



## Communication and dissemination report 2024

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At the end of the project, a report (i.e. an electronic document in English) will be produced to provide information on the activities of promotion and dissemination of the project undertaken in that first year and on the visibility of the project activities.

The aim of this document will be to report on all the communication and dissemination activities undertaken during the project, to conclude on whether the target groups have been reached as planned and to suggest actions through which the project activities could still be disseminated and communicated after the end of the project.

The report will follow the one produced in the first and second year of the project and analyse progress made on the realisation of the Communication and dissemination strategy, compared to the goals set. It will also end with recommendations to AEC concerning how to sustain the project outputs.



The Association Européenne  
des Conservatoires, Académies  
de Musique et  
Musikhochschulen (AEC)



# Communication and Dissemination Report

2024



Association Européenne des  
Conservatoires, Académies de  
Musique et Musikhochschulen



Co-funded by  
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# Disclaimer

This document is developed by the AEC Office Team (Communication Coordinator supported by the rest of the team) in the framework of the AEC project “Empowering Artists as Makers in Society” (ARTEMIS).

The objective of this Communication report is to describe the communication activities that were planned throughout 2024 and how the different channels were used to promote the project activities and results. The ultimate goal has been to evaluate if the ARTEMIS project has been well communicated to the target groups set in the Communication Strategy and its results have been easily accessible.

# AUDIENCE REPARTITION

Throughout 2024, AEC's communication activities continued to be directed at four macro groups:



## 1. Higher Music Education Institutions

- HMEIs, i.e. AEC member institutions within Europe and beyond:
- Management (institutional leaders)
- Artistic and academic staff, i.e. teachers, head of departments, researchers, International Relations Coordinators
- Students and alumni
- HMEIs outside the AEC network



## 3. Decision Makers

Policy makers at local, national and European level



## 4. Society at large



# MAIN TOPICS

Throughout 2024, AEC's communication activities continued revolving around the following topics of interest. These topics continue to generate the most interest in the AEC Membership. Even if this slightly differs from channel to channel, the list below groups all of them.

## 01.

**AEC EVENTS**



## 02.

**DIGITISATION  
INITIATIVES IN  
HIGHER MUSIC  
EDUCATION**



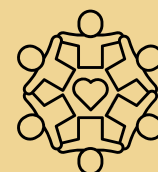
## 03.

**GREEN /  
SUSTAINABILITY  
INITIATIVES**



## 04.

**DIVERSITY & INCLUSION  
INITIATIVES (E.G.  
MENTORING  
PROGRAMME)**



## 05.

**VACANCIES AND  
MOBILITY IN  
HIGHER MUSIC  
EDUCATION**



## 06.

**ARTISTIC  
RESEARCH**



## 07.

**EARLY MUSIC**



## 08.

**CURRICULUM  
DEVELOPMENT**



# 2024 Summary

## Outreach and Engagement

In 2024, the AEC further strengthened its outreach efforts, maintaining close communication with its members and broadening its audience across multiple platforms. Through digital campaigns, newsletters, and social media, the AEC ensured the timely dissemination of critical updates, initiatives, and project outcomes.

### Key highlights included:

- Continuation of the AEC for Ukraine campaign: The AEC continued to showcase and disseminate benefit concerts and initiatives organised by its members, demonstrating solidarity and support for Ukraine.
- Promoting civic engagement, encouraging members to engage with the European Elections, emphasising the importance of voting and contributing to discussions on the future of the arts and higher music education.
- Internal support for AEC Spanish members: Following the DANA floods, the AEC prioritised internal communication, providing a platform to express solidarity and support for affected members in Spain.
- Engaging a diverse audience of Higher Music Education leaders, students, educators, policymakers, and cultural institutions, fostering dialogue and promoting the value of conservatoire education across Europe.

## Advocacy and Representation

The AEC amplified its advocacy efforts in 2024, focusing on key issues relevant to arts, culture, and Higher Music Education. This included deepened the collaboration with partners such as Culture Action Europe (CAE), the European Music Council (EMC) and the International Music Council (IMC) but also ELIA – Globally connected European network for higher arts education, European Association for Music in Schools (EAS) and European Music School Union (EMU).

# 2024 Summary

## Contributions to EU cultural policy:

- Co-authored a [Welcome Letter to Commissioner Micallef](#), urging support for the arts and requesting the establishment of an expert group for music within the European Commission.
- Issued the AEC Statement on the Humanitarian Crisis in Israel, Lebanon, and Palestine, highlighting the vital role of cultural institutions in advocating for peace and human rights ([read the statement here](#)).
- Artistic Research Alliance: Actively contributed to the establishment of the Artistic Research Alliance, an initiative aimed at leveraging the full potential of artistic research ([details here](#)).
- Strengthened partnerships with European cultural networks, reinforcing the importance of arts education in shaping cultural policies and securing future funding opportunities.

## AEC Events in 2024:

The AEC successfully communicated and promoted its 2024 events, ensuring high participation and engagement from members and stakeholders. AEC hosted five major events throughout the year, serving as key communication and dissemination platforms:

- Pop & Jazz Platform (February - Odense, DK)
- European Platform for Artistic Research (March - Ljubljana, SI)
- ARTEMIS Network Meeting (June - Prague, CZ)
- International Relations Coordinators Meeting (September - Dublin, IE)
- AEC Congress & General Assembly (November - Milan, IT)

AEC also participated to various external partners' events to disseminate the ARTEMIS project's outcomes.

