

Wednesday 10.02.2010

- 9:00 Pass and document pick up
- 9:15 Start of the workshop
- 9:30 **Opening session**
- 9:40 Slide show
- 10:00 Opening ceremony with representatives from the City Council of Bilbao, Regional Government of Vizcaya, Basque Government and La Red.
- 10:20 Presentation of the congress programme
- 10:30 **Opening round table: *Performing arts market trends in Spain and abroad***
Coordinator: **Alicia Roldán**, (Vice President *La Red*.)
Presenter: **Anna Villarroya** (Lecturer from the UB and author of the report on Spanish cultural policies in the Compendium of Cultural Policies and Trends in Europe)
With the participation of the following experts, among others:
François Colbert (Expert on Arts and Culture Marketing)
Lucina Jiménez (Anthropologist and consultant on cultural policies)
Mary Ann DeVlieg (General Secretary of the IETM, international network for contemporary performing arts)
Manuel Cuadrado (Researcher and lecturer on markets in the UV)
Emilio Sagi (Artistic Director of the Arriaga Theatre of Bilbao)
Alberto Fernández Torres (Expert in communication and performing arts)
- 13:00 End of morning session
- Break and workshop*
- 16:00 **Thematic session 1: *Audience winning and development***
Coordinator: **François Colbert** (Expert on Arts and Culture Marketing)
Presenter: **Alba Colombo** (UOC Cultural Management Postgraduate Course Coordinator)
Moderator: **Ana López** (Escenium 2010 Technical Commission).
- 16:00 Presentation of the members of the table
- 16:05 Presentation of the central centre by the coordinator
- 16:50 Experience 1: **The Club Tr3sC**, by **Miquel Curanta** (Director of the Club Tr3sC)
- 17:05 Experience 2: **Chapí de Villena** Theatre, presented by **Paco Flor** (Director)
- 17:20 Communication 1: **Analysis of current audiences: profiles, habits and interests**, by **Rubén Gutiérrez** (Study Coordinator of the Autor Foundation)
- 17:35 Communication 2: **Self-managed ticketing systems as instruments for winning and developing audiences**, presented by: **Roger Tomlinson** (Marketing consultant and expert in audience commercialization and development)
- 17:50 Communication 3: **Identification and winning of young audiences**, presented by **Franky Devos** (Expert on cultural communication and young audiences)
- 18:05 Short break
- 18:20 Discussion among the members of the table: **François Colbert, Miquel Curanta, Paco Flor, Rubén Gutiérrez, Roger Tomlinson** and **Franky Devos**.
- 19:00 Open debate with the audience
- 19:30 End of afternoon session
- 20:00 End of the workshop

