



TRY
ANGLE

share your own
ways of building
new audiences !



?!

OVERVIEW

A powerful artistic performance, a memorable night out with your friends or a successful festival all rely on the same three elements. It is an interaction between **artists**, **audience** and **setting**. The role of a venue is to manage and set up the interaction between these three.

It is never just about one of these elements: a great artist cannot thrive in an unsuitable setting. You can create the coolest club or venue, but if it does not relate to your (local) audiences and/or demographics, you might not succeed. Therefore we present to you: the Try-Angle. A clear and workable model inspired by European live music professionals' expertise, which allows to look at new strategies.

HOW TO USE THE TRY ANGLE ?

Follow steps 1, 2 & 3 of the flowchart to discover live music professionals' tips to define your values, your audience and how you want to diversify it using our complementary resource!

Follow steps 4, 5, 6 & 7, in whatever order, to try to develop a project using the Try-Angle! You can either focus on the artistic side or the setting side, or even both, and this at two different scales: the one of a one-time event or the one of your policy. The Try-Angle can be used by venues, clubs or festivals, either professional or amateur.



Scribble, circle, highlight, annotate... the Try-Angle is for you to use and appropriate! Don't hesitate to add new input to the tool and share them with us at contact@live-dma.eu.

1

What are your values?
Who is your audience?

2

Diversify your audience

3

Try to see things from
a different angle

1

What are
your values?

Who is your
audience?

Do you have your ambitions and frameworks
regarding target audiences anchored in your
mission statement?

No

Yes

Assert your values
by specifying your
mission statement!

find out more with our
complementary resource on
www.live-dma.eu/try-angle/

1

What are
your values?

Who is your
audience?

When you compare your existing audiences to
your desired audiences groups, can you identify
a gap?

No

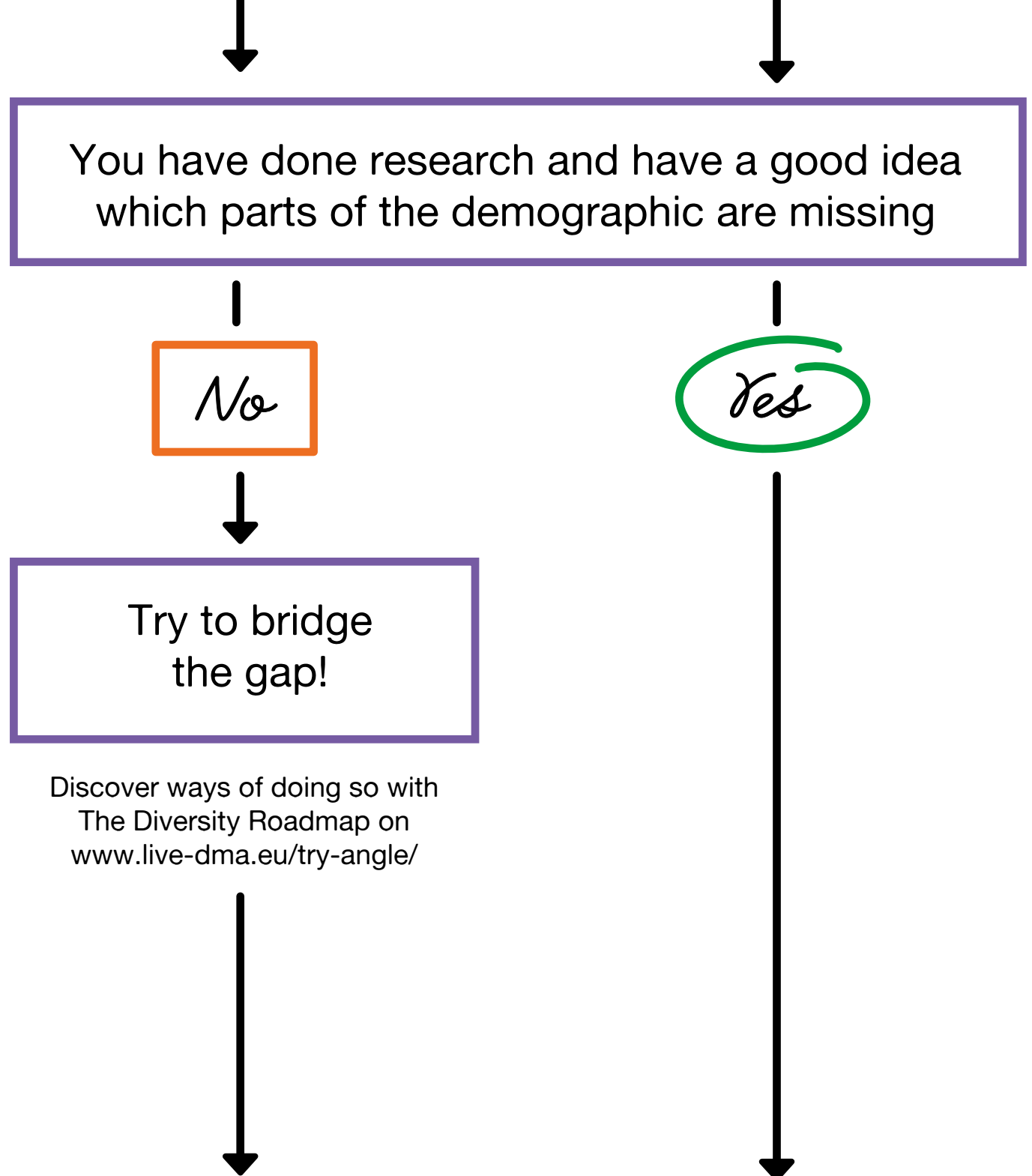
Get to know your
(target) audiences
by researching your
local demographics
and by surveying
your audience!

learn more, with our
complementary resource on
www.live-dma.eu/try-angle/

Yes

2

Diversify your audience



3

Try to see
things from
a different
angle

You develop the project using the :

