



## MILESTONE N°14

### TRY-ANGLE FINAL MEETING

On 03 and 04 May 2024, In Dresden (DE), 17 representatives of music venues gathered to validate the new version of the audience development tool the [Try-Angle](#). The session was organized during the [Music Match Festival](#) where some participants took part as speakers to a public panel on audience development (“audience dialog instead of marketing”).

#### WORK PROGRAMME:

<b>Thursday 2 May</b>	Let's meet around 19:00	Music Match Festival opening event & concerts	@ <a href="#">Zentralwerk</a> (Riesaer Str. 32-01127 Dresden)
<b>Friday 3 May</b>	9:00 to 13:00	Working session 1 ( <i>presentation of new prototype tool + feedback &amp; validation</i> )	@ Zentralwerk
	13:00	Lunch	@ Zentralwerk
	13:30 – 14:30	<a href="#">Conference talk</a> “Audience Dialogue instead of marketing”	@ Zentralwerk
	afternoon	Enjoy the Music Match conference and/or interviews with Philip for the project's graphic reporting	@ Zentralwerk
	20:00	Dinner & Music Match concerts	@ Zentralwerk
<b>Saturday 4 May</b>	9:00 to 13:00	Working session 2 ( <i>story-telling exercise, present next steps of this project, group picture</i> )	@ <a href="#">Blebschloss</a> (Scheune club) (Alaunstraße 36-40 - 01099 Dresden)
	13:15	Lunch	@ <a href="#">Scheune café</a> (Gurlitzer Strasse 20, 01099 Dresden)
	Afternoon	Club Tour of Dresden venues	





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