In conclusion, 2024 was a year of growth, collaboration, and resilience for the European Association of Conservatoires.

**AEC remained dedicated to advancing the mission of higher music education and promoting the cultural richness and musical diversity of Europe.**

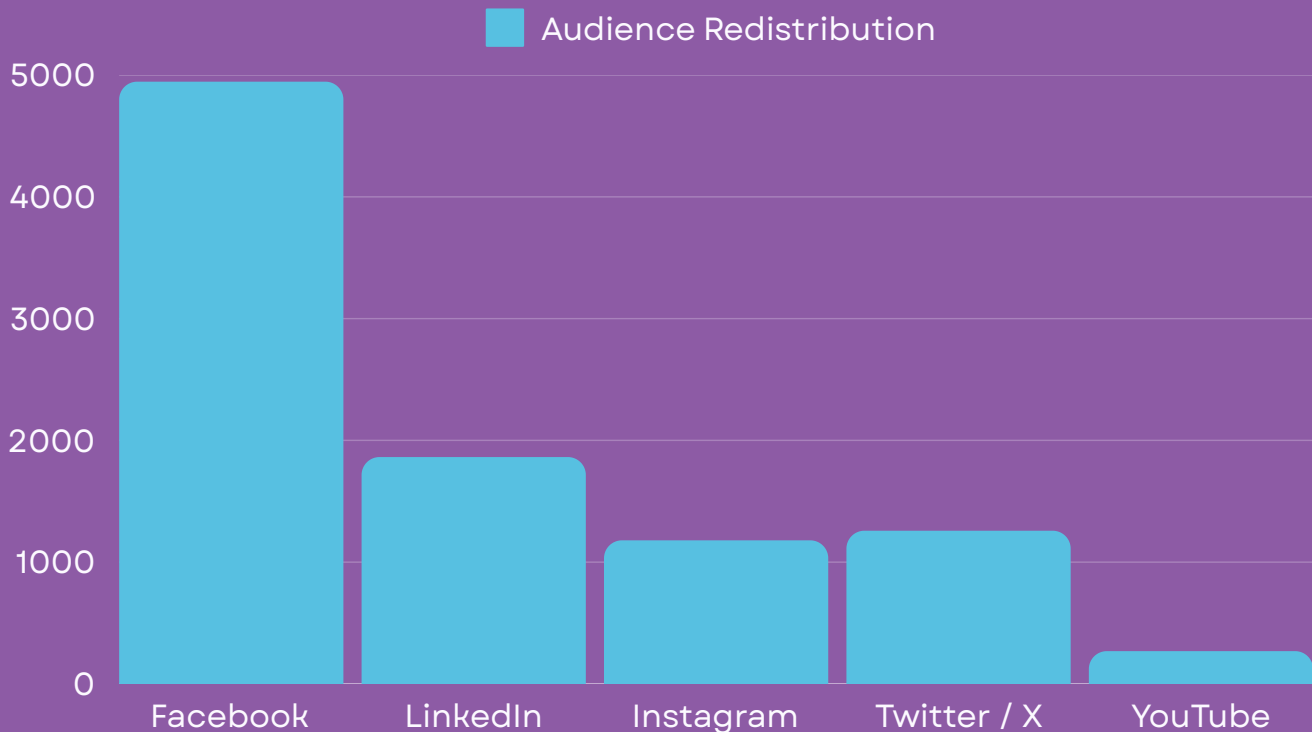


# Socia Media Channels Overview

AEC is present on social media to be able to connect with its audience, build trust and drive meaningful engagement. Thanks to social media, AEC has amplified its voice and increased its visibility.

AEC is present on Facebook, LinkedIn, Instagram, X (Twitter) and YouTube.

Please se below how our audience distributes itself among the different platforms:



# Socia Media Channels Overview

## LinkedIN



LinkedIn has served as a very useful platform for AEC throughout 2024. LinkedIn helped the AEC establish a significant presence within the professional networking and the higher arts education sector.

Throughout 2024, LinkedIn has proven its relevance in establishing the presence of AEC within the professional networking and higher arts education sector.

The following statistics showcase the impact and growth that AEC's LinkedIn page has acquired during the year:

AEC LinkedIn page featured **195 posts** and generated an impressive **83228 impressions** (showcasing AEC's influence in the professional and academic field).

The growth of followers is also notable with an increase of **600** resulting in a total of **1863 followers**.

LinkedIn is a dynamic space for the AEC to connect with professionals, educators and institutions facilitating exchange of information and insights.



