

A diverse group of people, including men and women of various ethnicities, are shown in a blurred background, all smiling and clapping their hands. The focus is on a man with a beard and a woman in the foreground, both looking upwards and to the right with joyful expressions. The overall atmosphere is one of celebration and engagement.

# PRACTICAL STEPS TO INNOVATION **GET MORE** AUDIENCES

Cecilie Szkotak Nielsen &  
Søren Mikael Rasmussen

A satellite-style aerial view of Europe, showing the continent's green and brown terrain, the Mediterranean Sea to the south, and the Atlantic Ocean to the west. The text is overlaid on the left side of the image.

# TUTTI Radical Innovation

TOOLS | KNOWLEDGE | PROCESS | MINDSET

**WHY ARE WE NOT INNOVATIVE?**

A woman is shown from the chest up, playing a cello. She is wearing a patterned tank top. The background is dark, with some red light visible on the left. The cello is a warm, reddish-brown color. The lighting is dramatic, highlighting the woman's hands and the instrument.

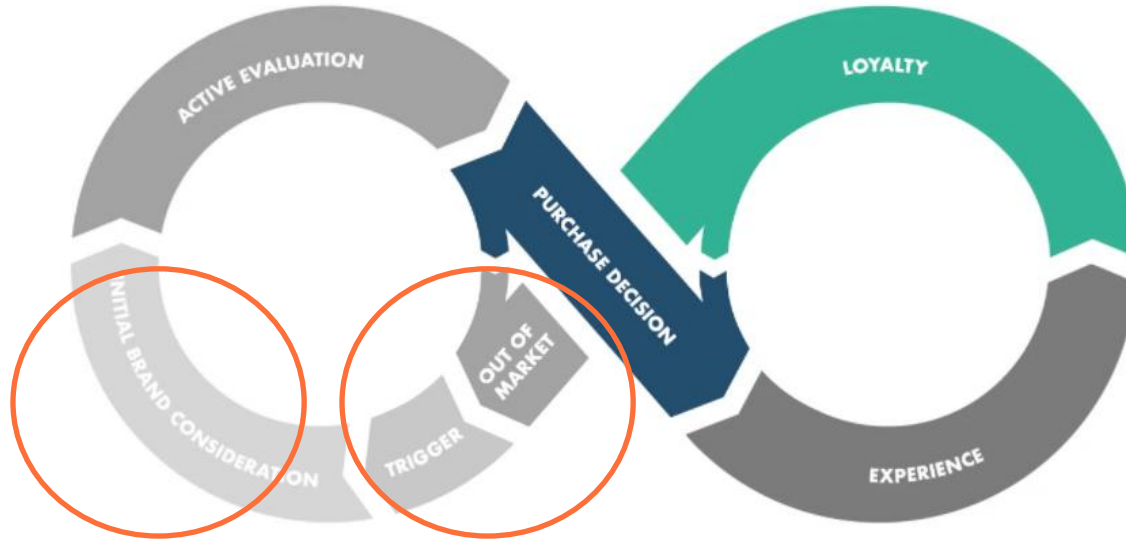
# INTERNAL BARRIERS

*The quality of the art*  
VS  
*The quality of the audience experience*

**Why aren't new audiences **buying** tickets?**

~~BEFORE~~

# THE AUDIENCE JOURNEY



**How can we change these barriers?**

RamussenNordic

DEOO



GET MORE AUDIENCES

# TOOLS

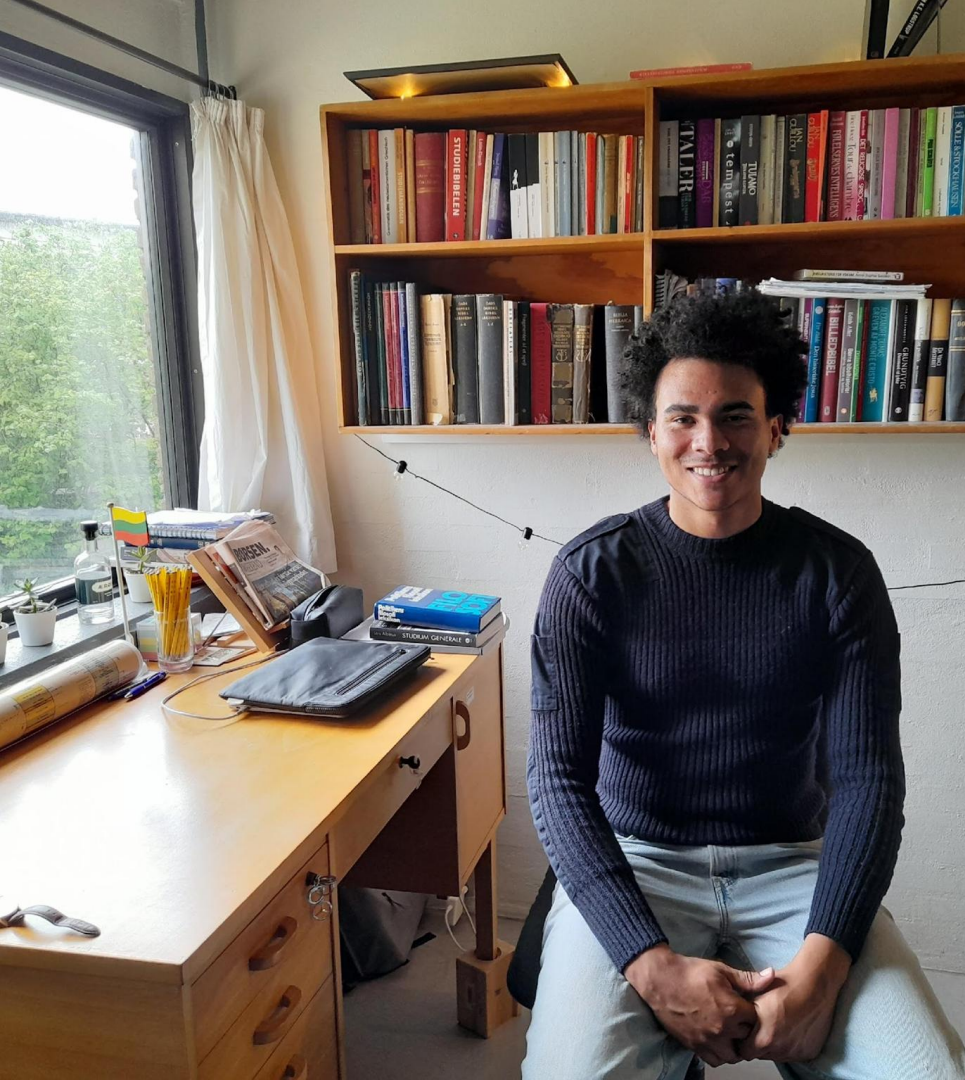
FOR ORCHESTRAS & ENSEMBLES



# TOOL CATEGORIES

A photograph of a woman playing a cello. She is wearing a patterned top and is focused on her instrument. The background is dark, and the lighting highlights the wood of the cello and her hands.





## BRAND

"I have seen the posters around town. The older severe white people with their instruments *didn't speak to me.*"