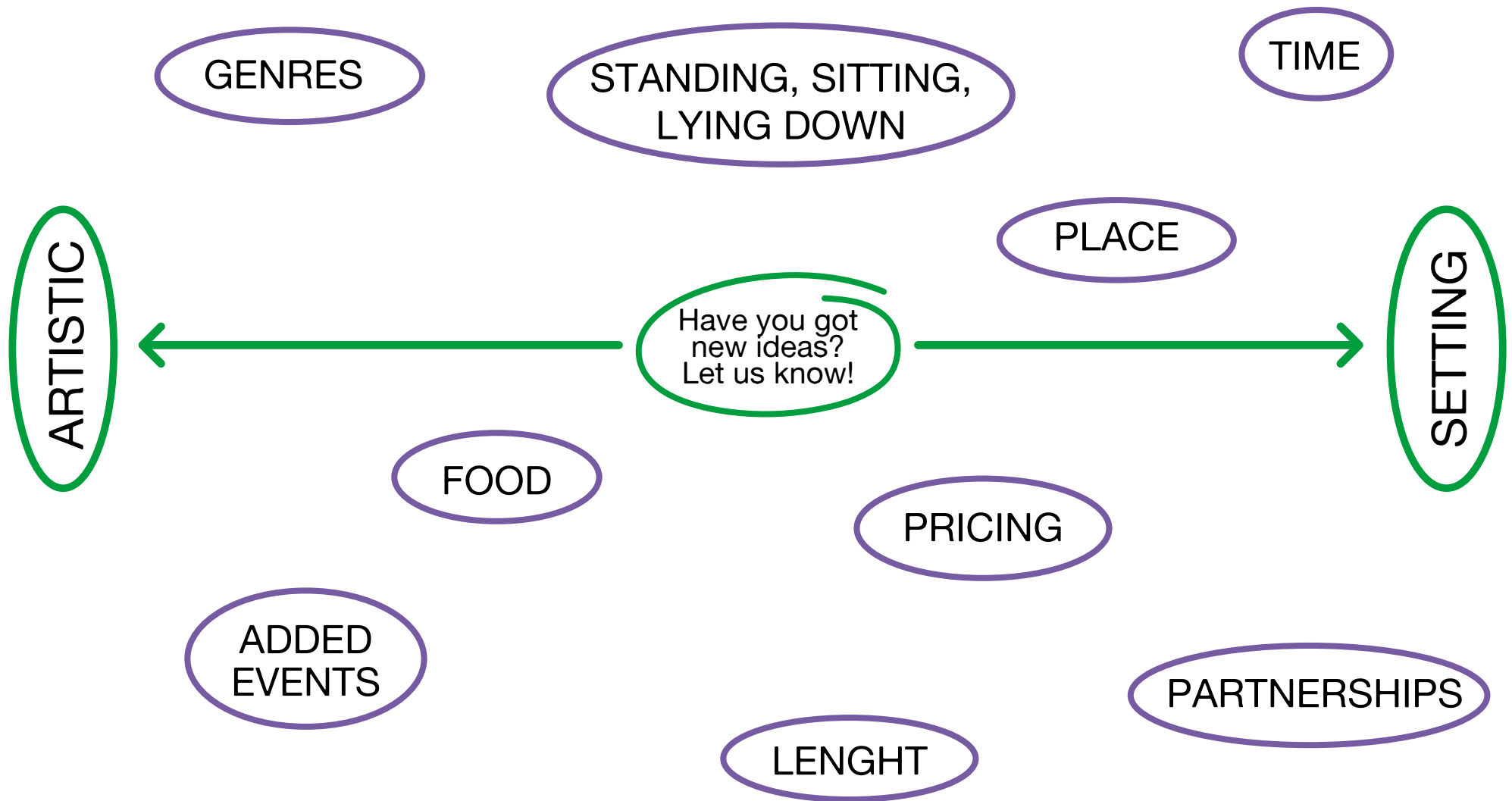
TRY
ANGLE



4 EVENTS

Ask yourself the questions below to try to see things from a different angle at event scale!

4 EVENTS





GENRES

Have you involved
local advocates for
specific genres?

Have you tried to
programme other
genres than the
usual ones?

Have you tried to
book bands from
your town / area?

Have you
considered genre
cross-overs?

Have you tried
to programme
genres that bridge
the gap?

Have you tried to organise standing and seated concerts? Have you tried to organise “lying concerts” such as “musical siestas”?

Have you tried to make the unwritten rules (i.e. ‘how to behave here’) of the concert explicit? And even challenge them?

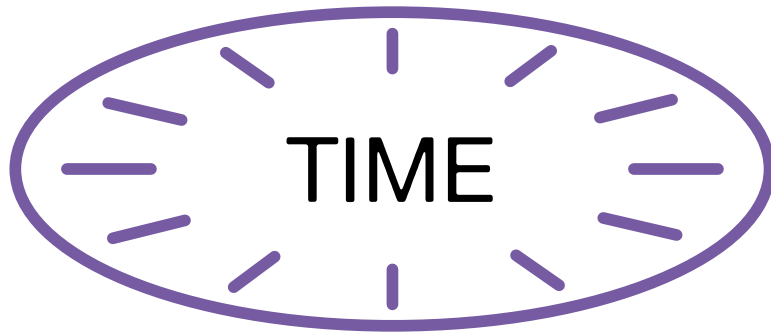


STANDING,
SITTING,
LYING DOWN

Have you tried to let people walk in and out as they please instead of them having to see the show from start to finish?

Have you tried to allow people to walk around during the concert instead of standing/sitting still?

Have you tried to
organise concerts
on different days
of the week?



Have you tried to
organise concerts
at different hours?

PLACE

Have you tried to
organise concerts
in different places?
(Eg. not only other
cultural venues, but
also public spaces,
community centers,
neighborhoods,
rural areas, etc.)

