

Parallel Session III 3 14:45 – 16:00

'Building Bridges with Audiences: Utilising digital innovations'

Exacerbated by the pandemic, digitisation has changed the way we watch, interact, and participate with the arts. During lockdown, many artists and arts and cultural organisations were forced to think creatively and utilise digital technologies and techniques in order to bring the concert platforms and theatres into the audience's homes.

As we migrate into 'the new normal', what has the last 18 months taught us? How can we programme our performances in a way that entices new audiences? What digital tools, technologies, and techniques are there that have proven to work? What do audiences want to see, and how do they want to engage with the performing arts? Finally, how does this relate to our education and curricula?

Join the panel of experts across audience research, education, artists and producers, as we discuss some of these questions. Moderated by Mimi Harmer.