

Audiences Central Conference 2010

15 April 2010, West Bromwich

Rapid changes in technology over the last decade have revolutionised the way in which the cultural sector engages with audiences.

Physical Digital is an inspirational one-day conference designed to explore new techniques and approaches, and look to the future.

PhysicalDigital

Engaging and Understanding Audiences

Who should attend?

A must-attend event for those in the arts, cultural and heritage sectors involved with, or interested in, using technology - *from websites and free online tools, to more complex digital solutions* - to engage, grow and sustain audiences.

Suitable for CEOs, Leaders, Senior Managers, Managers, Assistants and Officers in the fields of marketing, communications, engagement, research, outreach and education.

PhysicalDigital

Engaging and Understanding Audiences

Date: Thursday 15 April 2010

Time: 10am-4pm

Venue: The Public, New Street
West Bromwich B70 7PG

Costs:

Audiences Central Members:

Free - Momentum & Link package members

One Credit - Flex package members
£85 + VAT - other members

Non-Members:

Early Bird - **£120+VAT** (book before 26 Feb); Standard Rate - **£150+VAT**

Topics for discussion include:

- Navigating your digital audience
- Overcoming the digital divide
- Trendsetting
- The power of virals
- Guerrilla marketing
- Combining digital tools with word-of-mouth
- How free online tools can be used to capture and grow audiences
- Interactive engagement

Speakers include specialists from worlds of culture and technology including University Of York, Art-Sense, 1000heads and The Rural Media Company.
More speakers to be confirmed.



Specialists in:

Marketing Services | Digital Marketing
Press & Media | Research
Audience Engagement & Development
Campaigns Planning | Consultancy

For more details and to register, contact:

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