## At a glance



1863

Followers



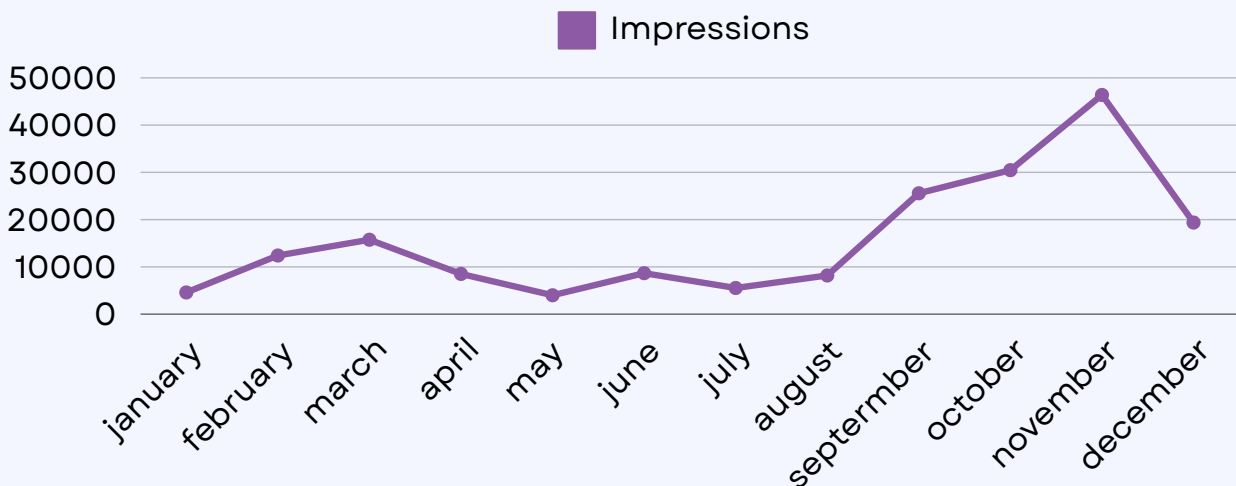
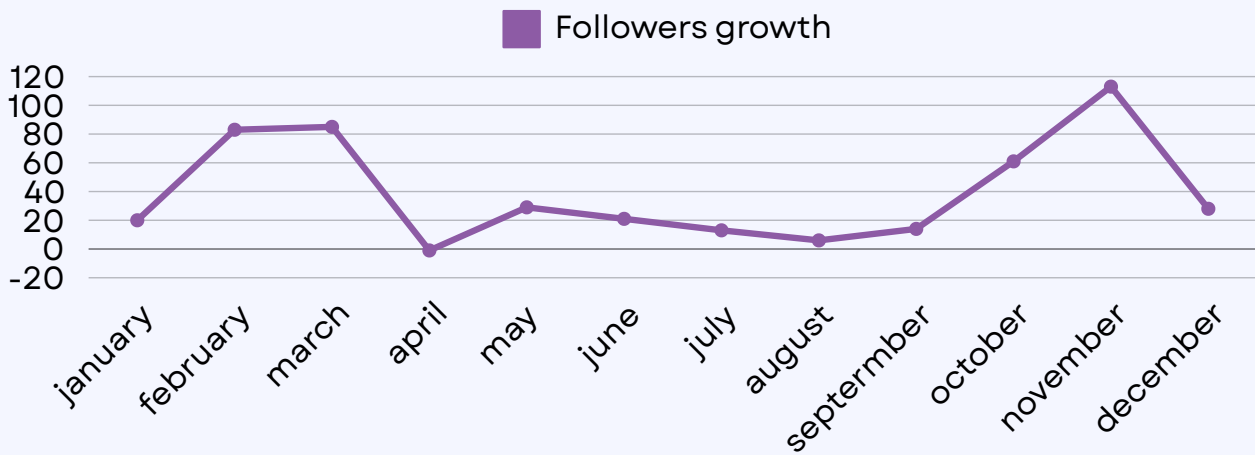
83228

Impressions



195

Content



# Socia Media Channels Overview

## Facebook



Facebook continues to be the leading platform for engagement within the AEC's digital community.

With a substantial user base, Facebook remains the primary hub for members to connect, share insights, and stay updated on the latest developments in the field of conservatories and higher arts education.

With a total of 253 posts in 2024, the page reached an impressive **69.3 K individuals** and accumulated **56.2K page views**. The growth of followers is also notable with an increase each month and reaching a total of **4946 followers** at the end of the year.

The AEC's Facebook platform is used for fostering collaborative discussions, disseminating relevant information, and enabling networking possibilities for music and arts professionals in the education sector and students.

