



**Making Impact**

**Achieve more with marketing and fundraising**

# 5<sup>TH</sup> CONFERENCE on Fundraising for Arts and Culture

12th of June 2019  
Diplomatic Academy of Vienna  
Favoritenstrasse 15a  
1040 Vienna

**FUNDRAISING**  
VERBAND AUSTRIA



# Making impact

08:30 – 09:00  
09:00 – 09:15

## Registration and Welcome

**Opening Remarks** by Guenther Lutschinger, CEO, Fundraising Association Austria and Juergen Meindl, Director, Department of Arts and Culture, Federal Chancellery of the Republic of Austria

09:15 – 10:15

## Keynote 1



### AUDIENCE ENGAGEMENT AND SOCIAL RELEVANCE

**Andrew McIntyre**  
Morris Hargreaves McIntyre

Let's face it: If we want to be relevant to a broader audience, we need to re-define our impact on society. The *Spectrum of Audience Engagement* is a new policy matrix which helps arts organisations map their own cause, values, programmes. It reflects the evolution of cultural policy and strategy over the past 30 years, looking ahead to how it could evolve. It unifies ideas around cultural value; cultural democracy and co-creation; social capital and social justice. It demands an answer to the question: How relevant is my organisation?

10:15 – 11:00

## Keynote 2



### BE RELEVANT: CONNECTING WITH TODAY'S AUDIENCES

**Matteo Plachesi**  
Design Museum London

To keep your audiences close and develop new ones, you need to know what motivates them and persuade them you can meet their expectations. You have to be relevant. On a practical level you will require a solid data infrastructure, research to identify efficient channels and memorable content to break through the deafening noise of today's social media age. Marketing doesn't work in a linear way anymore: Learn how to be smart and cost-effective in communications and how to reduce wastage.

11:00 – 11:30

Coffee break

11:30 – 12:15

## Talk



### SHARED AMBITION

**Liv Nilssen**  
Spektrix

As experienced performing arts management & fundraising professional Liv is helping arts organisations be more successful through better ticketing, marketing and fundraising. Her lecture concentrates on successful collaborations between marketing and fundraising. Instead of thinking about breaking down silos, we should reframe the problem in a positive way: building common goals and strategies.

12:15 – 13:15

Lunch break

13:15 – 14:45

## Workshop



### UNDERSTANDING AND ENGAGING AUDIENCES

**Andrew McIntyre**  
Morris Hargreaves McIntyre

Learn more about the world's most powerful psychographic segmentation of cultural audiences. Deeper than demographics and beyond behaviour, *Culture Segments* is based on people's deep-seated values and beliefs and explains what motivates current and potential audiences. More than a marketing tool, its insight shapes artistic programming, event planning, service delivery and exhibit design. It boosts retail, fuels membership schemes, unlocks philanthropy, and identifies new volunteers.

14:45 – 15:15

Coffee break

15:15 – 16:00

## Workshop



### BEYOND FINANCES: PARTNERING WITH BRANDS

**Anastasia Elaeva**  
Grayling Russia

Ensuring financial sustainability, encouraging public participation and creating meaningful experiences: This session focuses on key changes that are taking place at forward-looking cultural institutions, namely a focus on participation, flow of events and social responsibility. Based on 60 case studies and interviews with representatives of renowned international museums we discuss seminal approaches to corporate partnerships for institutions of various sizes.

16:00

End of conference track in english language

17:00

Farewell-drink and networking

## Tickets

€ 220,- for members of the European Fundraising Association and their members  
€ 290,- for non members

Order your ticket and register via email to [kultur@fundraising.at](mailto:kultur@fundraising.at)  
Further information (German) online on [kultur.fundraising.at](http://kultur.fundraising.at)