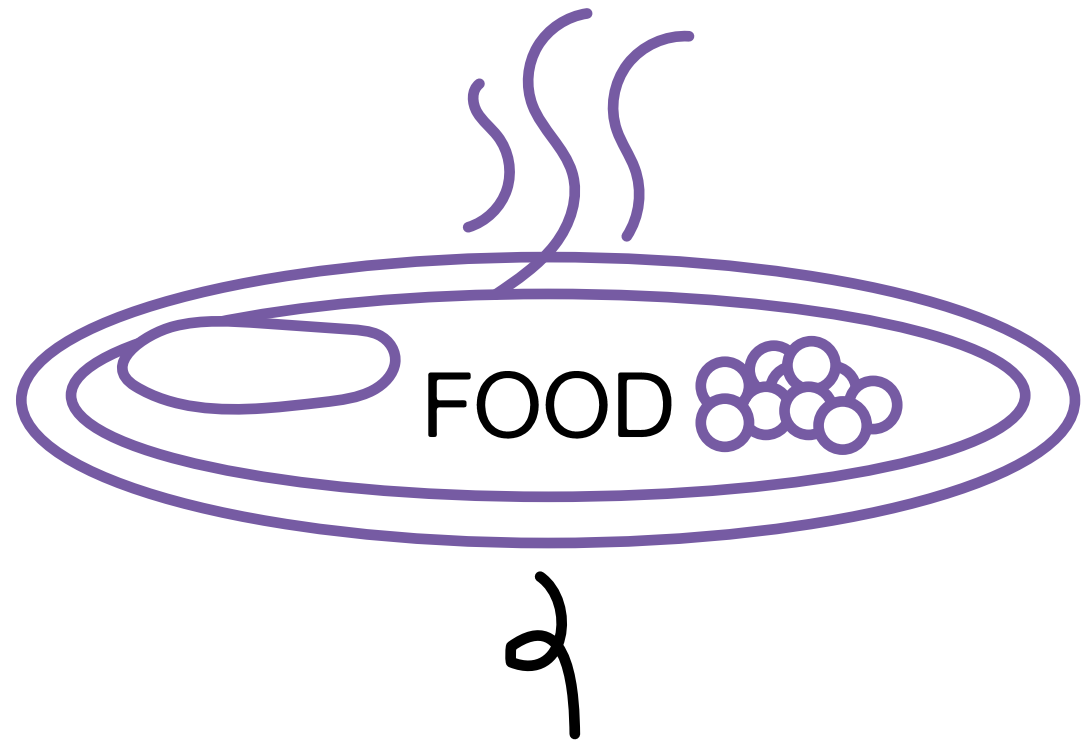
Have you
tried to build
partnerships?

PARTNERSHIPS



Have you tried to change the pricing of concerts?

(Free, cheaper, price differentiation, pay-as-you-want, when/where to buy tickets, pay-it-forward schemes?)



Have you tried to play around with food and drinks on offer?

Have you tried to
organise any other
event linked to a
concert (before, during
or after)?

(e.g. workshops, a conference,
an open meeting, a screening,
a meal...)

ADDED EVENTS

Have you tried to
have artists play
an active role in
that other event
linked to the
concert?

LENGHT

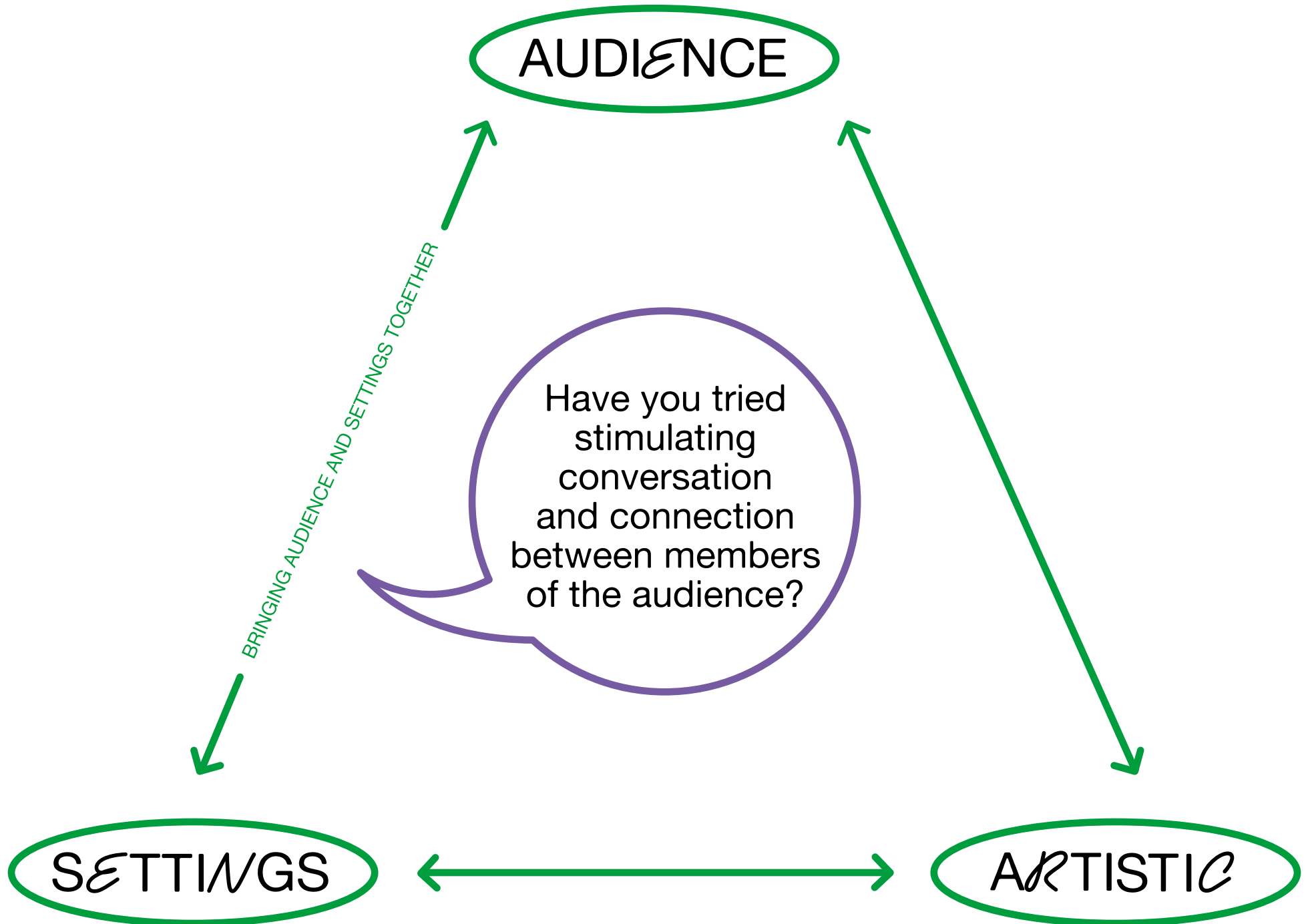
Have you tried to play around
with the length of the concert

