

NUI TE KŌRERO

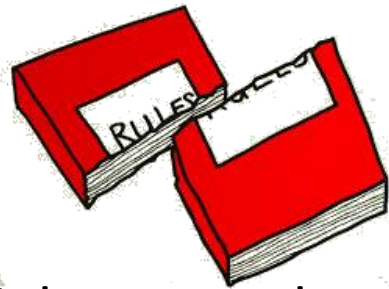
WEAVING THE THREADS

#nuitekorero

Tear up the audience rule book!

A transformational approach to audiences

Sally Manuireva

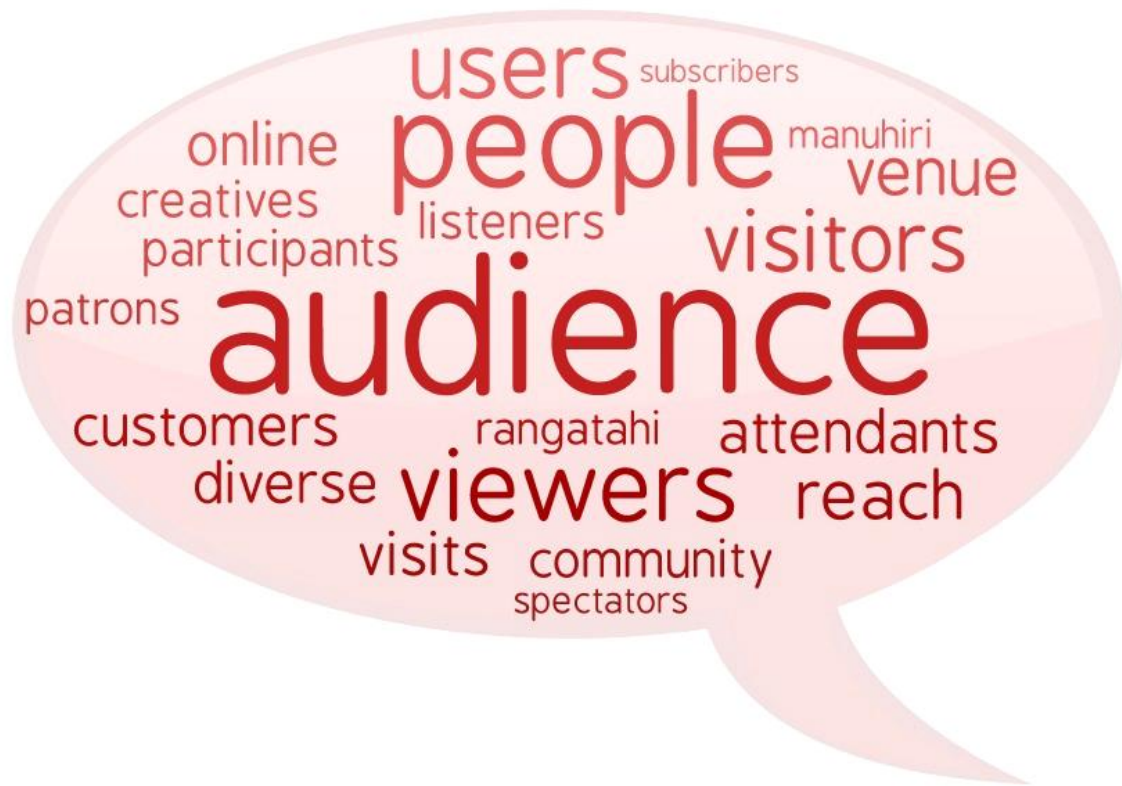


Sabine Doolin

Special guest: Johnny Hui

Tūngia te ururua,
kia tupu whakaritorito te tutū o te harakeke

Set the overgrown bush alight,
so that the new flax shoots can spring up



users subscribers

online people manuhiri venue

creatives participants listeners visitors

patrons audience

customers rangatahi attendants

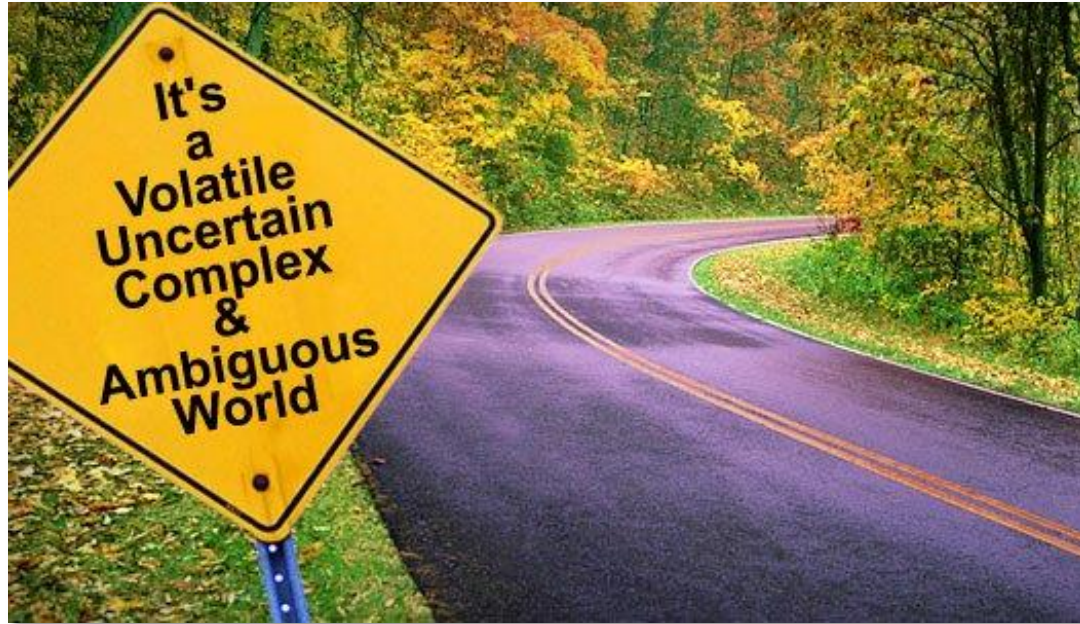
diverse viewers reach

visits community spectators



“Same old” no longer works

Major changes and disruption



VUCA

Population & societal changes



Environmental concern & youth power



New paradigms for work & learning

China's Store of the Future Has No Checkout, No Cash and No Staff



Shopper scanning a product's QR code | Source: Shutterstock



Experience economy: authentic & transformational



You are not alone...





Why is this important?

Why is this important?

Challenges

Opportunities

Staying relevant

Making a difference

*“Disruption does not have to be bad news: companies that can capitalize on it have incredible opportunities, and disruptive forces will raise revenues ...”
(McKinsey Report)*

Current state

- Increasing breadth and depth of audience **understanding**
- Impressive array of audience development **initiatives**
- High levels of **commitment** to diversity
- Sustained audience diversity still a **challenge** in many places
- Loyalty **declining** - competition for time
- Changes among audiences **accelerating**

➤ To get ahead of the audience curve – a transformational approach is needed

Getting ahead of the audience curve



Audiences change:

- Changing population
- Changing world
- Changing expectations

We change:

