

MARKETING & COMMUNICATION FORUM
BEYOND DATA AND NUMBERS: YOUR AUDIENCE!

4-6 May 2023, La Monnaie/De Munt

Thursday 4 May

14:00	Welcome by Peter de Caluwe (Brussels) and André Kraft (Berlin)
14:15	Meet and Greet
15:00	Key Note – Future Trends affecting Performing Arts with Erica Charbonnel (former Future Strategist, Kairos Future)
15:30	Coffee break
16:00	Transforming Gothenburg Opera’s marketing with Ing-Marie Persmo and Lena Jaksch (Gothenburg)
17:30	<i>end</i>
20:00	Dinner

Friday 5 May

09:30	How to collect data – CRM and ticketing systems, newsletters and social media with Wim Van Bree (Antwerp/Gent) and Katrijn De Wit (DE SINGEL International Arts Centre)
10:30	Coffee break
11:00	How to process/analyze data – Part 1 with André Kraft (Berlin) and Wolfgang Graf (Easy Connect) Followed by breakout sessions
12:30	Lunch
13:45	How to process/analyze data – Part 2 with André Kraft (Berlin) and Wolfgang Graf (Easy Connect) Followed by breakout sessions
15:15	Coffee break
15:45	How to use data to increase sales and generate audiences with Kate Harriman (Amsterdam)
17:15	<i>end</i>
19.30	Dinner at Le Baixu

Saturday 6 May

09:30	Data ethics and generating trust moderated by Vik Leyten (Brussels)
11:00	Coffee break
11:30	The Future – Round table discussion with Audrey Brahimi (Montpellier)
12:30	Conclusion and next meetings
13.00	Lunch