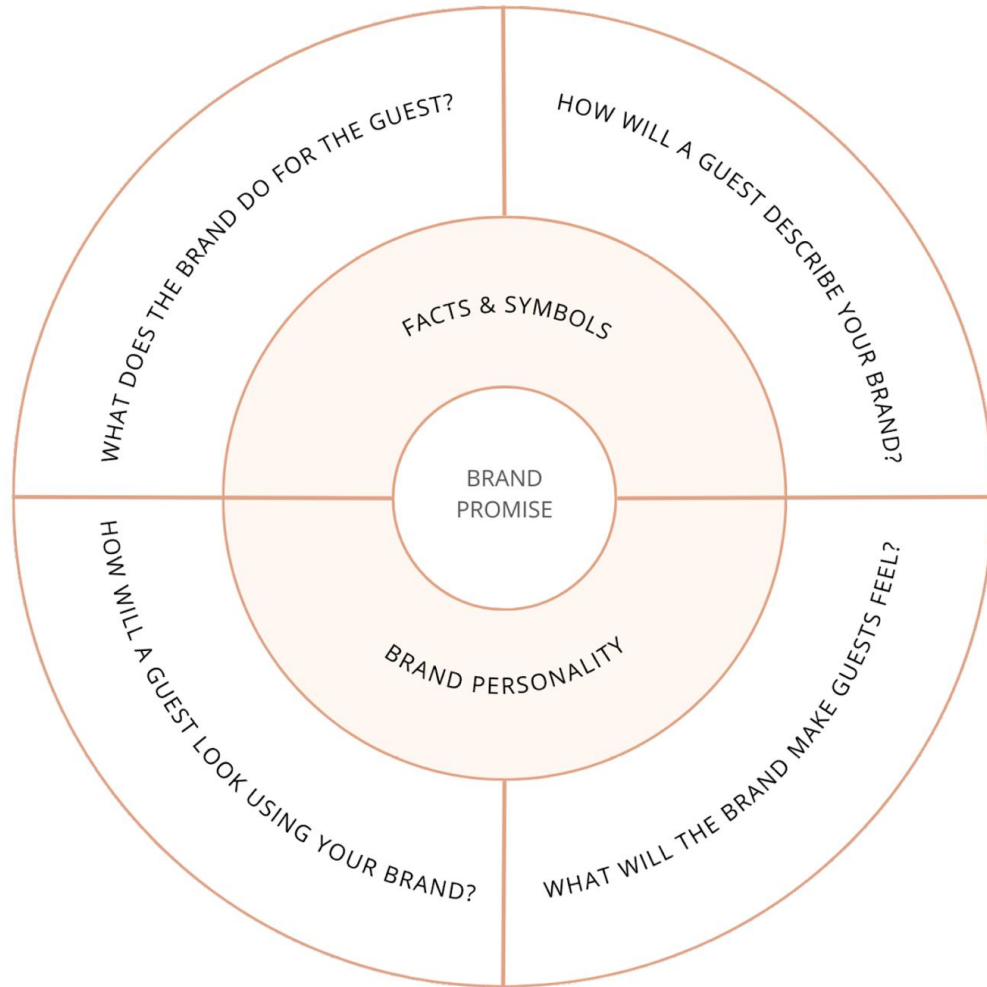
KELVIN, 20

“With us, audiences will experience \_\_\_\_\_,  
\_\_\_\_\_ and \_\_\_\_\_.”

“We promise you \_\_\_\_\_”

“Music that \_\_\_\_\_.”

“Experience \_\_\_\_\_”



**A/B 2 - We are now showing you two versions of the same concert. Choose the one that appeals to you the most.