# Facebook



## At a glance



4946

Followers



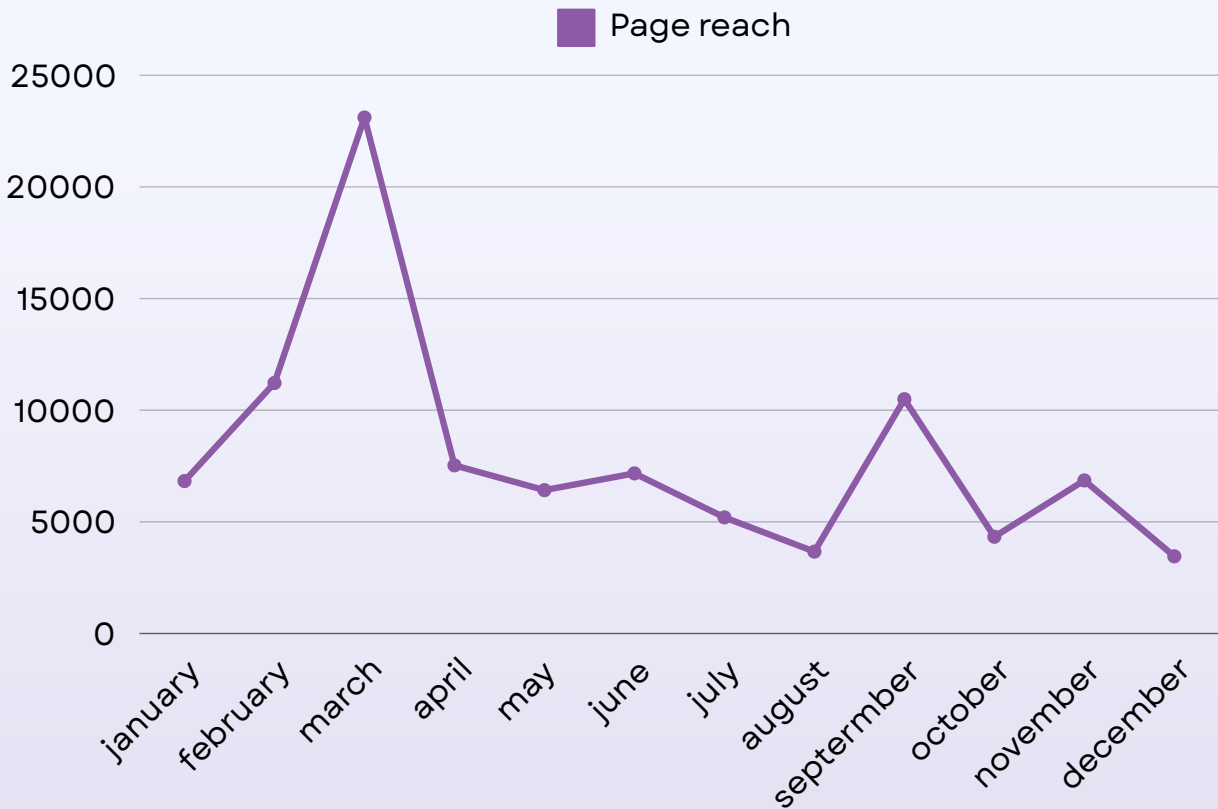
96277

Page Reach



253

Content (Posts)



# Socia Media Channels Overview

## Instagram



AEC opened its Instagram account in 2023 and the medium played an important role in stimulating engagement and expanding the organisation's reach.

Across 2024, AEC shared a total of **122 posts**, including reels and engaging **479 stories**. Throughout the year, AEC strived to increase its video content on the platform, including several after-event highlights reels.

The Instagram platform served as a great platform for engagement reaching a total of **53056 accounts** and generating **189435 impressions**.

This year, AEC's Instagram page reached **1179 followers**, with 575 new individuals.

Through strategic content creation and consistent posting, AEC successfully leveraged Instagram to foster meaningful interactions with its audience, showcased by the significant increase in followers and impressive engagement metrics.

As the platform continues to evolve, AEC remains committed to utilising Instagram as a pivotal tool in its outreach efforts, ensuring continued growth and connection with its community.

