

The audience development for Kaunas 2022: the very special 2020 special edition  
[Maybe isolated but never alone...]

## **The story behind this programme**

We live in difficult, uncertain times. Within one day we went from internet tools being mainly that: tools, means to support our activities, bring our audiences from “online” to “off-line” and back... To internet becoming “the main stage” of our actions.

No matter of what “the new normal” will be, we can say with some conviction, that on-line mode will definitely stay with all of us and its presence will be more dominant than before the (first) lockdown.

This programme is designed to help you to navigate in turbulent times. It will give you both: ready to use tools but also an opportunity to stop for a moment and think about what’s next...

## **What’s in the menu?**

- a bit of reflection - in the form of webinars
  - practical solutions - served within series of workshops
  - time and space to meet, talk, exchange, consult, cry out and laugh together
- and a very special bonus in the form of individual SEO consults and WCAG audits for selected few...  
Read all to learn all!

## **Programme description in details**

You have various options on how to participate but more involved you are, more benefits you can count on. Let us explain...

### **Workshop programme**

There are 5 workshops in total.

You can treat them separately but all together they tell a story... From analysing the current situation - starting with deep reflection and analysis of where are now, what are the dilemmas and challenges of on-line mode of work - both for us and for our audiences, through better understanding of the connection between audience development and accessibility (for whom, why and how) to very specific tools for first making your website accessible (meeting WCAG guidelines) and finally... making it super visible in Google! All connected.

### **1. The dilemmas of audience development in turbulent times**

#### **Strategical thinking + A2: audience development and accessibility intro**

The dilemmas of on-line reality > How not to go crazy in these crazy times? > What audience development means today? Can it be the remedy?

Where are the limits of moving activity to online? And what are the limitations? What kind of dangers are there? What are the profits or benefits? Who is controlling the content that will reach people? What is our role and responsibility in all that? How can we use available tools in most sensible way? How can we use them in good conscience, to spread joy, love, art.. How not

### **2. A2: audience development & accessibility, part 1**

### **3. A2: audience development & accessibility, part 2**

Rules, tools, practicalities > How accessibility is translated into building relationships with ALL audiences.

Why you can not have one without the other? How can we engage more people? Not exclude anyone (especially not because of someone’s disability!)

How tools for increasing accessibility can go beyond their “original purpose” and help us in reaching out new, more diverse audiences?

The story will be told from the perspective of various tools for accessibility (e.g. audio description, closed captions, pre-visit guides, easy texts, ALT text in social media).

Each tool explained, deconstructed and confronted with... PEOPLE and their needs! Ready to use, apply to your daily practice straight away.

\* There will be also set of fun DIY exercises and tools to discover with your colleagues, partners, friends and family (including kids!).

#### **4. The WEBmaster! vol.1 WCAG: the website accessible to ALL Practical guide to accessible websites.**

What WCAG? What are the rules and the tools for creating accessible website? How to do it? To make more understandable it will be based on practical example - case study. What are the very practical benefits of accessible websites?

You can participate yourselves or suggest it to your IT people:)

#### **5. The WEBmaster! vol. 2 SEO: shining bright in Google search Practical guide to SEO for culture professionals - both layers - technical and content**

You know what accessible website means, now you can try to befriend Uncle Google once and for all! How to be competitive and shine brightly in Google search results? What are the rules and tools?

Both workshops from “WEBmasters series” are for culture professionals, communicators, creative professionals, individual artists - anyone and everyone in culture and creative sector owning, developing or thinking about starting their own websites. And people working in IT departments in culture sector.

#### **The webinars**

There will be two conversations with professionals in the form of webinars streamed on-line. You will be able to actively participate in them live or listen to them later.

They are designed to... make you feel better!

First one will be about VALUES WHICH HELP IN SURVIVING THE CRISIS, the second will be dedicated to WELLBEING FOR ART (& ART FOR WELLBEING).

Guest both local and international. Dates and names will be announced on Kaunas 2022 FB.

#### **BYOC (=Bring your own coffee:))**

Turn on Zoom, bring your own coffee, bring your challenge, bring inspiration.

Being aware that our experiences from past year are very different - some are traumatic, some surprising, some even euphoric, we would like to create a space to talk, exchange and do the proper rundown of what we have learnt.

Regular once a week meeting over the coffee to discuss, deconstruct specific cases, to meet up and talk.

To compare our experiences, complain (if you feel like and need someone to listen), share ideas, inspirations, look for solutions. Support each other in those turbulent times.

**We would (of course! ;) suggest you to participate in all activities but... you can also treat them separately (all of them apart from A2 workshop which is served in two parts).**

**The bonus!**

If you participate in at least 3 workshops you will be able apply for the accessibility (WCAG) audit of your website with recommendations and/or one-on-one consultation on “befriending Google” (SEO). Something which normally is quite pricy and difficult to find - here, for free, depending only on your dedication and motivation.

## **How?**

On-line of course.... And as much tailor made as we can.

We know that it is not easy to work from home. Most of you spend all your days inf front of the screens, many of share your home offices with homeschooling... Therefore we have prepared options! There are different days of the week, time of the day, including both part-time and intensive the weekend versions to chose from. We will try to find the best options together with you. Democratically.

Go to Google form to further investigate and choose the best option for you!

<https://forms.gle/Jkxd4rCJFMTdacSDA>

**We are awaiting your answers until Friday 20th. and come back to you with answer on Monday 23rd the latest. By e-mail.**

Follow Kaunas 2022 and Impact Audience for details and updates!