

Connected Audience 2017

Time	Programme	Where
Day 1 – Thursday, 14. September		
15.00 – 17.00	Registration	AzW Podium /Galerie
16.00 – 16.15	Welcome & Introduction Christian Waltl (AT), KulturAgenda Sasha Palmquist (US), Institute for Learning Innovation Peter Keller (DE), Director General, ICOM	AzW Podium
16.15 - 17.00	Key Note: Oona Strathern (IE) What does an increasingly individualised society mean for cultural institutions?	AzW Podium
17.00 – 19.00	Get connected – Sharing Stories Mela Maresch (AT) & Kersten Kloser (AT)	ZOOM
19.00 – 20.00	Welcome drinks	AzW Galerie
20.00 – 22.00	Vienna Beisl Connection Dinner in small groups at a typical Viennese Gasthaus/Beisl	Glacis Beisl, Gasthaus am Spittelberg, Gasthaus Grünauer
Day 2 – Friday, 15. September		
08.30 – 09.30	Open Forum Reflections from the day before - Lisa Baxter and John Falk in discussion with participants	AzW Podium
09.30 – 10 .15	Key Note: John Falk (US) Why Visitors' Motivations and Individual Needs Matter	AzW Podium
10.15 – 10.45	Coffee break	AzW Galerie
10.45 – 11.30	Case study presentations – Session 1 Marge Ainsley, Emma Parsons (UK) , Towards an audience focus Luisa Masserani (BR) , A visitor study that help explainers	AzW Podium
11.45 – 13.15	Lunch	ZOOM
13.15 – 14.00	Case study presentations – Session 2 Luise Reitstätter (AT) , Easy-to-read. Hard to Follow? Charlie Trautmann (US) , Grow your museum's impact by (really) listening to your audience	AzW Podium
14.00 – 14.45	Key Note: David Anderson (UK) Towards Cultural Democracy	AzW Podium
14.45 – 15.30	Lynn Dierking (US) in conversation with David Anderson (UK) , Charlie Trautmann (US) , Elisabeth Menasse-Wiesbauer (AT) , Matthias Beitzl (AT)	AzW Podium
16.00 – 18.30	Connected Audience Exchange On-site visits in small groups – Wiener Konzerthaus, ZOOM Children's Museum, Austrian Museum of Architecture, Imperial Furniture Collection	AzW, Zoom, Wiener Konzerthaus, Hofmobiliendepot
19.30 – 21.30	Evening Reception Austrian Museum of Folk Life and Folk Art	Volkskundemuseum

Day 3 – Saturday, 16. September		
08.30 – 09.15	Open Forum Reflections from the day before	AzW Podium
09.15 – 10.00	Key Note: Lisa Baxter (UK) Experience Design and Strategic Value Creation	AzW Podium
10.00 – 10.45	Case study presentations – Session 3 Anna Elfers, Carlijn Diesfeldt (NL) , Making public: audience research in public art projects Vera Almanritter (DE) , Attracting diverse audiences	AzW Podium
10.45 – 11.15	Coffee break	AzW Galerie
11.15 – 12.00	Case study presentations – Session 4 Ryan Auster (US) , Collaboration for Ongoing Visitor Experience Studies (COVES) Dimitra Christidou (NO) , Visitracker: A Tool for Visitor Studies	AzW Podium
12.00 – 12.30	Wendy Jo Coones's (AT) & Lynn Dierking's observations	AzW Podium
12.30 – 13.30	<i>Lunch</i>	ZOOM
13.30 – 16.45	Connected Audience Dialogue with Patricia Munro and Jeff Beeson (DE) This brings together all thoughts, models, ideas, critical remarks and experiences of the last two days to try and formalise in a dialogical framework the role of cultural institutions and how they can create meaningful experience for the audiences of today and tomorrow	AzW Podium
16.45 – 17.00	Closing Remarks	AzW Podium