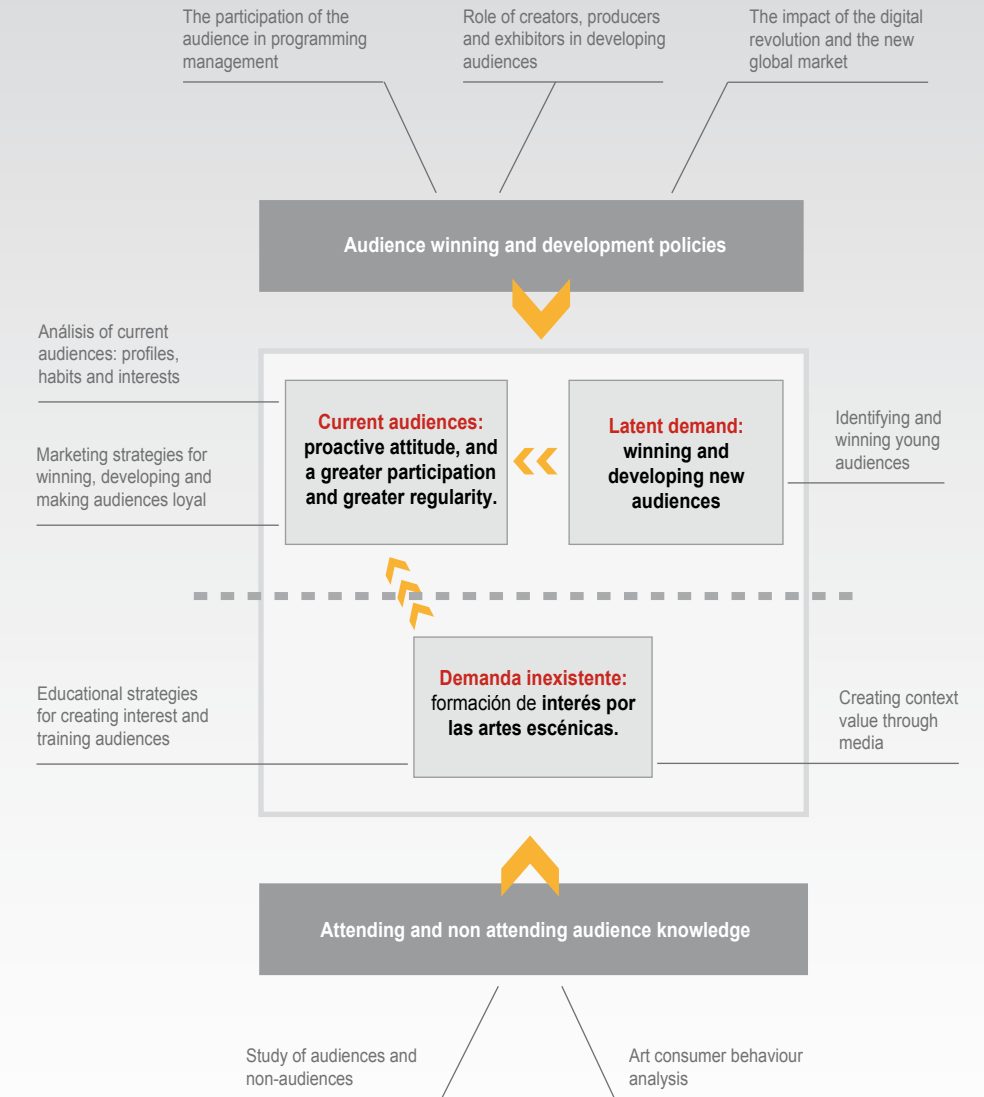
Thursday 11.02.2010

- 9:00 Start of the workshop
- 9:30 **Thematic session 2: *Demand creation***
Coordinator: **Alberto Fernández Torres**
(Expert in communication and performing arts)
Presenter: **Robert Muro** (Produces and expert in performing arts communication)
Moderator: **Carlos Morán** (Technical commission of Escenium 2010)
- 9:30 Presentation of the members of the table
- 9:35 Presentation of the central theme by the coordinator
- 10:20 Experience 1: **Manresa Kursaal Theatre**, presented by **Joan Morros** (Coordinator of El Galliner cultural association)
- 10:35 Experience 2: **Audience creation experiences in the Children's sphere**, presented by **Pilar López** (Member of the Management Board of the FAETEDA and Chairwoman of Te-Veo)
- 10:50 Comunicación 1: **Educational strategies for creating interest and training audiences forming**, presented by: **Joan Oller** (President of the APGCC and Director of the Auditori de Barcelona)
- 11:05 Comunicación 2: **The creation of context value via the media**, presented by **Xabier Landabidea** (University of Deusto, expert on the media)
- 11:20 Short break
- 11:40 Discussion among the members of the table: **Alberto Fernández Torres, Joan Morros, Pilar López, Joan Oller** and **Xabier Landabidea**.
- 12:30 Open debate with the audience
- 13:00 End of morning session
- Break and workshop*
- 16:00 **Thematic session 3: *Audience knowledge***
Coordinator: **Manuel Cuadrado** (Researcher and lecturer on markets in the UV)
Presenter: **Patxi Azpillaga** (Professor from the UPV and expert on cultural management)
Moderator: **José Luis Melendo** (Escenium 2010 Technical Commission).
- 16:00 Presentation of the members of the table
- 16:05 Presentation of the central centre by the coordinator
- 16:50 Experience 1: **Abierto al Público** (La Red), by **José Luis Rivero** and **Fernando Sáenz de Ugarte** (Members of the Directive Committee of La Red)
- 17:05 Experience 2: **Audiences London**, presented by **Vivienne Moore** (Trustee and Founding President of Audiences London).
- 17:20 Communication 1: **Analysis of the behaviour of art consumers**, by **Victoria Ateca** (Professor and Researcher of UPV/EHU and expert in culture economy)
- 17:35 Communication 2: **Study of audiences and non-audiences**, by **Pilar Granados** (Researcher specialised in marketing).
- 17:50 Communication 3: **Comparative analysis of ticketing systems in audience management**, presented by **Judit Segura** (Manager of Espectáculos de Atrápalo).
- 18:05 Short break
- 18:20 Discussion among the members of the table: **Manuel Cuadrado, José Luis Rivero, Fernando Sáenz de Ugarte, Vivienne Moore, Victoria Ateca, Pilar Granados** and **Judit Segura**.
- 19:00 Open debate with the audience
- 19:30 End of afternoon session
- 20:00 End of the workshop

Friday 12.02.2010

- 9:00 Start of the workshop
- 9:30 **Thematic session 4: *Demand creation and development policies***
Coordinator: **Lucina Jiménez** (Anthropologist and consultant on cultural policies)
Presenter: **Roberto San Salvador** (Vice-rector of Deusto University)
Moderator: **Ramón López Barranto** (Escenium 2010 Technical Commission).
- 09:30 Presentation of the members of the table
- 09:35 Presentation of the central theme by the coordinator
- 10:20 Experience 1: **The Audience Plan** (Basque Government), presented by **Pello Gutiérrez** (Consultant of the Cultural Department of the Basque Government).
- 10:35 Communication 1: **The impact of the digital revolution and the new global market**, by **Jordi Sellas** (Expert in development and digital communication)
- 10:50 Communication 2: **Role of creators, producers and exhibitors in developing audiences**, by: **Cesc Casadesús** (Director of the Mercat de les Flors and specialist in cultural management).
- 11:05 Communication 3: **Participation of audiences in programme management**, by: **Iñaki López Aguilera** (Specialist in cultural policies).
- 11:20 Short break
- 11:40 Discussion among the members of the table: **Lucina Jiménez, Pello Gutiérrez, Jordi Sellas, Cesc Casadesús** and **Iñaki López Aguilera**.
- 12:20 Open debate with the audience
- 12:40 End of morning session
- 12:45 End of the workshop
- 13:00 **Closing session**
- 13:10 Presentation of provisional conclusions, by the Commissioner
- 13:30 Institutional closing ceremony
- 14:00 End of the congress

