Audience Development Exercise
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Design Thinking Framework: Understand -> Define -> Ideate -> Prototype -> Test

1. **Understand** – Choose a specific target audience that you currently understand

2. **Define** – Estimate their main motivations & barriers to attending arts events

3. **Ideate** – Draft a highly feasible 1-hour event concept that:
   - Triggers target audience motivations
   - Overcomes their barriers
   - Aligns with the principles of relevance, empathy, and exclusivity

4. **Prototype & Test** – Draft ways to prototype and test your event idea.
   *The five C’s of concert production: Content, Cost, Culture, Communication, Coordination*

5. **Share** a three-minute verbal summary:
   - Who is your target audience?
   - What are their main motivations & barriers to arts attendance?
   - What is your event content & experience?
   - In what ways does your event idea trigger audience motivations and overcome attendance barriers?
   - In what ways does it align with the principles of relevance, empathy, and exclusivity?
   - How would you prototype and test your event idea?
   - If tests prove successful, how might you scale up and generate ample revenue?