



MASTER IN
CULTURAL MANAGEMENT



conservatorio
scuola universitaria di musica



Certificate of Advanced Studies (CAS)

AUDIENCE ENGAGEMENT

Empowering people towards cultural participation

SUPSI

Certificate of Advanced Studies (CAS)

AUDIENCE ENGAGEMENT

Empowering people towards cultural participation

Scientific Advisor: Alessandra Gariboldi, President Fondazione Fitzcarraldo (Turin, IT).

International data on cultural participation show that the goal of granting access to arts and culture to everybody and everywhere is not achieved yet. The debate on cultural democracy is more emphasized than ever and the pandemic showed how important the audience is to give meaning to the cultural offer. In this context, cultural organisations must rethink their role within their communities and challenge how they engage with them.

WHAT YOU WILL GET

The *Certificate of Advanced Studies (CAS) in Audience Engagement* takes participants through a three-month journey to dive into the International debate on cultural participation and discover the most recent and innovative experiences to engage with audiences, including most recent learnings in European projects and International research. Involving renowned guest speakers from all over Europe, the programme provides an introduction to the theoretical framework of cultural participation, as well as a practical workshop to experiment new methodologies and tools to adopt an audience-centric approach.

Participants have the opportunity to:

- develop a deeper understanding of audience-focused policies and cultural participation;
- get to know a broad range of practices all around Europe;
- connect to International experts and renowned professionals in the field;
- learn new methodologies and tools to develop innovative experiences to engage with audiences.

The programme mainly focuses on the following topics:

- cultural participation and cultural democracy: state of art in the International debate;
- the role of audiences in organisational strategies;
- the evolution of the “audience development” concept;
- challenging perspectives: the decolonisation of culture;
- accessibility studies and design for all;
- from participation to co-creation: redistribution of power among audiences;
- understand your audiences: from marketing information systems to empathy approaches;
- visitor studies: how to conduct your research;
- design thinking applied to audience engagement;
- experimenting with prototypes for different audiences;
- from prototypes to long-term audience strategies.

CERTIFICATION

The *Certificate of Advanced Studies in Audience Engagement* degree is awarded by the University of Music of the Conservatorio della Svizzera italiana. The titles that it awards are recognised by the Federal Government according to the law (HEdA - September 30, 2011).

Combined with two other CAS plus a final thesis, this certification leads to the *Master of Advanced Studies in Cultural Management* degree (www.conservatorio.ch/mas-in-cultural-management).

STRUCTURE

Delivered in English, the course articulates six learning modules (online learning) and an *Audience Experience Design Lab* (in-person learning, Lugano-Switzerland), with 84 hours of training sessions overall. Each learning module articulates three sessions of 3,5 hours, from Thursday to Saturday, every other week.

Calendar: from Thursday October 20, 2022 to Saturday February 4, 2022

- Thursday and Friday 3.30 pm - 7.00 pm
- Saturday 9.30 am - 1.00 pm

Candidates have full access to a digital platform with an updated library and research material.

FACULTY

The *Certificate of Advanced Studies (CAS) in Audience Engagement* is promoted by Conservatorio della Svizzera italiana (Lugano, Switzerland) with the scientific collaboration of Fondazione Fitzcarraldo (Italy). The course's Scientific Advisor is **Alessandra Gariboldi - President Fondazione Fitzcarraldo (IT)**. Amongst the many academics and experts involved, the faculty includes: The Audience Agency (UK), Matteo Plachesi - FRIEZE Head of Marketing and Membership (UK), Maria Chiara Ciaccheri - founder Museumsforpeople.com (IT), Silvia Mascheroni - Università Cattolica di Milano (IT), Luisella Carnelli - Fondazione Fitzcarraldo (IT), Ilidio Louro - Mapa das Ideias (PT), Beata Dubiel Stawska - Grupa b8 (PL).

CURRICULUM

M1 Cultural Participation and Audience Engagement: Principles and Trends	2 ECTS	Oct 20-21-22, 2022
M2 Understand your Audience	2 ECTS	Nov 3-4-5, 2022
M3 Marketing Strategies	2 ECTS	Nov 17-18-19, 2022
M4 Accessibility Studies	2 ECTS	Dec 1-2-3, 2022
M5 Arts Education and Participation in Arts Practices	2 ECTS	Dec 15-16-17, 2022
Audience Experience Design Lab	1,5 ECTS	Jan 19-20-21, 2023
M6 Embedding an Audience Strategy	2 ECTS	Feb 2-3-4, 2023
Final test	1,5 ECTS	Feb 4, 2023

FEES

The total cost of the course is **CHF 4'000**. It includes:

- CHF 2'750 (enrolment fee plus first payment) at the confirmation of enrolment;
- CHF 1'250 (second payment plus exam fee and certification) in January 2022.

APPLICATION

Application deadline: **Friday September 23, 2022**.

ADMISSION PROCEDURES

Minimum of three years work experience, good knowledge of the English language.

Candidates are invited to submit their application by filling an online form at <https://iscrizione.conservatorio.ch/post.aspx?lang=en>. The number of students in this class is limited to 25 (applications will be processed in order of appearance).

ASSESSMENT AND EVALUATION

Learning modules include lectures, seminars, team workshops, and mentoring sessions.

At the end of the programme, participants obtain certification upon passing an evaluation test. The course leads to the acquisition of **15 ECTS credits**. The certification is awarded once the costs have all been paid.



Chiara Tinonin

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Master of Advanced Studies in Cultural Management

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