

Why do we want to attract families?

Market - income
Arts Council - ^{great} Art for Everyone

Family / Kids - building bridges, ^{and} dif. demographic
eg. diversity / dif. areas

Talent development

Creating a culture for kids + adults → SUSTAIN FORCES

To offer a quality experience

TIME TO REFLECT.
KEY MSGS → ARTICULATE

Family guidelines

- 1.) Before, during + after.
V. important for families
- 4.) Choices made in advance.
↳ Is it CLEAR what you're offering.
- How to BUILD on audiences liking what they know + what you do.
- Expectations need to be met.
- 6.) Cost: "a mirror for everything".
- 7.) Right info + right time.
Focus group → where are they looking for their info?
- 10.) Education / Learning
"engagement".

What about the impact on
ADULT auds?

- how do you plan manage the ^{press it} space? Can you do ZONES.
- clear commons eg. this is a family time.
- e

GUEST SPEAKER - Tatiana - Curious Mum

• Families trust other families .

Curious Mum:

- family entertainments where its at when its done properly.
- source which talks about it in a genuine way. Whats it like to be a mum with kids here?
food - buggy - noise

COORDINATION - LOGISTICS

ACCESSIBLE INFO - IF CAN'T GET IT ^{GO TO} LOCAL PARK.

What does it do?

- Reviews
- Weekly guide
- Approachable source of info.
Accessible + People trust us.

Users - 10k per month

Look → FB for user comments etc

Twitter! → Clean design
outreach tool.

Good family event

- Good into for parents } ADULTS
- Clear logistics in place }
- Kids [Need to be engaged. }
Interactive

WORKSHOPS AFTER

AN ACTOR TO EXPLAIN EXHIB?

Information about what you can do split into dif. age groups

eg. Nat Hist helps can plan your day
eg. Science Museum - space for dif. age groups + shows for dif. ages.

eg. Amazon adventures -

3 ish dance floor.

7+ ~~fun~~ info on walls presented in fun ways
5 ish buttons etc

Q. 10+ yr olds - Are parents as involved with getting kids to art? They have their own lives + lots of after-school activities.

Interesting question → PAKED LUNCH?
School areas? | Advertise? | New audiences? | Prohibitive?

* Rich Mix 3

Multicultural community - Arts reflect where they are. Dif. cultures. Refugees. Presenting their countries, + locals + others.
MULTIART FORM VENUE!!

Reviews? WHAT DOES IT FEEL LIKE WHEN YOU'RE THERE?

FEELING YOU GET + LOT
NEE. THE ACTUAL SHOW...

Feelings

*RANDOMNESS.
What grabs your attn?

What puts you off?

- Not accessible / dif. to get ~~exp~~ into
eg. queuing for info.
- Not engaging shows.

Making copy more personal.

g. STOKÉ → terminology scores.
says

Small 'appetite' section → engaging lang.

empathising → TRUST.

Marketing

- Website → Twitter
- Tweet lots + Retweets
- FB: people post.
(built on power of recommendation)

Twitter

- Polite + follow up. Thanks see site.
- Replying to people.
- Relaxed tone.
- Try to tweet everyday.
- One event / reviews → 3 tweets

1 ↓ tweet.

Other egs. Set up by Parents

- CRESCENDO - music concerts for kids
- couldn't find reg (just seasonal) classical music shows
- they write stories.

FROM BACH TO BABY

JUST SO FESTIVAL

* You are communicating with a proactive group - how do you engage them in your activities.

Staying in Touch with Fams:

How to stay in touch.

* Annabelle Jackson - Quantitative feedback about experience.

① Focus group - sign up at an

group of 12. [Every 2 months activities day Sat (10am-12pm)] (5 sessions) (1-2.5 hrs)

Family membership offer!
Recap - Improvements - This session - Exhibition / foyer space - feedback

* feed + water them.

② eg. free tea about for consultations about the arts

Why aren't people in STORE NOT ATTENDING.

③ Family Ambassador

Mum coming in to talk

① Foyer space unwelcoming to families. Big spaces → running around. Signage + clear directions of what to do

Commission - ARTIST

- Spaces + Behaviors !!
- Reversal of you can't do this → you can do this!!
eg. please walk on the grass
Nat. Trust.

Preservation vs. Sharing !!

- families will talk. good for making changes.

Collecting feedback

↳ keep talking! stay in the loop -

in AA Manchester office - PROJECT -

- * family mystery spies!
broadly rep. of people in SW.
paid £20 for expenses.

CHILDREN + ADULTS - PHOTOS.

- Welcome
- Took away / found out
- Stories of experience

They are always given a brief.
- fun for them + easy to write up.
- tangible + quick things you
can change !!

faf administrator

- o 1500 events - 800 venues
- o There is a Fantastic For Families logo

THE MIRROR

Immediately

→ FAF events
Implementing
Some of the points
discussed.
GIVE MORE INFO ← eg. ~~MORE INFO GIVEN~~
investigate how this would
work with our org. brand

WELCOMING
then EXTEND that
Later - analyse how
welcoming we are for fams.
- look at what to change.

Even With a view to - Prog. Family
friendly events
in assoc. with

→ A PITCH TO GET FAMILIES INTO
WSHEP.

Before
During
After

→ Also!
consultation?
how to collect +
collate feedback
(for FAF events).

→ our programmes.
eg. Black History Month.
Look @ poss. collaborations?!