

Audience Engagement: Research & Resources

Workshop

Chamber Music America

[Org/Publisher Website](#)

Topic Marketing | Planning | Collaboration | Community and Public Engagement

Location

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Only)

Occurance

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Description Today's artists and presenters work harder than ever to build and maintain audiences for their performances. But new technologies, shifting demographics, and limited funding present long-term challenges for the field, especially as organizations nationwide strive toward a more equitable arts ecosystem. While there is no single, one-size-fits-all solution, there are a number of tested, data-driven strategies and tools available to help arts organizations move forward more effectively and efficiently. Through the help of our partnership with The Wallace Foundation, we've compiled a range of resources below. Explore videos, podcasts, and articles to learn from experts in the field; and view research reports on evolving trends, demographics, and methodologies for reaching today's audiences.

Fee required to access? No

Access: [Link to Content](#)

Speakers