



Audience Diversity Academy 4.0

September 2019 – March 2020

Open to those working in and for arts, culture and heritage organisations in England

£340 per joint Fellowship (AMA members)

£540 per joint Fellowship (non-members, to include a 12-month membership of the AMA for each person)

What is the Audience Diversity Academy?

The Audience Diversity Academy is an entirely online learning experience aimed at helping Fellows and their organisations build long-term relationships with new audiences.

The Audience Diversity Academy embraces agile working. What this means in practice is identifying challenges and developing creative experiments to test new ways of working. It doesn't mean throwing away strategy and plans but being ready to shift ideas and move forward, building on the results of each new experiment. Experiments can be big or small and whilst not all of them will work, they will help you find what works best for your organisation and your audiences.

We are looking for Fellows whose organisations are either looking to start building relationships or are in the process of building relationships with diverse audiences. As Fellows, you will be interested in partaking in a process where you'll see transformation personally and for your organisation. We use the word diversity in its broadest sense and are looking to recruit Fellows aiming to engage audiences of different ages, sexualities, genders, ethnicities and socio-economic backgrounds.

The Fellowship

Previous programmes show that for effective learning across an organisation it is beneficial for two people from an organisation to take up a Joint Fellowship, where one person is from a Marketing function and the second person is from another department or function e.g. Education, Business Development, CEO. We're looking for Joint Fellows who are involved in building new relationships with diverse audiences for their organisation. We are looking for people committed to seeing audiences better reflect society today. This may mean you have marketing, education, outreach, audience development or engagement in your job title.

The Single Fellowship

We recognise that effective learning can also take place when one person from an organisation takes up a Fellowship on this programme. We welcome applications from people looking to work to share their learning in real time across their organisations, to break down silos and build diverse audiences.

Reasons to take part

- One-to-one sessions from a leading audience diversity expert helping to maximise your effectiveness building relationships with diverse audiences and supporting your personal growth and confidence
- Peer-to-peer learning giving you a chance to share your knowledge and benefit from others
- Tailored online training providing you with expertise, skills and increasing your confidence
- Support for experimentation to encourage creative thinking and new ways of working for your organisation
- Impact and change across your whole organisation
- Sharing with and informing the arts, culture and heritage sector
- Non-members receive a 12-month membership of the AMA as part of your fee providing you with multiple ways to continue your learning beyond the Audience Diversity Academy, including access to member-only content.
- The true value of the ADA is almost £2,500 per organisation, so the cost to you has been heavily subsidised to provide you with the opportunity to make change.

- You will also be able to attend the one-day Inclusivity and Audiences Symposium (autumn 2019), to meet your Fellows and hear the latest provocations from your peers and thought leaders. This will be inclusive of your fee and will take place in Birmingham.

This exclusive opportunity is available to you for only £340 per organisation (for two Fellows, AMA members) or £540 per organisation (for two Fellows, non-members, to include a 12-month membership of the AMA per person).

As this programme is funded by Arts Council England it is only available to those working in England.

Programme timetable	Date
Online launch event	Tuesday 18 September 2019, 2-3.30pm
Mentoring sessions	September, November, January, February
Blog/Vlog posts	X3 throughout the six-month programme
Online workshops (2 hours)	5 to 6 spaced throughout the programme
Peer group sessions	October, November, January, February
Online graduation event	17 th March 2020, 2-3.30pm
Your experiments	On-going throughout the programme

Your commitment to us

- 3 blog or vlog posts
- Time to test and develop your experiments with the support of your Mentor
- Attendance at online training
- Innovative thinking and willingness to work in an agile way
- Twitter interactions with your Fellows and Mentors, to increase the sharing and networking, and tell the story of your journey as an ADA Fellow

How can the AMA support you?

Participants of the Audience Diversity Academy who are not already members of the AMA receive a 12-month membership as part of their fee for the programme. Being an AMA member gives you access to a wealth of connections across our diverse network of people working to connect arts and culture and the public.

AMA membership is about up-to-date and expert-led training. But more than that, it's about sharing insights with your peers, being inspired and shaping the sector's future.

Apply for Audience Diversity Academy 4.0

Download the application form at www.a-m-a.co.uk/audience-diversity-academy and email to bea@a-m-a.co.uk

Deadline: Monday 17 June 2019, 5pm.

Questions?

Please contact Bea Udeh, Programme Producer, for more information.

Email: bea@a-m-a.co.uk or Telephone: 01223 578078.

Terms and Conditions:

- Each organisation must pay £340 (for two Fellows, AMA members) or £540 (for two Fellows, non-members) as a commitment to completing the Audience Diversity Academy. If a Fellow leaves the programme this will not be refunded. An invoice will be issued on acceptance of a place on the programme. Non-members will receive a 12-month membership of the AMA as part of their fee.
- On making initial contact with their Mentor, each Fellow must agree expectations and the best ways to be in contact with each other and the frequency this should occur.
- Each Fellow/Joint Fellow must commit to 4 online mentoring sessions, at times convenient for both Fellow(s) and Mentor.
- Each Fellow/Joint Fellow must submit 3 blog posts about the progress of their experiment (dates for submitting these blogs will be allocated on successful entry to the Academy)
- Each Fellow/Joint Fellow must commit to 4 Peer Group sessions via Google Hangout, Skype or Zoom.
- Technical requirements must be met:
In order to take part in Google Hangouts Fellows must have a working computer (PC or Mac) with access to the current version or the 2 previous major releases of browsers Google Chrome, Internet Explorer, Mozilla Firefox or Safari; and operating systems MAC OS X, Windows, Chrome, Ubuntu or other Debian-based Linux distributions.
You'll need a webcam and headset (earphones and microphone) and will need to give Hangouts access to use this, this may require downloading and installing the latest version of the Hangouts plug-in. Ideal bandwidth for group video calls is 3.2mbps.
- If any Fellow feels they can no longer commit to the Audience Diversity Academy they must inform their Mentor and Bea Udeh (Programme Producer at the AMA) in writing with their reasons for leaving. Once this decision has been made the Fellow may be replaced. No refunds will be given.

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