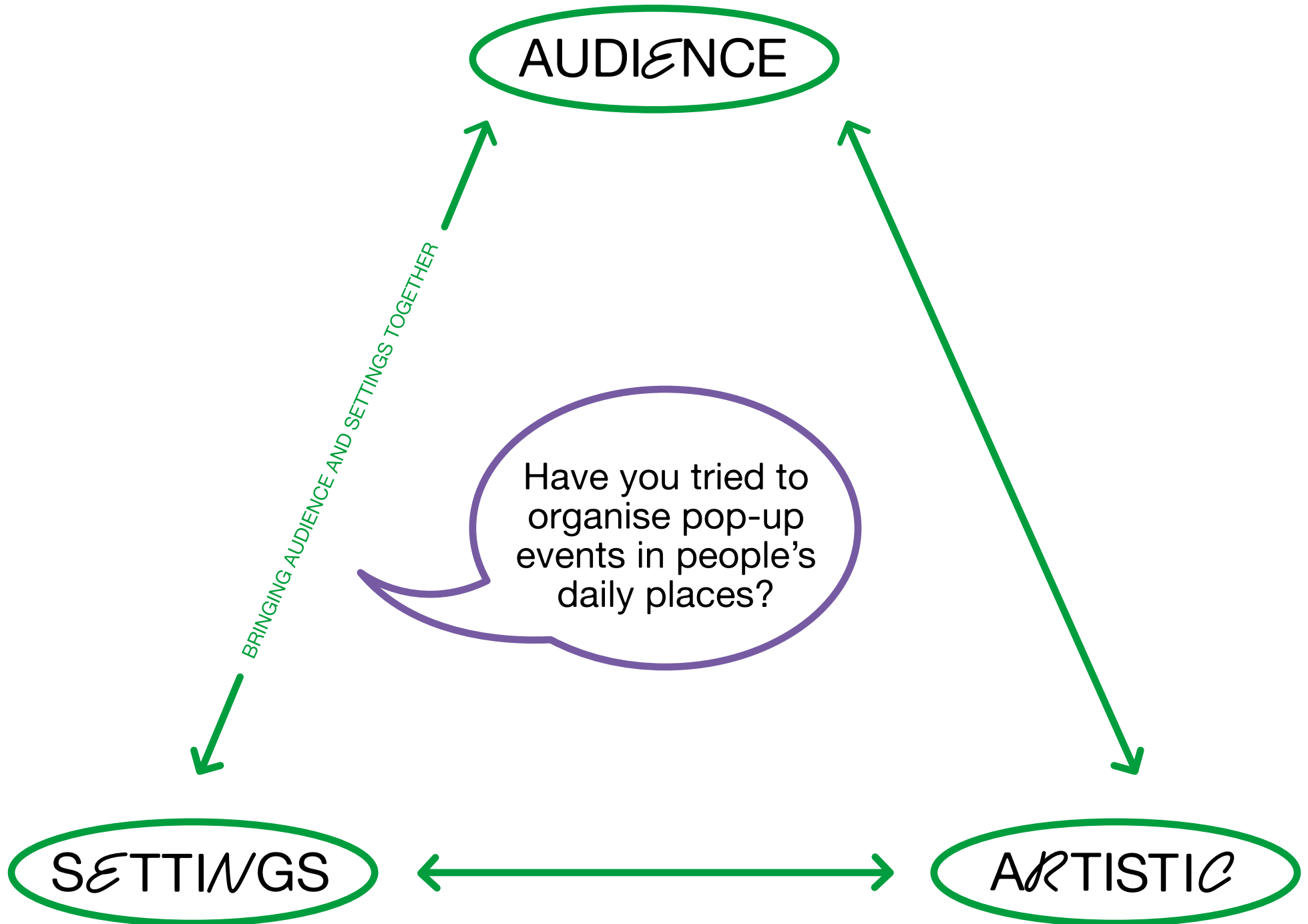
(very short, very long,
repeat shows)

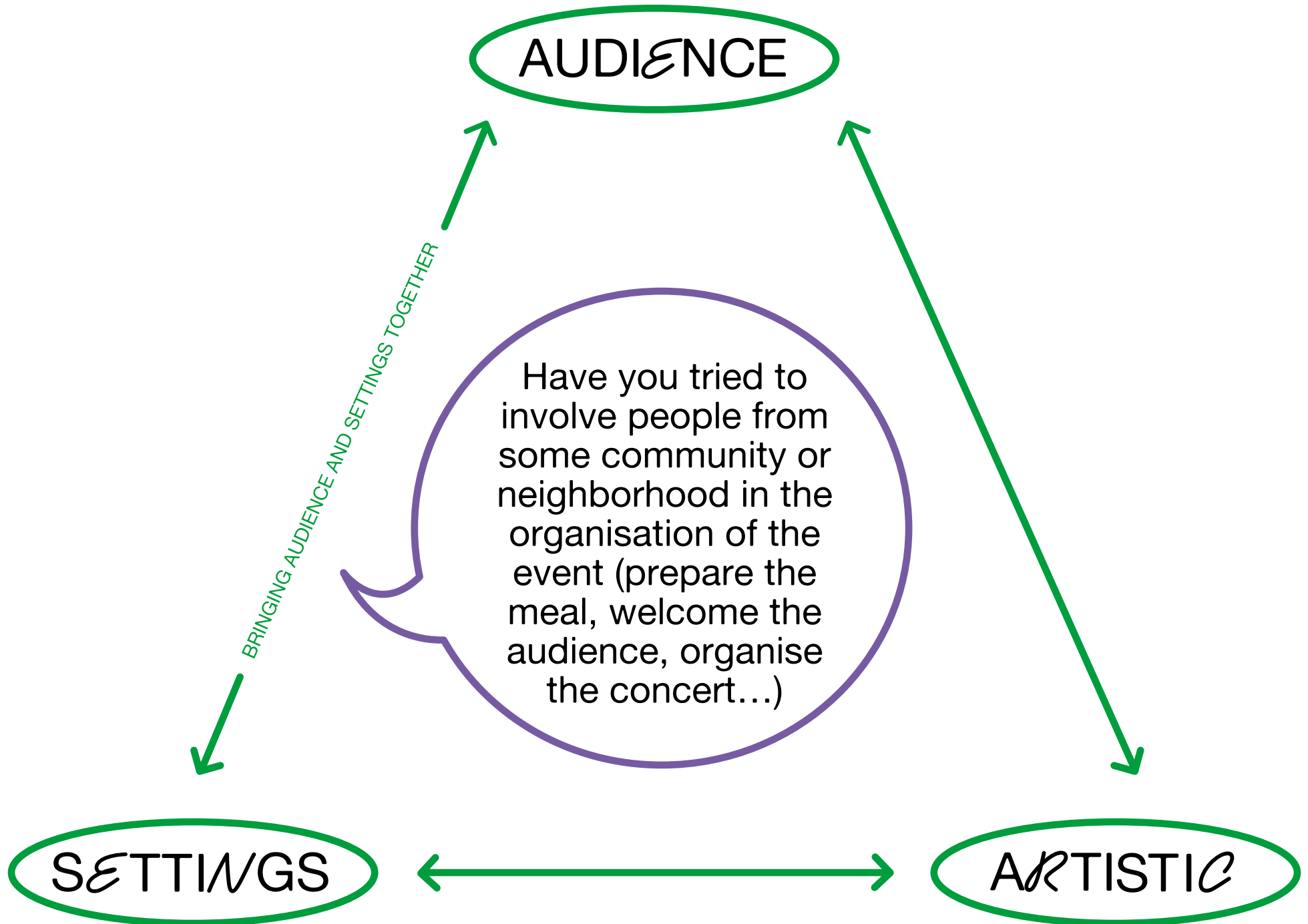
The background is black with scattered orange confetti, consisting of short, thin, diagonal lines. A single orange swirl is located in the upper right quadrant.

