Open Call for Students in the fields of the Arts &
Arts Management

CKI - Center for Kunst & Interkultur invites Danish and Swedish students at master level to participate in a special designed European pilot program on Audience Development and the arts.

The CONNECTING AUDIENCES program is designed as a ‘twin-track’ course for students and practitioners who are currently or potentially wanting to pursue a career in arts and cultural management and would like to learn how audience development strategies are developed in practice. It brings students and practitioners closely together in a process of mutual benefit, in which each learn from each other as well as from the taught elements of the course.

CONNECTING AUDIENCES European Alliance for Education and Training in Audience Development

The program is created through CONNECT, a European knowledge alliance for Audience Development that promotes innovative cooperation between universities and enterprises in the cultural sector across Europe. The unique Twin-Track Program (TTP) is based on multidisciplinary training modules mixing formal and informal learning methodologies and digital resources. The TTP will strengthen students and practitioners working in the arts and arts management fields by developing their methodological understanding of audience development as well as their entrepreneurship and leadership skills.

CONNECT aim to bridge the gap between teaching in the academic world and the continuous professional development in the cultural sector in terms of a nuanced and systemic understanding of Audience Development.

Who can take part?

This ‘twin-track’ course is for students and practitioners who aim to develop their career in the cultural sector, understanding the background, theories and principles of Audience Development as well as acquiring experience in developing a strategic vision and implementing these ideas in practice under a comprehensive and multidisciplinary perspective. A mentoring program will accompany and support both students and practitioners through the training.

Participants will learn about:

- Audience Development theory, practice and philosophy
- How to understand your organisation
- How to understand your audience
- How to develop strategies and ideas
- How to design your experiment and make the case
- How to lead change
- How to promote positive organisational change
Student Profile: Post-Graduate = Intern Semester or Master Thesis:

The CONNECTING AUDIENCES program is designed to meet demands from post-graduate students who aim to develop a career in the cultural and creative sector. The program is for you, who are about to enter a term as an intern at master level or at the final preparation for your master thesis.

All student participants will be partnering with a cultural institution and students obtain 15 ECTS points when the program is completed. During the program students are formally associated with CKI - Center for Kunst og Interkultur (Danish Connect Partner).

You have a

- University degree that entitles access to post-graduate studies in Denmark and/or Sweden
- B2 level of English or higher
- An entrepreneurial spirit
- Vocational experience (voluntary or paid) is valued

* The teaching will be in English, however projects written by students language preference is optional

How can I take part?

Please send us a short description of your motivations for participating in the program (one A4 max) where you answer the following questions:

- What does the term Audience Development mean to you? (3-5 lines) and have you worked with audience strategies before either theoretically or in a project?
- Please describe your future plans as a professional in the context of art and culture?
- What impact do you think enrolling in a EU program would have on your learning and understanding of future art and culture institutions both in DK and Europe?

You can send your motivation to ab@cki.dk, st@cki.dk or connect@cki.dk

Selection

We will select the 12 Danish and Swedish participants among the applicants. A group of experts from CKI and our Swedish counterparts Re:Publik will be responsible for the selection.

Deadline for applications and timeline

The deadline for application is August 15, 2018. We will select and answer the participants within one week from the deadline. The program starts mid-September. The program runs until the end of February 2019 / beginning of March 2019. The first three modules will be in the autumn 2018 including an TTP period as an internship and the last two modules will be in the first months of 2019. (see attached course description) All together it’s 16 days lectures and workshops over five months excluding the TTP internship period.

Prize and costs

The CONNECTING AUDIENCES program is free of charge. As a selected student the only costs you’ll be expected to have is possible transportation costs to and from Odense, where most of the educational part of the program will take part. The TTP part of the program will be designed so it comes as close to your home city as possible.

For more information

Please contact program and course teachers:

Anne Boukris, +45 2623 4069, ab@cki.dk
Solveig Thorborg, +45 2670 5812, st@cki.dk
or program manager Niels Righolt, +45 3167 2110, nr@cki.dk

More about the program and CKI

The international website: http://connectingaudiences.eu
CKI - Center for Kunst og Interkultur: http://www.cki.dk/om-cki/