

THE ART OF MUSIC EDUCATION VOL. IV

Culture-Café II – Impulses

General Questions

- How do I decide on the right medium for my content (additional value)?
- How close are content and my core business related (e.g. live concerts) or would they be more of an add on? Why?
- Can the content and production process be shared with other users (e.g. other concert halls)? Or do individual CI and exclusive content of an individual cultural institution stand in the way of content sharing?
- Which audiences / which target groups are addressed?
- How do user frequencies develop and what kind of experiences are there? How do I assess its meaning, its value?
- How important is manpower / knowhow / financing / time management? Experiences?

Media related questions

1. Social Media/Digital Marketing

- How can a truly active dialog be initiated through social media? To what extend can users actually influence content, to what degree is that wanted? Do we trust the users?
- In which way do social media and apps need to be embedded into overall communication strategies in order for the investments to be successful?

2. Apps

- For whom / for which target groups are apps of interest? What do I hope to achieve?
- Which type of storytelling/design has proven best? Why?
- How quickly do apps become dated?

3. Live Streaming

- Pros and cons of live streamings?
- How do live streaming offers need to be embedded into marketing in order to reach a critical audience mass and to keep them at their screens?
- How can costs for live streaming be kept within reason?

4. Interactive Concerts and Exhibits

- Who has made which kind of experiences with interactive concerts?
- For which target groups are they especially suitable?
- In the future, which role could the media play in concert hall foyers?

...and then the following question is of importance to me:...?