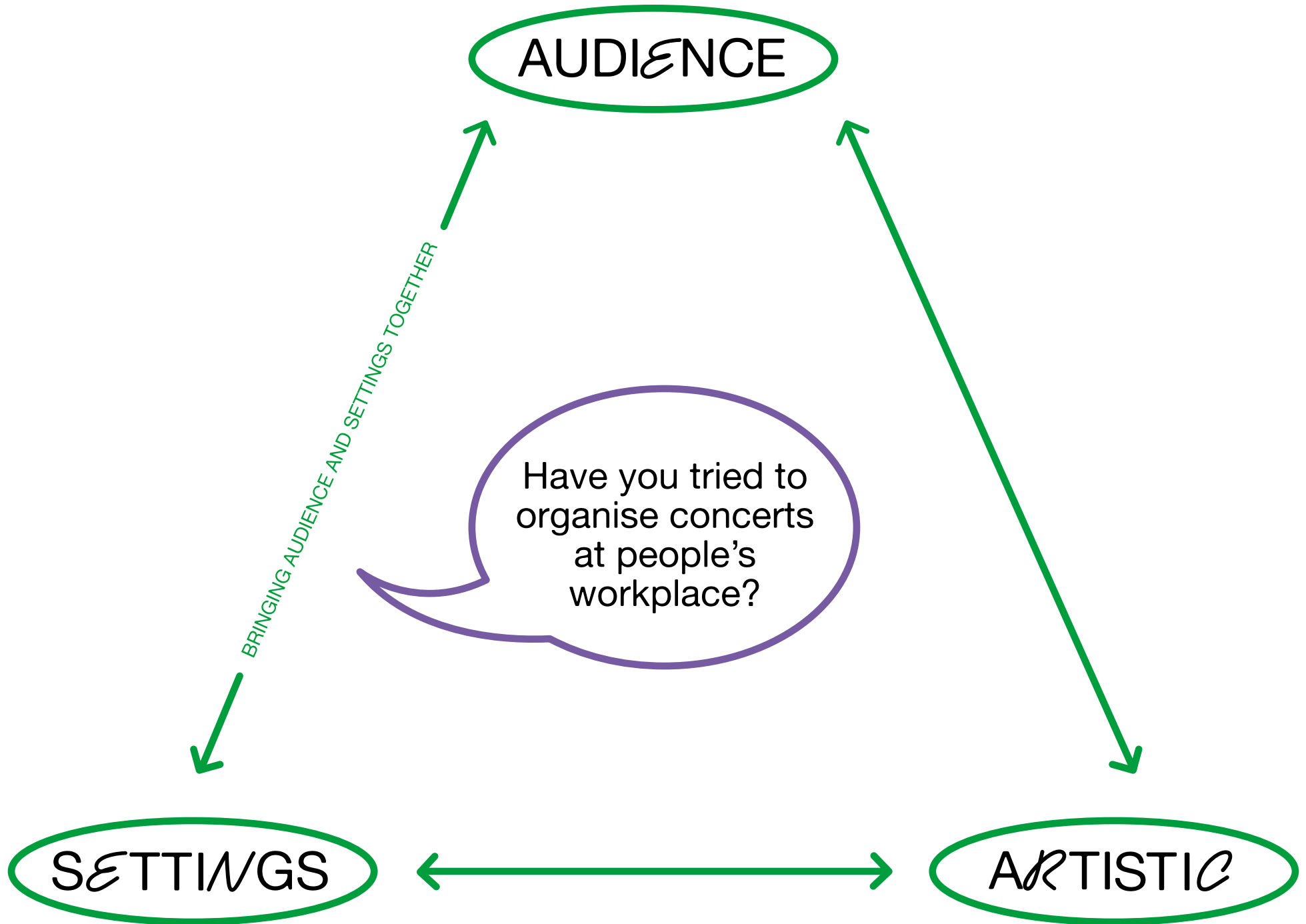
5 EVENTS

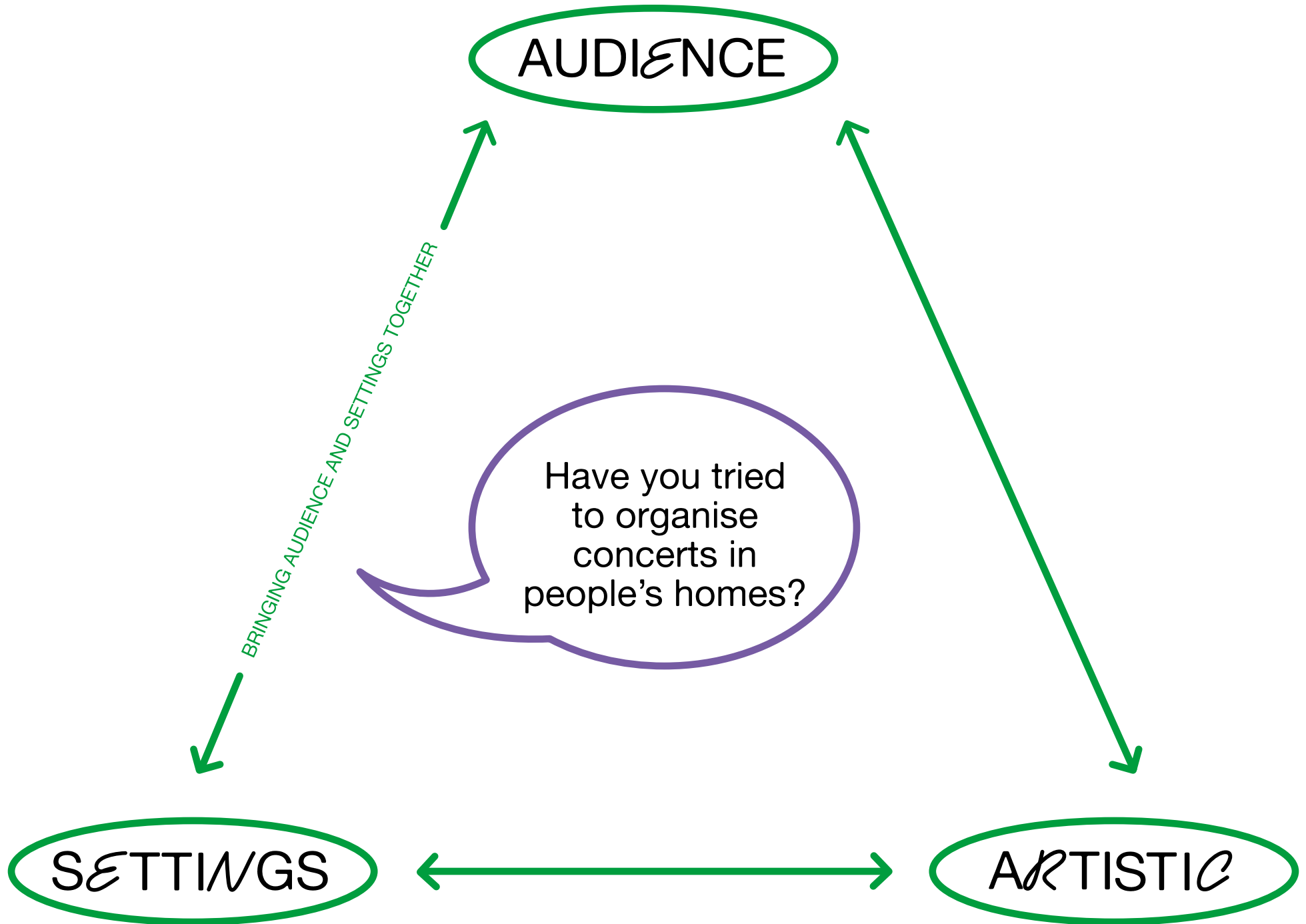
Ask yourself the questions below to try to see things from a different angle at event scale!

