



Make it happen: Community Building and Audience Development for the Future

This training programme will enable participants to understand and use concepts of audience development and community building, exploring the ways in which they are linked and can help you to fulfil your organisational vision. The sessions will be highly participatory, and people will be encouraged to share their practices and work together in discussions and exercises that will be both practical and engaging.

The programme will be international in scope and will include the latest ideas, case studies and research, exploring the different dimensions of this fascinating and important area of work.

PROGRAMME TIMETABLE

Wednesday, September 18th 2024

09:00	<p>Registration Location: Sargfabrik, Goldschlagstraße 169, 1140 Vienna web: https://sargfabrik.at</p>
9:30	<p>Training Session / Morning: Introductions, Definitions and Parameters</p> <ul style="list-style-type: none"> • Introductions to each other • Main concepts and ideas – goals and needs for the sessions • Focus on Audience Development and the Audience Experience • Discussions and exercises
12:30	<p>Group Lunch Location: Kantine Vierzehn, located within the "Sargfabrik" organic, regional and seasonal Austrian cuisine & social project web: https://sargfabrik.at/kulinarik/restaurant-bar</p> <p>Training Session / Afternoon: From Vision to Practice</p> <ul style="list-style-type: none"> • Culture with a purpose – connections between place, people & culture • Exercise – what do you want to do / change? <p>Trainer: Jonathan Goodacre (Learn more about Jonathan)</p>
17:00	End of Training



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	<p>Free Time & Transfer to Dinner location You can use the free time between the training session and the group dinner either for a break in your hotel or a little walk in the city.</p> <p>From the Sargfabrik you need approx. 35 minutes to the Pizzeria Spaccanapoli, which is located in the historic city center of Vienna.</p> <p>How to get there: Take the tram Nr. 52 at the station „Diesterweggasse“ (direction: „Westbahnhof“), get off at station "Westbahnhof". There you change to the metro "U3" (direction: „Simmering“) and get off at the station „Stubenring“. Walk to Schulerstrasse 20.</p>
18:45	<p>Group Dinner Location: Pizzeria Spaccanapoli, Schulerstrasse 20, 1010 Vienna web: https://www.spaccanapoli.wien <i>Note: Pizza is covered, drinks are at your own expense.</i></p>
20:00	<p>Evening Concert Location (around the corner): Porgy & Bess, Riemergasse 11, 1010 Vienna about the venue: https://www.porgy.at/en/page/der-club/ about the concert: https://www.porgy.at/en/events/12011/ <i>Note: Concert tickets are provided; drinks are at your own expense.</i></p>

Thursday, September 19th 2024

9:30	<p>Training Session / Morning: Audiences, Communities, the Public – Who / What are we talking about?</p> <ul style="list-style-type: none"> • Focus on Community Building – some key ideas • Engaging with different sorts of people/ communities • Using Design Thinking • Exercise – how are you going to make the change?
12:30	<p>Group Lunch Location: Kant_line Vierzehn, located within the "Sargfabrik"</p> <p>Training Session / Afternoon: Understanding audiences and communities</p> <ul style="list-style-type: none"> • Using research – culture, audiences, social and community impact • Using segmentation and personas to build understanding and engagement • Exercise – identifying and understanding key segments <p>Trainers: Jonathan Goodacre & Niels Righolt (Learn more about Niels)</p>
17:00	<p>End of Training</p>
	<p>Free Time & Transfer to Dinner location From the Sargfabrik you need 35 minutes to the Verein08. We will have dinner there before it opens its doors for the public concert.</p> <p>How to get there: Take the tram Nr. 52 at the station „Diesterweggasse“ (direction: „Westbahnhof“), get off at station "Westbahnhof". There you change to the tram Nr. 5 (direction: „Praterstern“) and get off at the station „Laudongasse“. Walk to Piaristengasse 60.</p>



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19:00	Evening at Verein08 Location: Verein08, Piaristengasse 60, 1080 Vienna Dinner on site, followed by concert web (only available in German): https://verein08.at <i>Note: Drinks are available for a voluntary donation. Verein08 is a self-managed club hosting intimate living room concerts every Thursday</i>
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Friday, September 20th 2024

9:30	Training Sessions: The International Dimension <ul style="list-style-type: none">• Learning from working internationally and in different cultural contexts Developing the Action Plan <ul style="list-style-type: none">• Taking what we have learnt and turning this into an action plan to be delivered following the Vienna sessions• Concluding and summarising and looking at what's next Trainers: Jonathan Goodacre & Niels Righolt
13:00	End of Training & Farewell
	<i>Note: This lunch is not covered by the program. Please let us know if you want to stay for lunch so we can make a reservation at the restaurant (Kant_ine14).</i>

GOOD TO KNOW

Navigate Vienna via public transport:

Recommended Route Planer (with real time updates) for public transport in Vienna:

<https://www.wienerlinien.at/web/wl-en/plan-your-trip>

The most comfortable option is to buy a 72h ticket (personalized, costs approx. € 17,10) which can be purchased at vending machines at major stations (e.g. airport and most metro stations) or online:

<https://www.wienerlinien.at/web/wl-en/24-48-72-hours-vienna>

As the ticket shop website is only available in German please contact us if you need assistance.

Contact for any queries:

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