AUDIENCE DEVELOPMENT FOR CONCERT MUSIC

STUDY GUIDE

REDEFINING THE ROLE OF THE MUSICIAN TO PROMOTE CONCERT ATTENDANCE
The positive interdependence between the musician and audience is central to the health and well being of music. With ever-increasing competition for the audience's attention, today's musician must expand their role from just playing their instrument to becoming highly engaged in strategies for exposing music to new audiences and creating positive experiences.

Spark Curiosity!
Audience development can be a highly engaging creative problem-solving activity for students that can deepen their personal investment in the music program.

LEARNING OBJECTIVES
1. Identify and understand barriers that might prevent audiences from attending concerts
2. Develop creative solutions for addressing and overcoming these barriers
3. Measure results to determine if strategies and solutions were successful

LESSON PLANS
Consider developing lesson plans to meet these learning objectives through the study of audience development. Here are some ideas to get you started:

- Have students articulate the barriers that might prevent audiences from attending concerts. Is it a lack of convenience? Unfamiliarity with the repertoire? Unfamiliarity with the concert experience? Is it the cost? Is it a lack of variety?
- Encourage students to develop creative solutions to address these barriers. Are there alternative locations for presenting concerts that would be attractive? Is there a different approach to choosing repertoire? How can the audience learn more and become more familiar with the concert and the experience? How can the group introduce music to a younger audience?
- Develop methods for assessing and determining if your audience development ideas were successful. Is success determined by a larger audience? A more diverse audience? A younger audience? What are the ways to capture this information? If goals are not met, what adjustments can be made for future concerts?

RESOURCES