



**NEW MUSIC:
NEW AUDIENCES**

**How can we engage our
frequent attenders?**

Heather Maitland

This contemporary music festival has asked its audience to comment on and vote for their favourite pieces from the festival. The audience's favourites were broadcast in a special programme on New York Public Radio's online station.

GET THEM INVOLVED



Dan Cooper



Lei Liang



Sarah Kirkland Snider



Erin Lesser



Play Audio

Matthew Bamson



Play Audio

Kati Agócs



Play Audio

NOW PLAYING

INTERACT

SONiC will extend beyond the concert hall and into the virtual world with several initiatives allowing audiences to interact and engage directly with the music.

For updates, behind-the-scenes scoops, and dialog with several of the composers and ensembles, audiences can follow SONiC on [Twitter](#), [Facebook](#) (or look to the right of this paragraph), and can participate in the conversation on Twitter using the hashtag #SONiCfest.

RE:SOUND

Tell us which piece you most want to hear again! Through Re:Sound, audience members will have the opportunity to comment and vote for their favorite pieces. Audience favorites from throughout SONiC will be broadcast on [Q2 Music](#), New York Public Radio's internet radio station, in a special program dedicated to SONiC.

4 Ways To Make Your Opinion Heard

ONLINE: Click [here](#)

MOBILE: Go to [m.SONiCfestival.org](#) or click [here](#)

TEXT: SONiC and your composer name(s), star ranking and comments to 22333

PAPER: Complete a ballot at the program and place in the ballot box in the lobby

Re:Sound Broadcasts on Q2

You pick what we will hear! Click [here](#) to tune-in online for special SONiC Re:Sound broadcasts on Q2. Hear exclusive live performances of pieces by Kati Agócs, Fabian Svensson, Kenji Bunch, Mark Dancigers and many more. For full line up click [here](#).



THIS WEEK

- THEATRE
- COMEDY
- MUSIC
- DANCE
- WORK SHOPS
- SPECIAL
- TALKS/FILMS
- FAMILY

CLICK 'N' MIX

BUY TICKETS SECURELY

Latest News

We've now got over six thousand followers on Twitter! Join them @lincdrillhall



WED 07 MAY
Adaire to Dance - Coffee Shop Culture



- home
- what's on**
- booking info
- about us
- your visit
- taking part
- room hire
- support us



Click here for Drill Hall TV to watch clips of forthcoming shows and much more!



Our next event is...
Neon Youth Theatre presents Delayed Departures

Thursday 24 Apr - Saturday 26 Apr 2014
6.45pm and 8.30pm

[Find out more...](#)



Sign up **HERE** for our e-newsletter and receive regular Drill Hall updates, special offers, opportunities and content, competitions and much more!

This is a small arts centre in England with few resources but it engages its loyal audiences well...

NOW WE ARE 10!

BUSINESS
SPONSORSHIP AND
PARTNERSHIP

LEAVE A LEGACY

BUY A BRICK!

OTHER WAYS TO
SUPPORT US

THE BANGERS & MASH
BALL

Join our Audience Panel

We spend a lot of time thinking about whether ideas we've had will work or not, if our programme really does have something for everyone; whether our fundraising initiatives will hit the mark; how we can engage more people in what we're doing... sometimes what we need most is some advice from the people that know best: our audience.

Our Audience Panel share ideas with us; make suggestions and give us honest answers to all kinds of questions. There are no specific requirements to join the group – all that we ask is that you are interested in the Drill Hall, the local community, and happy to tell us what you think. And tea, coffee and biscuits are provided!

Meetings are held once a season on Saturday mornings. The next one is on **Saturday 14 September at 10am**. If you'd like to join us then please call us on [☎ \(01522\) 873891](tel:01522873891) or email chris@lincolndrillhall.com.

Become a Community Rep!

Could you help us to spread the word about the Drill Hall in your village or community? Our representatives put up monthly event highlight posters, talk about the Drill Hall and bring comments and ideas back from their communities. Every two months our reps come for lunch and we discuss forthcoming events, ideas and issues. We already have fantastic reps in Bailgate, Birchwood, Branston, Cherry Willingham, Heighington, Nettleham, Ruskington, Saxilby and Skellingthorpe, but we're always looking to connect with new communities! If you'd like to join this key group please contact gavin@lincolndrillhall.com or call [☎ 01522 873891](tel:01522873891)

Acknowledge the audience by showing them in images

- <http://www.supersonicfestival.com>

Scroll down to the bottom of the page and play the Supersonic Ltd Edition video.

Notice how the Supersonic festival shows the social experience. In this trailer the audience reaction is as important as the music and musicians

Make them feel loved

In all my research, loyal audiences tell me they just want their commitment to be recognised and to feel they belong so:

- Collect their names and contact details so you can keep in touch
- Address them by name when sending out marketing material (and when they come to the event)
- Say thank you
- Don't just sell to them
- Give them 'inside information'