# Instagram



## At a glance



**1179**

Followers



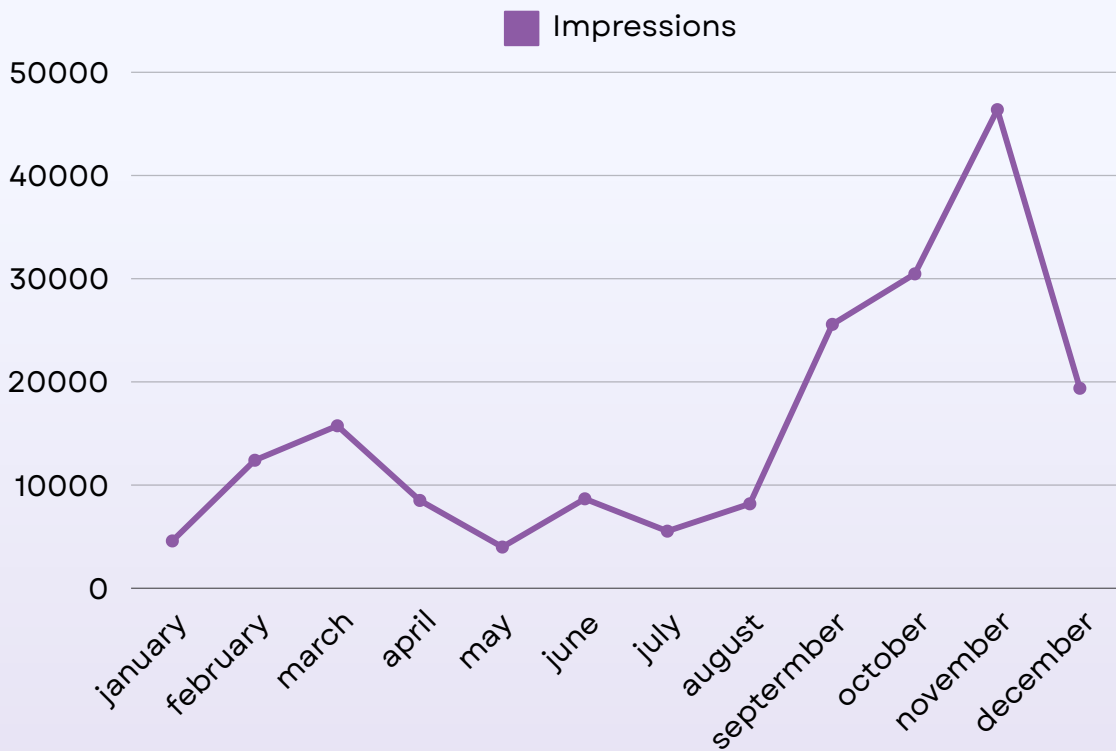
**189435**

Impressions

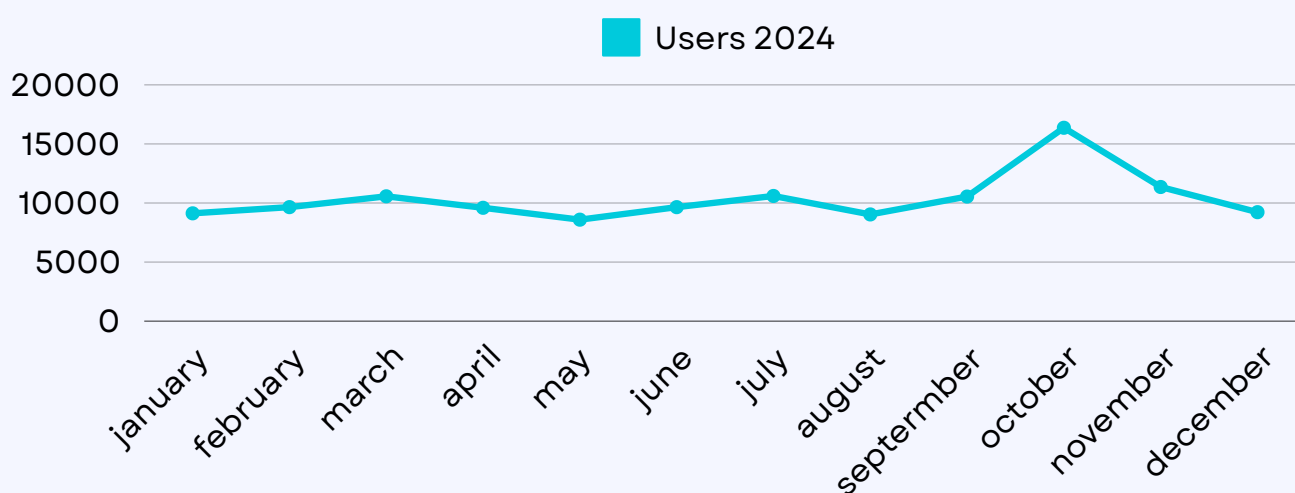
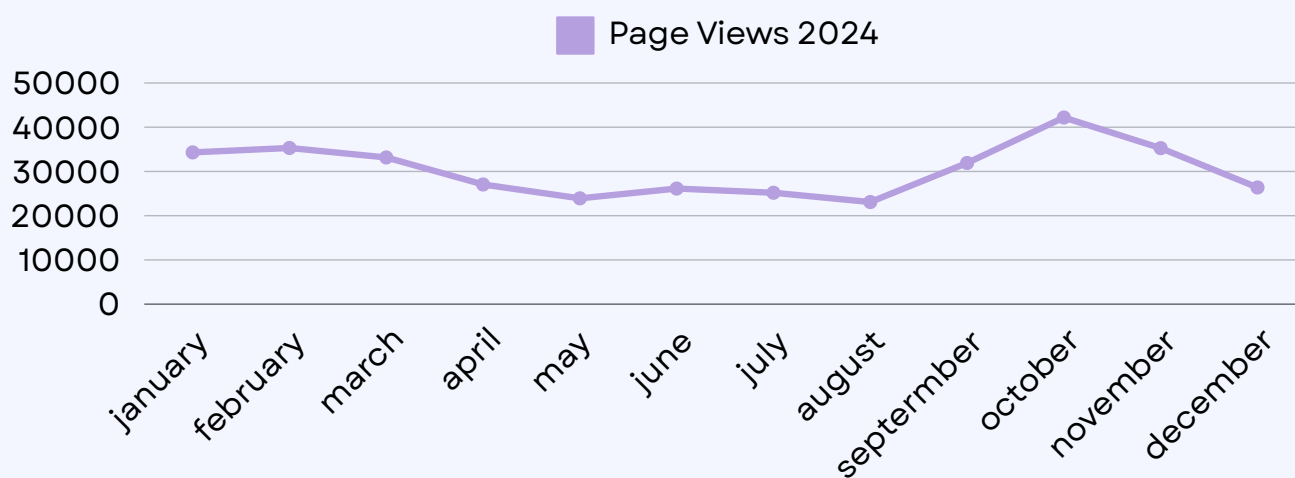


**582**

Content  
(Posts & Stories)



# AEC Website



A section on the AEC website is entirely dedicated to the ARTEMIS project, and subpages describe the WPs and WGs composition and objectives in details.

Moreover, updates about the project have been published in the news module of the website, and they are periodically featured on the homepage and on the AEC monthly newsletter to strengthen their visibility.

Page Views

**364K**

Users

**116K**



# Email Campaigns & Newsletters

Monthly Newsletters

11

Surveys

2

Subscribers

4K

AEC ARTEMIS related emails

18

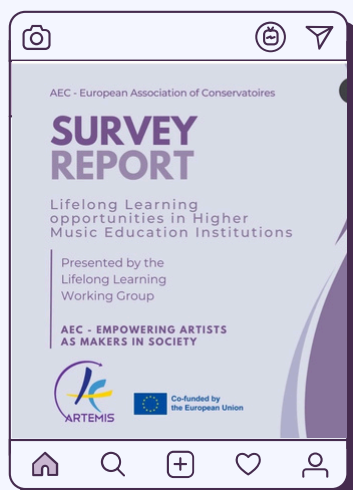
Open Rate

47%

# Spotlight: Survey Reports

## The AEC Goes Green Survey Report

The ARTEMIS AEC Goes Green Working Group report presents findings from surveys conducted among AEC members and students, exploring the link between music education and environmental awareness. The report highlights current eco-friendly practices within Higher Music Education Institutions (HMEIs) and serves as a foundation for developing recommendations to support the green transition in the sector.



