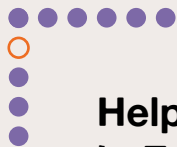




# OPEN CALL TRY-ANGLE





## Help us build a tool for **audience development** for live music venues in Europe.

Are you working in a live music venue and want to meet other live music professionals in Europe? Do you want to join a collective effort towards a more inclusive live music scene? Are you interested in building a tool for audience development before it is available to other venues in Europe? Then, join the Try-Angle experimentation!

### The Try-Angle, a **tool** to build new audiences

All around Europe, live music venues are doing a wonderful job in finding ways of building new audiences to make live music open to as many people as possible. Diversity is a value dear to many live music professionals' hearts.

Together with live music professionals, Live DMA, the European network for live music associations, has built the Try-Angle: a step-by-step method that helps beginning and experienced live music professionals build new audiences.

The [first prototype of the tool is ready](#). It is a flowchart that helps organization discover challenges and opportunities for audience development in their own venue. Over the next 2 years, we want to test-drive this prototype with real music venues, real music events and real audiences.

### And that's where **WE NEED YOU!**

The Try-Angle experimentation process will offer 17 live music professionals the time and resources to take a step back and find new perspectives.

After two years of the pandemic, the live music sector is struggling to get back to normal. Reaching audiences has become more difficult. At the same time, there is a clear feeling that people want to belong to a music scene, not just buy tickets.

The time to experiment and step out of our comfort zone is now.

### Do you want to **be part of the European team of music venues that test-drives the Try-Angle?** You would help us fine-tune this method before it is available to other music venues.

In practice: you will join like-minded live music professionals to major European music conferences and showcase festival and work together on audience development strategies, based on our Try-Angle prototype method. Then, you back home to test these strategies, before bringing back your findings to the rest of the group.

This experimentation process is a good opportunity for live music professionals to explore the community potential of their live music scene by putting the audience at the center of their work.



**Are you interested in this **unique experience and opportunity?**  
Find how to apply on the following page!**

## **WHAT WE OFFER**

- Networking opportunities with other venues in Europe;
- 4 in-person meetings in different European cities and international music conferences (accommodation and travel covered by Live DMA, possibility of free accreditations for the international music conferences and showcase concerts);
- A space for reflection and action with regards to inclusive audience development practices;
- A long-term framework to work on your audience development actions;
- Privileged exchanges and feedbacks from other venues in Europe;

## **WHO WE ARE LOOKING FOR**

- Representatives of venues in Europe active since 2018 at least (1 person per venue; can hold any position within the venue but must have quite some knowledge about the venues' functioning and philosophy)
- The venue must have some previous experience with regards to audience development actions
- The representative of the venue must be available for travelling during the 4 in-person Try-Angle meetings as well as some time in-between the meetings to develop audience development actions within your venue

## **SELECTION CRITERIA**

Participants will be selected depending on a one-page motivation letter. Our aim is to create a diverse but complementary group of venues' profiles. The Try-Angle monitoring committee will do the selection. It is composed of Live DMA staff, Live DMA board and a former participant to Live DMA Working Group on Audience Development.



## HOW TO APPLY ?

We ask applicants to send us a **text of 1 page** providing their **motivations** to take part in the Try-Angle Test and also the following information, at [juliette.olivares@live-dma.eu](mailto:juliette.olivares@live-dma.eu)

- Short presentation text on venue:
  - name of venue and date of creation
  - Venue territory: (city / rural area / in-between)
  - business model (public / private non-profit / private-commercial)
  - size of venue in terms of audience capacity
  - How many concerts does the venue organise in an average year?
  - music genre(s) most programmed, if any? Is your venue a regular platform for niche and emerging acts?
  - current target audience (in terms of age group), if you know?
  - Do you have past experiences in audience development?
  - Do you have a community focus: is your venue known as an inclusive space for performers and audiences part of an underrepresented group (women, LGBTQI+, ethnic or cultural minorities...)?
  - Do you consider your venue a hotspot for your immediate neighbourhood to hangout and develop relationships and/or skills?
  - does your venue programme only music or other art forms as well?
  - is the venue space multifunctional? (is there an exterior? Are there possibilities for other uses than formatted concerts? Is it accessible to people with disabilities?)
- Short presentation of the venue representative:
  - name and age
  - position/role within venue
  - since when do they work with the venue?
  - What are your English skills?
- Answer the following questions:
  - “What would you achieve in terms of audience development?”
  - “What are your own objectives/aims in terms of audience development?”
- Any other info you would like to tell us



## CALENDAR

/!\ Please be aware that some “homework” or follow-up actions will be required in between Try-Angle meetings /!\

2nd of June 2022	Launch of Open Call
11th of July 2022	<b>Deadline to send your application</b> (possibility to ask for an extension of the deadline if needed)
31st of August 2022	Selection of Try-Angle participants
26th to 29th of October 2022	Try-Angle meeting #1 in BIME Pro, Bilbao (ES)
Spring 2023 ( <i>exact date and location will be announced as soon as possible</i> )	Try-Angle meeting #2
Autumn 2023 ( <i>exact date and location will be provided early 2023</i> )	Try-Angle meeting #3
Spring 2024 ( <i>exact date and location will be provided early 2023</i> )	Try-Angle meeting #4 - FINAL
From April 2024 until December 2024	Dissemination of the results