

# Audience Development neu gedacht - Designing Public Value

## Creative Europe & Europa für Bürgerinnen und Bürger

7. März 2019, 9:00 – 17:00  
Bundeskanzleramt, Sektion Kunst und Kultur  
Concordiaplatz 2, 1010 Wien, Saal "Oscar"  
Eintritt **FREI**, Anmeldung unter: <https://bit.ly/2EuZF3L>

### Programm

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| 9:00  | Registrierung  |
| 9:30  | Begrüßung  |
| 9:40  | <b>Creative Europe, Culture &amp; MEDIA &amp; Europa für Bürgerinnen und Bürger</b><br>Creative Europe Desk Austria: Elisabeth Pacher, Bundeskanzleramt<br>Esther Krausz, Martina Lattacher Österreichisches Filminstitut<br>Europe for Citizens Point Austria: Stefanie Brunmayr,<br>Bundeskanzleramt   |
| 10:30 | <b>Audience Development – von Besucher*innen zu Beteiligten<br/>(Audience Development – Outside the Box)</b><br>Christian Waltl, KulturAgenda<br>Lisa Baxter, The Experience Business  |
| 11:15 | Kaffeepause  |
| 11:30 | <b>Audience Development - Best Practice</b><br>Liz King, „ <i>Dancing Museums</i> “ und „ <i>Migrant Bodies</i> “<br>Anisa Hasanhodžić & Rifet Rustemović, „ <i>Flucht europäisch erzählen.<br/>Being refugee. A European Narrative</i> “<br>Michelle Olley, „ <i>The Illuminatus! TV/XR – Fear and Loathing in VR, or<br/>how to make that thing with no money</i> “  |
| 12:30 | Mittagspause   |
| 13:30 | <b>Designing Public Value with Purpose</b><br>Workshop with Lisa Baxter, The Experience Business<br>Aimed at individuals and organisations who want to establish a more<br>meaningful and valued role in society - from the hyper-local to the<br>global - participants will be guided through a series of reflective<br>exercises and discussions that will sharpen their focus on public value,<br>audiences and impact. |
| 16:30 | Schlussworte und Conclusions   |