>Strategic for audience dev</i>
Content marketing	Cultural depth and value for the community	<i>Builds credibility</i>
Analytics	Critical reading of actions and future direction	<i>Not just numbers</i>



Digital is a tool for relationship-building: choose fewer channels, use them with consistency.

Chapter 1 — Key Takeaways

- 1 The audience is not a passive recipient — it is an active, relational subject
- 2 Audience development is a medium-to-long-term strategy, not a campaign
- 3 Engagement is built before, during and after the event — not only during it
- 4 Digital marketing works when coherent with the festival's cultural identity
- 5 Data + qualitative reading = audience knowledge = better decisions