## The Lifelong Learning Survey Report

The LLL Survey Report was designed to explore and analyse lifelong learning opportunities within Higher Music Education Institutions (HMEIs). By identifying patterns and gaps in current offerings, this initiative aims to support meaningful progress in lifelong learning for artists and educators alike.

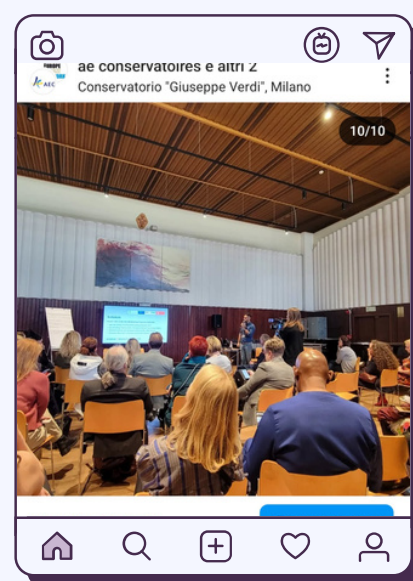
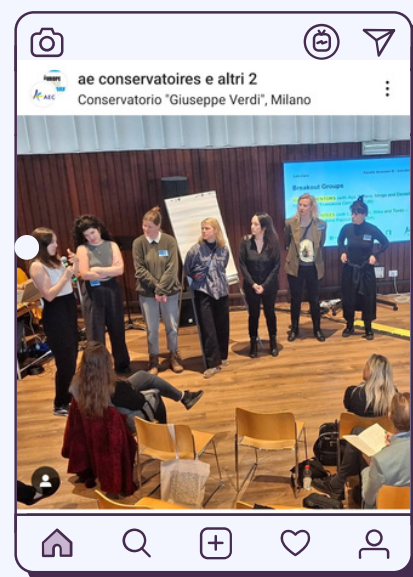
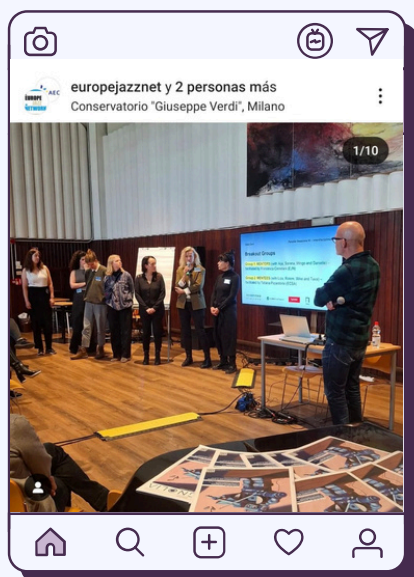
## The Digitisation Survey Report

The Digitisation Survey Report gathered responses from students across European institutions, providing insights into current digital practices, educational experiences, and future perspectives in higher music education. The survey aimed to understand the presence of “digital courses”. It served to inquire about the current capabilities of Higher Music Education students and how do they relate themselves to the new technologies both for their craft and for their relationship with their audiences.



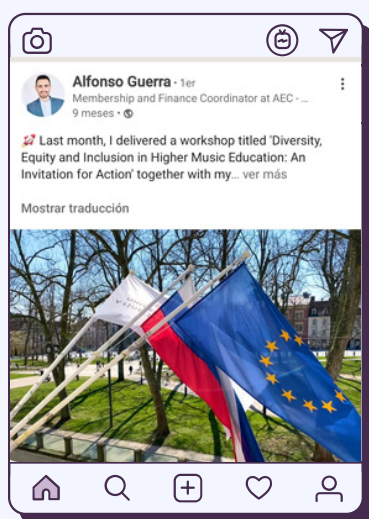
# Spotlight: Mentoring Programme

The Mentorship Programme, was initiated by the AEC and jointly developed with ECSA – European Composer and Songwriter Alliance and EJN - Europe Jazz Network. The 2023-2024 edition was featured in a series of social media posts that AEC and its partners published on their respective channels.



# Spotlight: DIGE Workshops

Throughout 2024, the DIGE Working Group facilitated a total of 4 workshops in several AEC member institutions in Ljubljana (Slovenia), Leipzig (Germany), Dublin (Ireland) as well as Singapore. One special version of the workshop was also delivered at the New European Bauhaus Festival in Brussels. The workshops aimed at sharing experiences, identifying good practices, and collaboratively envisioning institutional change in relation to Diversity, Equity and Inclusion (DEI) in HME.



# Spotlight: Event Communication

## AEC SOCIAL MEDIA POSTS

The AEC Annual Congress is the most attended AEC event, thus generating the most amount of participants interactions on social media. AEC mainly used **Instagram** and **Facebook** to make daily posts during the event as well as **LinkedIn** to focus on the speakers.

## OVERALL REACH

Across the month of November, the social media content on Facebook had a reach of **6.9K and 25.5K views**. The accounts reached on Instagram were **9.7 K and 40.9 K impressions**.

## AEC WEBSITE VISITORS

The website pages featuring updates regarding the congress, its programme and its registration gathered around **18K page views across the year**.

## EMAILS & NEWSLETTERS

The news regarding the Congress was spread through 3 Email Campaigns and 4 Newsletters. The average Open Rate of the campaigns was **42%**.

## ARTEMIS SESSIONS AT CONGRESS

**12 of the sessions** offered during the Congress were led either by Working Groups or Task Forces from the ARTEMIS Project.

