

PLATFORM: Audience Development Event Recap

On Saturday, 18 November 2017 we hosted another workshop as part of our professional development series, PLATFORM. We welcomed twenty participants to the Tett Centre for Creativity and Learning where we spent the afternoon thinking about ways to encourage new audiences to take part in the many cultural activities offered in Kingston. Toronto-based cultural animator Nadine Villasin Feldman delivered an informative and hands-on workshop on audience development.



Nadine Villasin Feldman is a Toronto-based arts manager and producer, with over 15 years of experience in community arts engagement and audience building. As the Community Animator for internationally acclaimed contemporary dance company Kaeja d’Dance, Nadine developed audience engagement strategies and helped produce large-scale community engagement projects that expanded Kaeja’s community outreach capacity and developed new audiences outside of the downtown Toronto core. Nadine was also a participant in the Metcalf Foundation’s 3-year long “Engaging Audiences And Building Communities” Learning Cohort.



The workshop was designed for organizations and individuals interested in thinking creatively about how to develop existing audiences, in addition to reaching new ones. The day began with brief introductions, following by a twenty minute presentation on key concepts on audience development. Key terms like core and target audience were defined and a conversation on what motivates people to participate in culture followed.

The first activity participants worked on was identifying their target audience. Based on their answers, Nadine partnered people with similar target audiences so they can work together and potentially come up with new communications or marketing strategies to attract their new desired audience. Groups shared their target audiences and workshopped their choices.

