The Heritage Alliance

GIVING TO HERITAGE
TRAINING FOR FUNDRAISING

Workshop Description
Audience Analysis & Marketing your Heritage Organisation better

About This Workshop
This one day workshop is packed with practical tools and tips to help heritage projects analyse their visitors and so shape marketing messages and communications and engage audiences with heritage.

Who Should Take This Workshop?
All staff and volunteers responsible for heritage marketing and communicating with visitors, supporters, members and donors.

Time: 10:00-16.30 Arrival from 09:45

Learning Outcomes
On completion of this workshop, it is expected that learners will be able to:

1. Understand the significance of audience development and marketing to income generation
2. Identify and segment audiences accessing and engaging with your heritage project
3. Shape marketing and communications to meet visitor and audience expectations
4. Apply the 7 P's to develop a marketing plan based on audience analysis

Outline of Content
The six topics are:

1. **Audience Development and Marketing for Heritage? -** Definition and current practice
2. **Identifying & Segmenting Audiences** – Members, visitors, families, industry specialists/enthusiasts, donors, volunteers
3. **Audience Motivations** – 7 Faces of Philanthropy
4. **Marketing Tools** – 7 P's
5. **Co-ordinating Marketing and Fundraising Messages –** Case for support, features and benefits
6. **Testing & Tracking Results**

Learning Methods
The workshop will use a range of methods including:

- Trainer directed presentation
- Learner personal reflection
- Whole group discussion
- Small group exercises

- Practical tasks in pairs