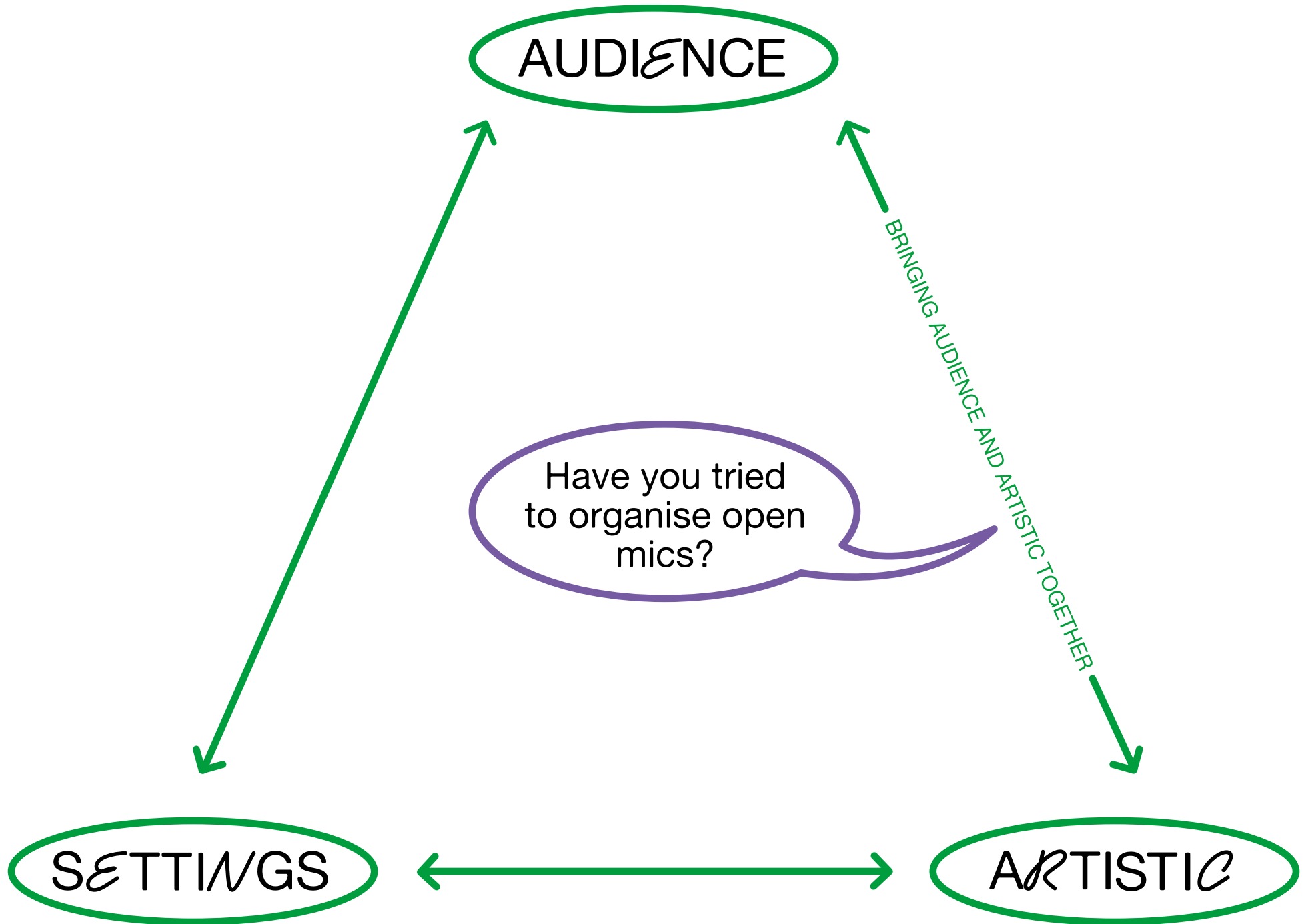


