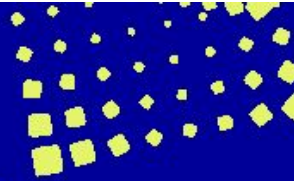


# Audience Policies in Europe

encatc working group



## Working Group 4: Audience Policies in Europe

### Chair :

Anna Krebs, Musée du Louvre , Paris, France

### Rationale:

Visitors are now recognized to have a key role within cultural projects in museums and the cultural heritage. One sees the strong implementation of audience and public development policies; cultural institutions are enhancing their training and social roles, paying extra attention to their local audience and surroundings. A renewed economic and social context is redefining local and global audience policies. At the same time, cultural organizations experiment new management's models and their ambition is to carry new responsibilities in order to earmark their visitors policies.

The professional and academic stakeholders need to enhance theoretical and practical approaches and new skills to accompany the European museums and heritage development. The question of audience policies' evaluation underlies the thoughts as a growing problematic.

Audiences' policies cover a wide range of academic matters (art, sociology, economics, marketing, psychology, museum studies...), and a wide range of services and job opportunities (audiences marketing, mediation, and studies).

Relations between cultural institutions and audiences are moreover to be constantly enhanced, unique in time, space and context. Therefore, professionals specialised in audiences policies finally need to develop technical, intellectual and above all personal skills. Educational programs dealing with audiences' policies and mediation are to be permanently updated. A balance must be found between theoretical and practical approaches.

### Challenges:

- To contribute to the development of collaborations between universities, experts and practitioners from the museums
- To exchange information, academic and working knowledge, to study relevant European examples and theoretical approaches on the subject.
- To develop a network of Regional and European partners within the Louvre-Lens

project.

- To introduce thoughts on a European program focusing on mediation training, management and audience policies in museums
- To contribute to the global evaluation of European cultural audience policies

### **Actions & Calendar 2008**

- **February: Project application "Museums Literacy"**, Gruntvig programme (project leader Fondazione Fitzcarraldo)
- **April: working meeting** with Anne krebs in Paris
- **April: successful application to the EU platform on "Access to culture"**
- **June: ENCATC attends in Brussels the meeting of the EU platform "Access to culture"**.
- **June: 1<sup>st</sup> working group meeting and study visit** at the Louvre Museum in Paris
- **October: 2<sup>nd</sup> working group meeting** in Lyon
- **November: 3<sup>rd</sup> working group meeting (place to be defined)**
- **June - December: collection of publications, articles and researchers in the field among the members of the WG**
- **By July:** The working group members decided to develop for their own country a "fiche "mentioning the current State of Art of the audience policies. In this same document (max 2 pages A4) each member of the group must also present the current needs in his/her own country (ex: topics of reflections, research needs, needs in terms of policies and equipments etc.). Evaluation of the activities

### **Action 2009**

- **March: international Conference** in Turin
- **May: seminar and study visit** in Lille and Brussels
- **November: Working group meeting** in Brussels
- **November: Recommendations on future policies and research needs to be submitted to the European Cultural Forum in Sweden**
- **Evaluation of the activities**

### **Actions 2010:**

- Working group meetings (dates to be defined)
- Conference in Bozen, Italy
- Publication
- Set of guidelines and recommendations
- Evaluation of the activities 2008 2010

**Timetable:**

January 2008 - December 2010

**Deliverables:**

- Working meetings in 2008, 2009 and 2010
- International Conference in 2008 and 2009
- Publication
- Set of guidelines and recommendations

**Target Groups:**

- Educational and training institutions
- Professionals from museums
- Specialist on Audiences Policies
- Researchers
- Policy makers at international, European and local level.
- Representatives from UNESCO, Council of Europe, European Commission, ICOM, organisations dealing with museums' audience policies issues.

**Partners:**

ENCATC will work in close partnership with a range of international, European and regional stakeholders.

**Expected results:**

- Multi-stakeholders platform for dialogue and exchange between education and training institutions, museums, policy makers and researchers;
- Policy makers awareness that renewed economic and social context is redefining local and global audience policies for cultural infrastructures;
- Number of good practices and innovations in policy identified, collected and documented
- High quality training materials produced and widely shared
- Contribution to the global evaluation of European cultural audience policies