**



## **HSO - After Work med Brahms - symfoni nr 1**

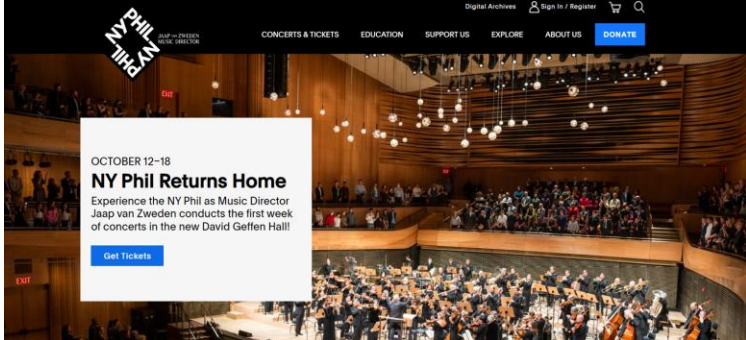
DET VAR MÅNGA ÅR SEDAN, så det är hög tid för Helsingborgs Symfoniorkester att spela Brahms 1:a symfoni.



HSO - After Work

## **En festlig final**

Några av de bästa, mest energiska och frenetiskt avslutande minuterna någonsin.



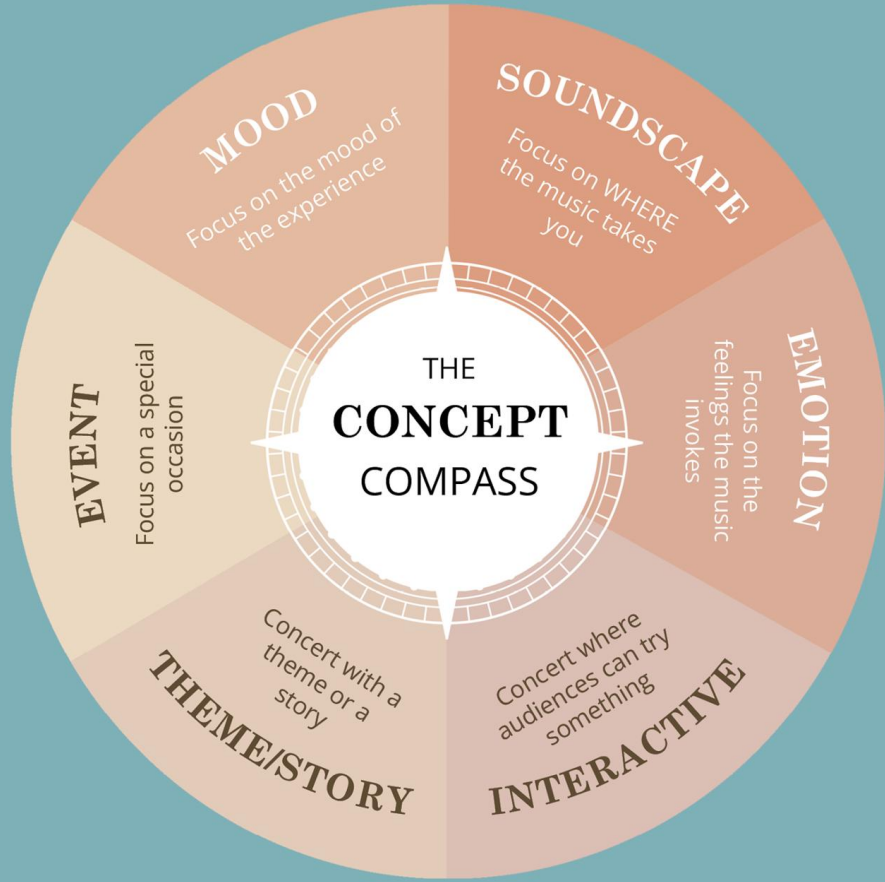
ALL LOOK THE SAME?