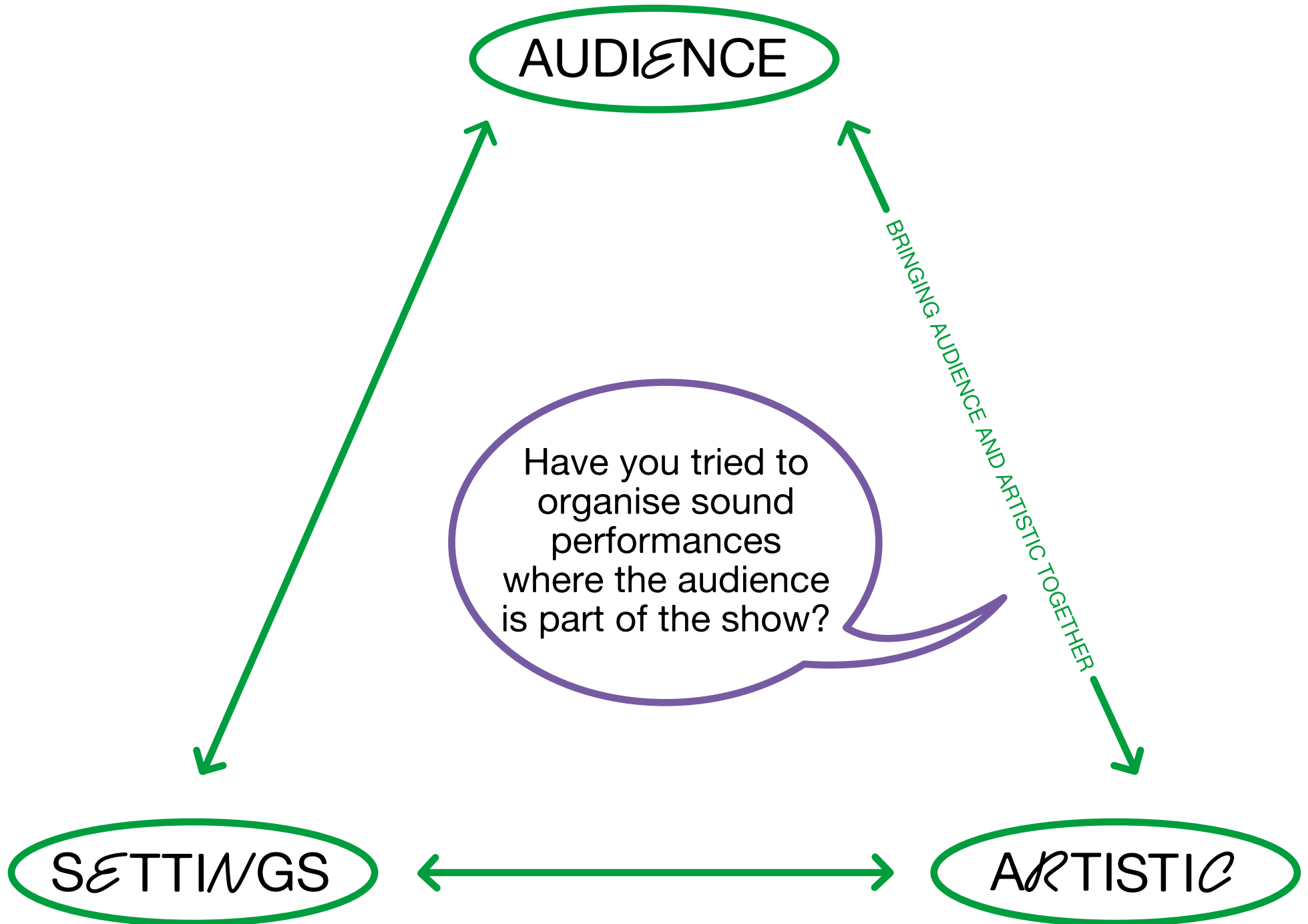


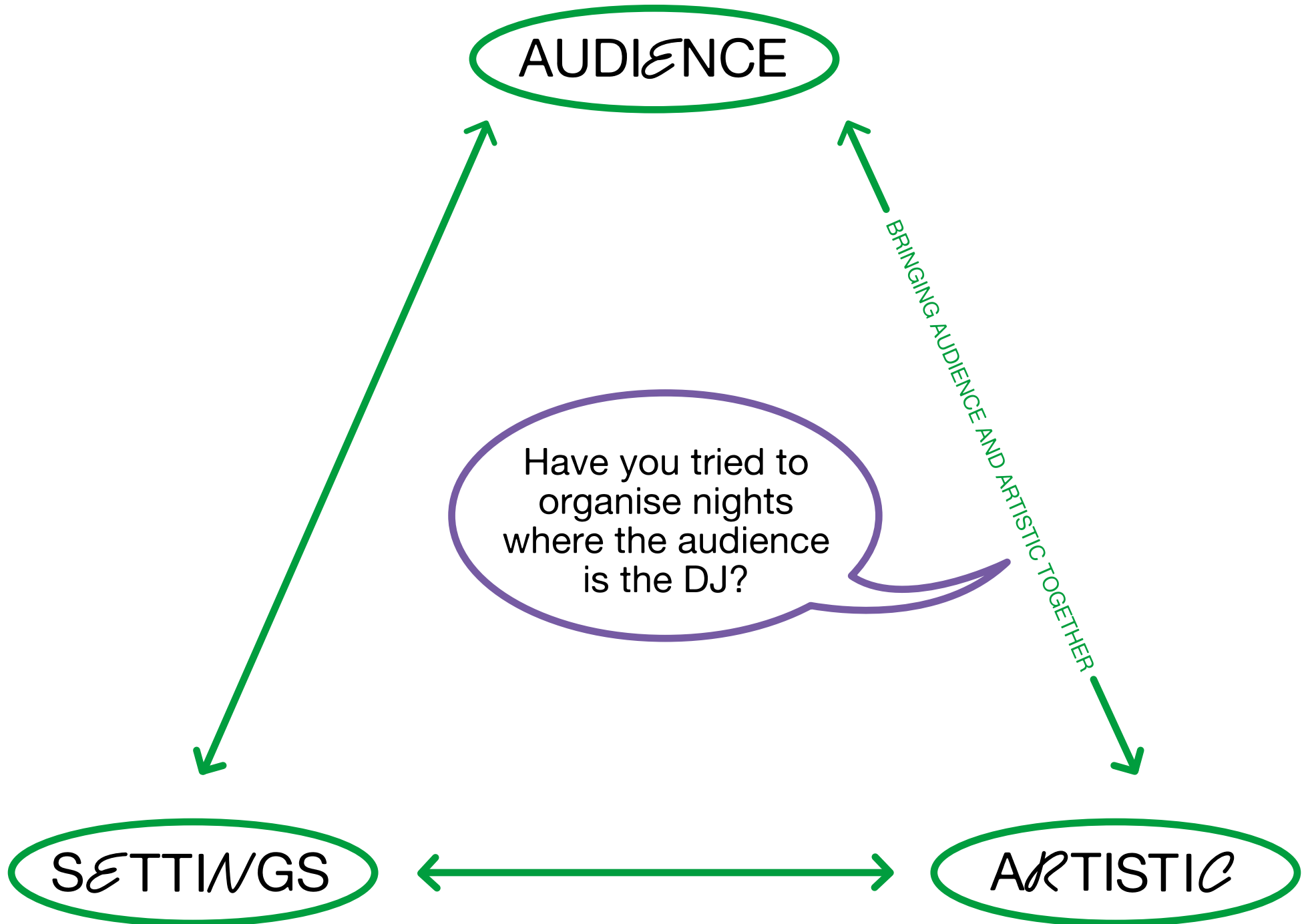


