

# Audience Masterclass

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ICMM Congress 2009

# Groups

- Group 1: 50,000 visitors or less per annum
- Group 2: 50,000 – 100,000 visitors pa
- Group 3: 100,000 – 200,000 visitors pa
- Group 4: More than 200,000 visitors pa

# Aims

- To improve our understanding of audiences and audience development factors
- To devise strategies to increase audiences at our museums

# Introductions

- Name and museum
- Total visitor numbers (last year)
  - onsite
  - online
- Attendance trends over past 3 years

# Group Work

- What are the factors and forces working in favour of maritime museums?
- What are the factors and forces working against maritime museums?

# Group Work

- How can we maximise the positive factors?
- How can we minimise the impact of the negative factors?
- Suggest strategies to meet each set of forces.

# Individual Task

- What strategies are especially applicable to your museum?
- How can your museum apply these strategies?