## ARTISTIC PROGRAM

“I have no idea if I will like it”

IRIS, 52





## CONCERT CONCEPT

“It wasn’t made for  
someone like me. I could  
tell”

**MAIMONA, 26**



# THE PRECONCEPT

## 4 QUESTIONS WHEN YOU CREATE YOUR CONCERT



**TARGET AUDIENCE** - Who is this concert for? Use personas, life phase, or culture segments. Be specific.



**IDEA** - What is the basic idea for the concert concept? See the tool [2.4 The Concept Compass for inspiration](#)



**RECOGNITION** - Which situation, themes, or feelings in the audiences' own lives can they recognize in the concert contents?



**RELATION** - Who is the face of the concert, that the audiences can connect on a human level?



## STORYTELLING

“I left feeling like I had missed something, like I was **missing a key to understand** the music I just heard.”

**Caroline, 23**

# THE STORY OF...?



The concert  
theme/concept



The inspiration  
behind the music



The personal  
anecdote



The  
instrument



The  
composer

## 1 THE CONCERT THEME OR CONCEPT

This story will center around the concert's theme. If you choose a concert theme called "At the royal ball", for example, your story could center around going to the castle when the king hosts a party with beautiful music.

### Ask yourself

- Are there any current or relevant stories/facts to tell about the theme?
- Can you write a small fictive story yourself, leading the audience into the theme and the soundscapes of the music?
- How can you describe the thematic universe that the audience will enter through

the music?

- What is the thematic story of the individual pieces in the concert and how do they fuse with the theme of the concert? Sometimes it is easier to choose just one piece of music to focus on.

### Example

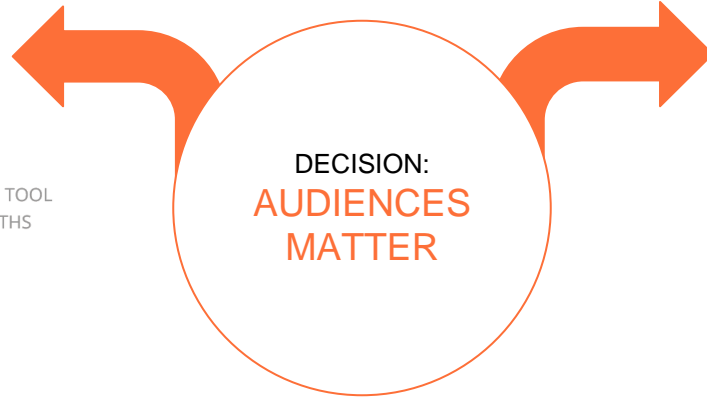
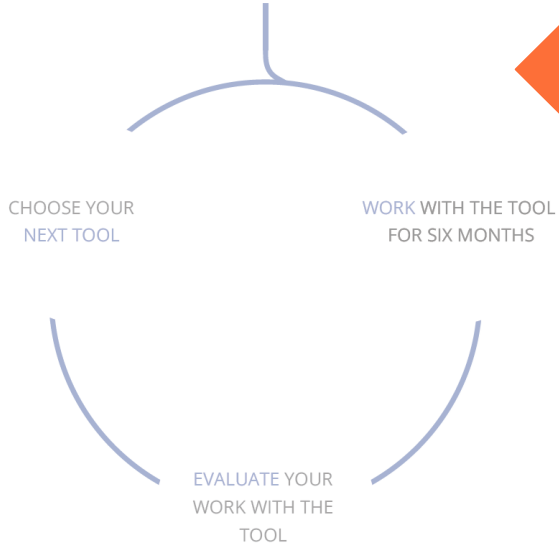
"Come along on a journey back in time when kings feasted in castles, seated in lavish halls of marble, and dressed in silver and gold. Imagine you are invited to a royal wedding. The light from chandeliers shower you all in gilded splendor while lively tunes invite you to dance."

DECISION

AUDIENCES  
MATTER

# Wanderlust

CHOOSE YOUR STARTING TOOL



# Highway

AUDIENCE DEVELOPMENT STRATEGY

DATA AND TESTING

NEW TOOLS AND NEW IDEAS

AUDIENCE TESTING & EVALUATION

ADJUST & IMPLEMENT





DECISION:  
AUDIENCES  
MATTER

OS

QDENSE  
SYMFONIORKESTER



ESBJERG ENSEMBLE

LinkedIn



LinkedIn



# Rasmussen Nordic

## SPEAKERS

Cecilie Szkotak Nielsen

Søren Mikael Rasmussen

LEARN MORE  
ABOUT TOOLS  
AND AUDIENCES