- Changing mindset
- Changing behaviour
- Changing ways of working



What is holding us back?



What is holding us back?

Activity with *Challenges Cards* ©:

Group activity - look at each card, discuss and decide:

- **Yes** - I might hear this at my organisation
- **No** - I probably wouldn't hear this at my organisation

Debrief

Flip the Yes cards over to discover the key areas of your challenges/opportunities

A low-angle, rear-view shot of a person walking on a dark asphalt path. The path is marked with a large, white, hand-painted arrow pointing forward. The person is wearing a bright green dress and dark blue shoes with light-colored soles. The ground is scattered with dry, brown pine needles or twigs. The overall mood is one of forward movement and progress.

A way forward

IMPACT



INSIGHT



ACTIVATION

INTENTION



**Audiences
at the
centre**

MINDSET

INNOVATION



INCLUSION

COLLABORATION





COLLABORATION





COLLABORATION



Starting the shift



What next?



- Need to **change**
- **With** our audience
- **Experiment** and learn

> Let's start the shift!

#TearUp4Audiences



...and put

**Audiences
at the
centre**

Interested in more? Get in touch!

Are you interested in a workshop that starts you and your organisation off on a transformational approach to placing audiences at the centre?

Download our information leaflet (at the bottom of our respective blogs):

- <https://insightunlocked.net/2019/06/24/changing-our-default-settings-and-tearing-up-rules-nui-te-korero-2019/>
- <https://www.sallymanuirevaconsulting.com/post/tearup4audiences-the-cultural-sector-says-yes-to-relevance-equity-partnerships-and-change>

And/or get in touch for an informal chat:

- Sally Manuireva director@sallymanuirevaconsulting.com
- Sabine Doolin sabine.doolin@insightunlocked.net

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