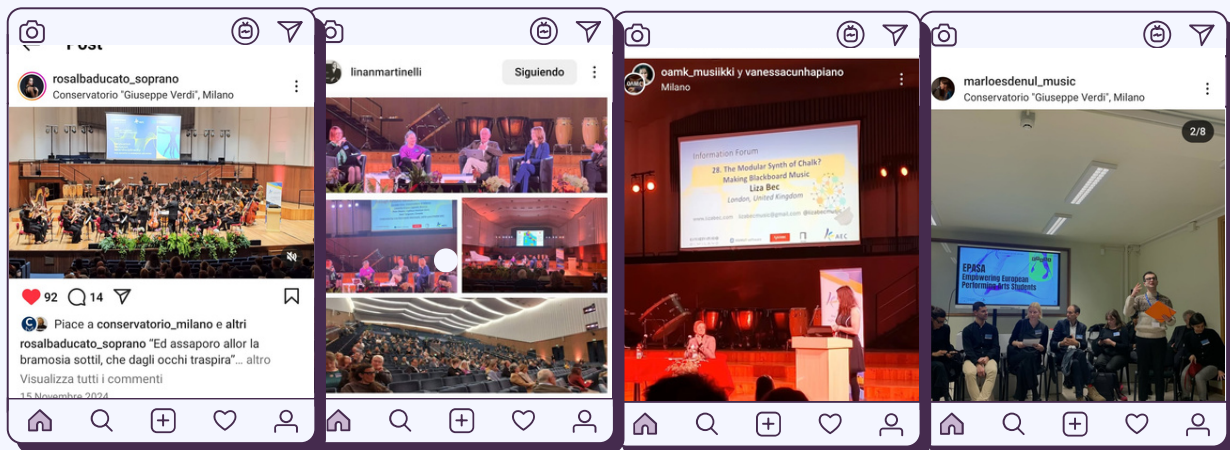
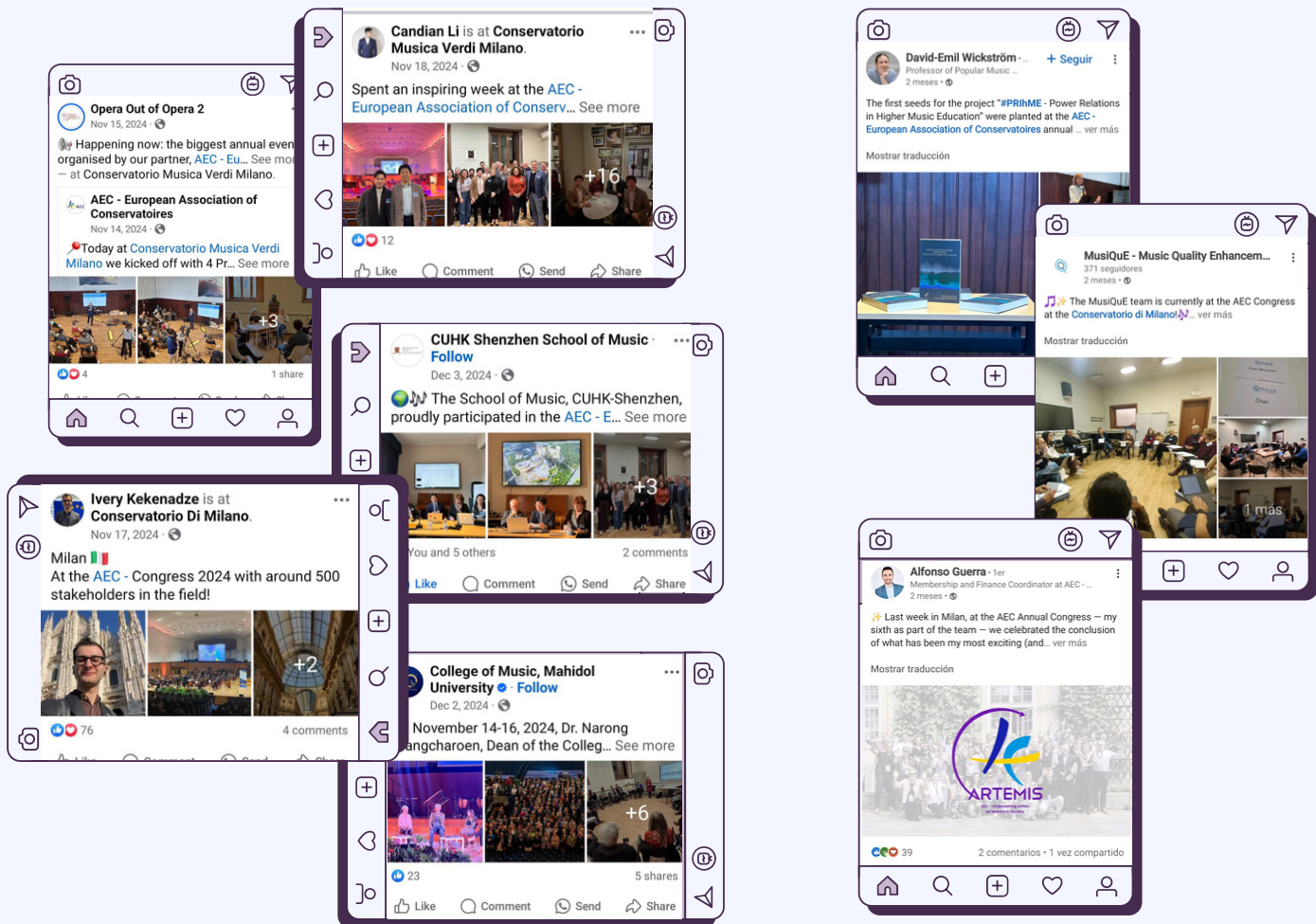
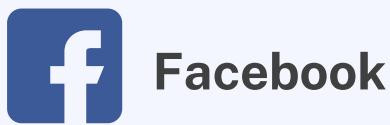


# AEC 2024 Congress

**#AECCongress**

over 400 participants  
from 40 countries

# Spotlight: #AECCongress



# Spotlight Dissemination: ARTEMIS Final Session



As the ARTEMIS project approached its conclusion, the culminating session held during the AEC Annual Congress 2024 in Milan served as a pivotal moment to disseminate the project's results and celebrate the achievements of the working groups and the AEC Office. The session provided participants with a comprehensive overview of the project's scope and outcomes, alongside first-hand insights from the working groups about their experiences and contributions.

