

Music Cities Network | Press Release
October 2017

The Future of Venue Communication: Music Cities Network starts first international Audience Development Knowledge Exchange Program

The Music Cities Network (MCN) starts the first international Audience Development Knowledge Exchange Program between the venues and festivals of the participating music cities to investigate best practice models of marketing and audience development strategies, share experiences in the music sector, and look into the future.

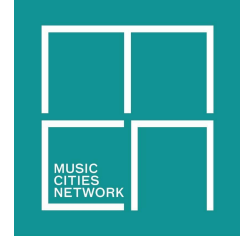
The aim of the study is to connect the different venues, festivals and music scenes in the participating cities and to share their knowledge in the field of venue communication. The concept of 'Audience Development' has received much attention lately, but it has been put into use by music operators for a long time. It is a collective term that describes strategic, dynamic and interactive processes that encompass all aspects of promotion, publicity, marketing, public relations, programming, membership, community engagement, communications, and educational programs aimed at making the arts widely accessible and addressing the needs of existing and potential audiences.

Four venues and one festival from the Music Cities Network members Aarhus (e.g. Radar & SPOT Festival), Groningen (e.g. Simplon & Eurosonic Norderslaag), Hamburg (e.g. Molotow & Reeperbahn Festival) and Sydney (e.g. Oxford Art Factory & Venue 505) took part in the study. Apart from the results of the questionnaire which are discussed in the first part, a spotlight on Instagram for venues and festivals and 13 recommendations complete the report. Excerpts were presented and discussed at last week's Reeperbahn Festival during an international panel discussion consisting of Martin Aagaard Jensen, Project Coordinator, Radar, DK; Merlijn Poolman, Project Coordinator, Popstad BV Groningen & Subciety, NLD; and Andi Schmidt, Owner, Molotow, GER.

What tools do venues use to attract new audiences? How can venues in cities collaborate to enhance audiences? What are the best tools to empower your existing audiences for festivals and venues? What role will venues and or festivals play in the future society? These are just a few of the questions which have been addressed in the report.

Jesper Mardahl (Promus), Aarhus, MCN Member: "With the first collaborative research project, the Music Cities Network is putting one of its goals into action. We want to strengthen the exchange of music scenes within the MCN member cities, implement a best practice charter, and intensify cooperation."

You can download the first pages including the executive summary on our [website](#). If you are interested in the full report get in touch with us via info@musiccitiesnetwork.com



MCN Past Events 2017

16.03. MCN - Reception @ SXSW, Austin

17.03. MCN - Panel @ SXSW, Austin

05.05. Music Cities Seminar @ SPOT+, Aarhus

06.05. Music Cities Showcase - presenting Drew, SHI & Great News @ SPOT+, Aarhus

22.09. MCN Reception & Panel @ Reeperbahn Festival

Upcoming Events 2017

01.11. Music Cities @ Work-session during the Creativity World Forum, Aarhus

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