



Reaching out to 19 to 35 year olds

How can we market our work to 19 to 35 year olds without alienating the existing audience?

Notes from the Young Audiences working community meeting, March 10th 2014

Advice from the group:

- Raise the profile and create a specific brand in social media
- Communicate the experience (emotional, shocking, thoughtful)
- Establish a regular venue (with a bar and food – a good meeting place) and put on concerts there regularly, even repeating the same programme so word of mouth becomes effective
- Divide the concert into three sets of 30 minutes so latecomers can engage and to give space for the social experience
- Cross art form events
- Find a way to grab new people through social media
- Get visual arts students from the age group to design the marketing to appeal to people like them via a competition
- Focus on visual information
- Give each concert an emotive title
- Two types of series: one for the core audience and one for new audiences (could be the same programme but in different formats)