The session involved representatives from all the ARTEMIS Working Groups. Around 300 attendees were presented with practical guidance on how to apply, adapt, and integrate the wide-ranging results of the ARTEMIS project within their own institutions. The discussions highlighted strategies for driving institutional change by engaging all stakeholders – including teachers, staff, and students – to foster sustainable transformation in higher music education.

The ARTEMIS project's legacy establishes a critical foundation for the continued evolution of AEC member institutions and the broader landscape of higher music education.



[View the presentation](#)



[Mentimeter results](#)



[Watch the session](#)



# Final Considerations

Over the course of the three-year ARTEMIS project, the AEC has demonstrated significant progress in its communication and dissemination efforts, successfully fulfilling the goals set in its Communication and Dissemination Strategy. This section provides a comprehensive analysis of the progress achieved, evaluates whether target groups were reached as planned, and offers recommendations for sustaining project outputs beyond the project's conclusion.

## Achievements in Communication and Dissemination

- 1. Reaching Target Audiences:** The AEC has successfully reached all its target audiences, including Higher Music Education leaders, educators, students, policymakers, and cultural institutions. Through a combination of digital campaigns, social media engagement, newsletters, and events, the organisation has effectively disseminated project outcomes and key initiatives to a broad and diverse audience.
- 2. Social Media Expansion:** In 2023, the AEC launched an Instagram account, expanding its digital presence to engage younger audiences and enhance its outreach efforts. Additionally, the AEC is reflecting on discontinuing its use of X (formerly Twitter) due to platform developments, showcasing its adaptability and willingness to reassess communication tools based on effectiveness and relevance.
- 3. Internal Communication with Members:** Regular exchanges with members have been a cornerstone of the AEC's communication strategy. Opportunities such as the Regional Meetings during the Annual Congresses provided valuable opportunities for direct interaction, while the newsletter allowed members to showcase their initiatives and share updates. These efforts ensured that members remained informed, engaged, and actively involved in the network.
- 4. External Communication with Partners:** The AEC has strengthened its external communication by involving partners in events and collaborating on advocacy initiatives. Partnerships with organisations such as Culture Action Europe and the European Music Council have amplified the impact of AEC's advocacy efforts and extended the reach of its initiatives.
- 5. Responding to Member Needs:** The AEC has consistently stayed attuned to the wishes and needs of its members, incorporating feedback into its communication strategy and not hesitating about actively advocating for its members. This member-centric approach has ensured that the organisation's activities remain relevant and aligned with the priorities of its network.



# Final Considerations

## Recommendations for Sustaining Project Outputs

To ensure the long-term impact and visibility of the project's outputs, the following actions are recommended:

- 1. Leverage New Media Platforms & Content Formats:** Continue exploring innovative digital platforms to reach a wider audience. Monitor the performance of existing platforms and content formats and make data-driven decisions about which to prioritise.
- 2. Enhance Member Engagement:** Develop new opportunities for member engagement, such as online forums or webinars, to facilitate ongoing dialogue and the sharing of best practices. Promote the existing communication channels for the members to not miss opportunities to disseminate their news and learn about relevant initiatives.
- 3. Strengthen Partnerships:** Build on existing collaborations with cultural organisations and networks. Develop joint initiatives and advocacy campaigns to further promote the value of Higher Music Education and its role in society.
- 4. Create a Digital Archive:** Develop the AEC Website as a digital repository of project outcomes, including reports, toolkits, and best practices. This archive should be accessible to members, partners, and the broader community to ensure the continued dissemination of project outputs.
- 5. Monitor and Adapt Communication Strategies:** Regularly assess the effectiveness of communication strategies through feedback and analytics. Adapt approaches to align with emerging trends and member needs, ensuring ongoing relevance and impact.
- 6. Encourage Members' Internal Dissemination:** Guide the members into the dissemination of the project outcomes in their institutions. Provide them with the right tools, templates and other documents to maximise the reach and impact.
- 7. Empower Working Group Members as Project Ambassadors:** Equip working group members with tools and resources to act as ambassadors for the project.

## Conclusion

The AEC's communication and dissemination efforts over the past three years have successfully achieved the goals outlined in the initial Communication and Dissemination Strategy. By reaching its target audiences, expanding its digital presence, and fostering strong internal and external communication, the AEC has positioned itself as a leading voice in Higher Music Education. Moving forward, the recommended actions will help sustain the project's outputs and ensure the continued dissemination of its achievements.



Association Européenne des  
Conservatoires, Académies de  
Musique et Musikhochschulen



## WHO

The Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen (AEC) is a European cultural and educational network with over 300 member institutions for professional music training in 57 countries. The network is co-funded by the Creative Europe Programme.

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