Thematic map



- 1 TICKETMASTER
- 2 CÁMARA BLANCA - SEXPEARE
- 3 BERNARDO CALDEVILLA
- 4 GRUPO SONA ACTIVIDADES CULTURALES
- 5 TARIMA LOGÍSTICA DEL ESPECTÁCULO
- 6 PRODUCCIONES EL ZURDO
- 7 PENTACION S.A.
- 8 VÉRTIGO TOURS, S.L.
- 9 SUMMUM MUSIC
- 10 LETSGO
- 11 TRASPASOS KULTUR, S.L.
- 12 ÓPERA DIVERTIMENTO
- 13 SUMARTE
- 14 MASKARADA-ERRE PRODUKZIOAK
- 15 AIRE AIRE DISTRIBUCIÓN DE ESPECTÁCULOS S.L.
- 16 PRODUCCIONES COME Y CALLA / UR TEATRO
- 17 SOLD OUT
- 18 ADGAE
- 19 ADGAE
- 20 ADGAE
- 21 ASSOCIACIÓ DE COMPANYIES PROFESSIONALS DE DANSA DE CATALUNYA
- 22 PRODUCCIONES YLLANA
- 23 GRUPO FOCUS
- 24 LA RED
- 25 ESKENA. EMPRESAS DE PRODUCCIÓN ESCENICA ASOCIADAS DE EUSKADI
- 26 ARES (ASOCIACIÓN EMPRESAS ARTES ESCÉNICAS ARAGÓN)
- 27 FREE ART
- 28 FECED - FEDERACIÓN ESTATAL DE COMPAÑÍAS Y EMPRESAS DE DANZA
- 29 GOVERN DE LES ILLES BALEARS
- 30 GOBIERNO PRINCIPADO DE ASTURIAS
- 31 ASOCIACIÓN TE VEO DE TEATRO PARA NIÑOS Y JÓVENES
- 32 TÍTERES SOL Y TIERRA S.L.
- 33 FAETEDA
- 34 NEURODRAMA
- 35 CANARIAS CREA - GOBIERNO DE CANARIAS
- 36 EMBOCADURA SL
- 37 VANIA PRODUCCIONS SL
- 38 ENTRADAS.COM

Workshops

Web www.escenium.net

Blog www.escenium.net/blog/

Technical Secretariat:
Marilú Perez
 +34 944 700 743,
 info@escenium.net

Media Office:
Oscar Blanco
 +34 686 232 349
 prensa@escenium.net

Commissioner:
Jaume Colomer
 +34 938 670 902
 comisariado@escenium.net



Presentation

Welcome to the fourth edition of **Escenium**, a meeting that has been set up with the intention of becoming **the performing arts' forum to define together a general action framework from the identification and analysis of current needs.**

The central theme of Escenium 2010 is the performing arts. The sector and institutions that have organised this forum consider that **audiences have now become the epicentre of the stage system** in the same way as creation and production three decades ago. There are three reasons to back up this assertion:

- Audiences **constitute the stage reality.**
- Audiences are the main **justification for the allocation of public funds** to developing the sector.
- Audiences are the main **sustainability factor** of the performing arts as a productive sector.

The forum to be held on 10, 11 and 12 February in the Euskalduna Jauregia Congress Centre is the result of a lengthy process based on analysing the most relevant international research audiences and on the identification of the sector's main needs on behalf of professionals from all the areas in the value chain. Based on the above, we have invited the most renowned specialists to propose measures that allow for discussing and creating consensus on the collective strategies we have to adopt.

We would like to thank the Technical Commission for its work. This Commission is made up of representatives from the main public and private organisations in the sector, and has been in charge of defining the contents and methodology and coordinating the work process. We would also like to thank the national and international specialists who have unconditionally offered to contribute their experience and reflections. We would also like to give a very special thanks to the workshop speakers and all the participants, who with their presence and contributions, make the forum possible and give the work carried out a meaning.

We hope that **Escenium 2010** will make it possible to successfully answer the main concerns of the professionals in the sector regarding performing arts audiences.

Spanish Network of Publicly Owned Theatres, Auditoriums, Circuits and Festivals
Bilbao City Council
Provincial Council of Vizcaya
Basque Government



Organization

Performing Arts Audiences

Bilbao, February 10, 11 and 12, 2010



Program
www.escenium.net



With the collaboration of:

