



MILESTONE N°12

TRY-ANGLE FOLLOW-UP MEETING

On 16 & 17 May, In Lyon (FR), 18 representatives of music venues gathered to continue giving their feedback on the audience development tool the [Try-Angle](#), share the results of the homework asked for the meeting, inspiration regarding audience development initiatives and discuss Audience Dialogue.

DAY 1 | Tuesday 16 May 2023 *Try-Angle meetings take place at Hôtel 71, 71 quai Perrache*

Timing	Contents
12:00-13:00 (optional)	Informal lunch for people already there
13:00 – 13:30	Check in Ask participants: - briefly introduce themselves and their venue - What do you remember from Bilbao? - What is the burning question you have about audiences, since Bilbao?
13:30 – 13:40	Present programme of the two days
13:40-15:00	Where we ended up last time: present new steps 1/2/3 of the Try-Angle and validate them
15:00-15:20	BREAK
15:20-16:20	Homework: divide participants into artistic / setting / both and easy choice / medium choice / hard choice
16:20-17:00	If new steps 1/2/3 are validated, work on steps 4 & 6 : are the questions relevant? Do they echo questions you asked yourselves when preparing the homework? If steps 1/2/3 have not been validated previously, discuss them again
18:00-19:00	Visit of Le Périscope venue
19:30	<i>Apéro dînatoire</i> at Le point Nommé

DAY 2 | Wednesday 17 May 2023 *Try-Angle meetings take place at Hôtel 71, 71 quai Perrache*

Timing	Contents
09:00-09:30	Welcome with coffee
09:30 – 11:00	Audience Dialogue: theory
11:00-11:15	BREAK
11:15-12:00	Audience Dialogue in practice (audience surveys)
12:00-12:30	Let's plan the next session all together!
12:30-12:45	Check-out What is your takeaway from these two days?
12:45-12:50	Group picture
13:30	Lunch at Périscope



HOMEWORK FOR MEETING #2

Concerts are made of three components: an **audience**, an **artistic proposition** and a **setting** (= the contextual elements, such as the place, date, time, weather, length of event, pricing, etc). When you change one of the components, the others are impacted as well. This is the Try-Angle theory.

Talk with the rest of your team about this theory and choose one component that you would like to work on/change: either the artistic side or the settings side. Explain in 1 page the reason for your choice, if it was a difficult choice, if it was imposed by some constraints or not, if it was easy to choose, how your team reacted, what it made you talk about, if you could make a choice at all, etc. There are no wrong answers to this question!