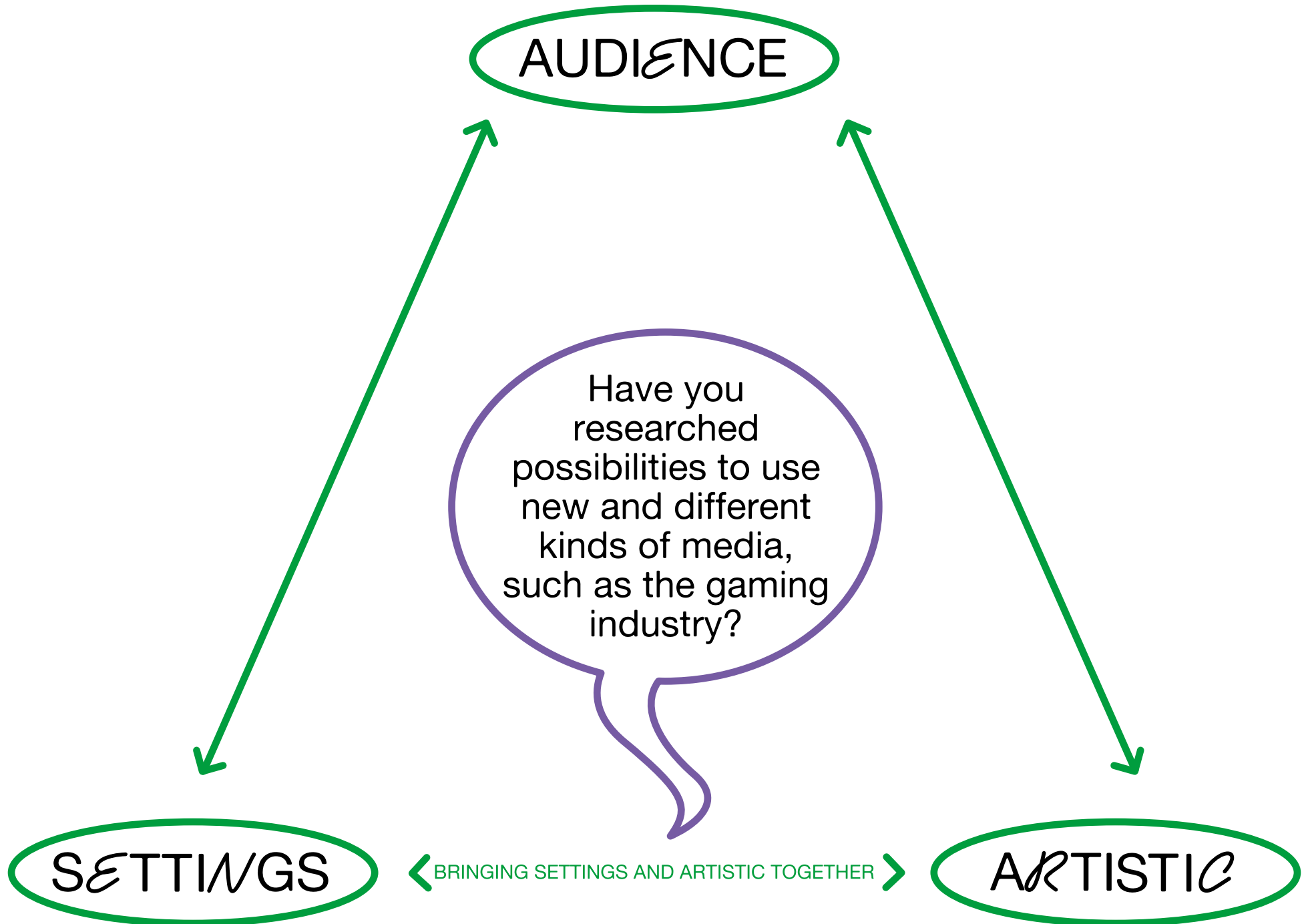


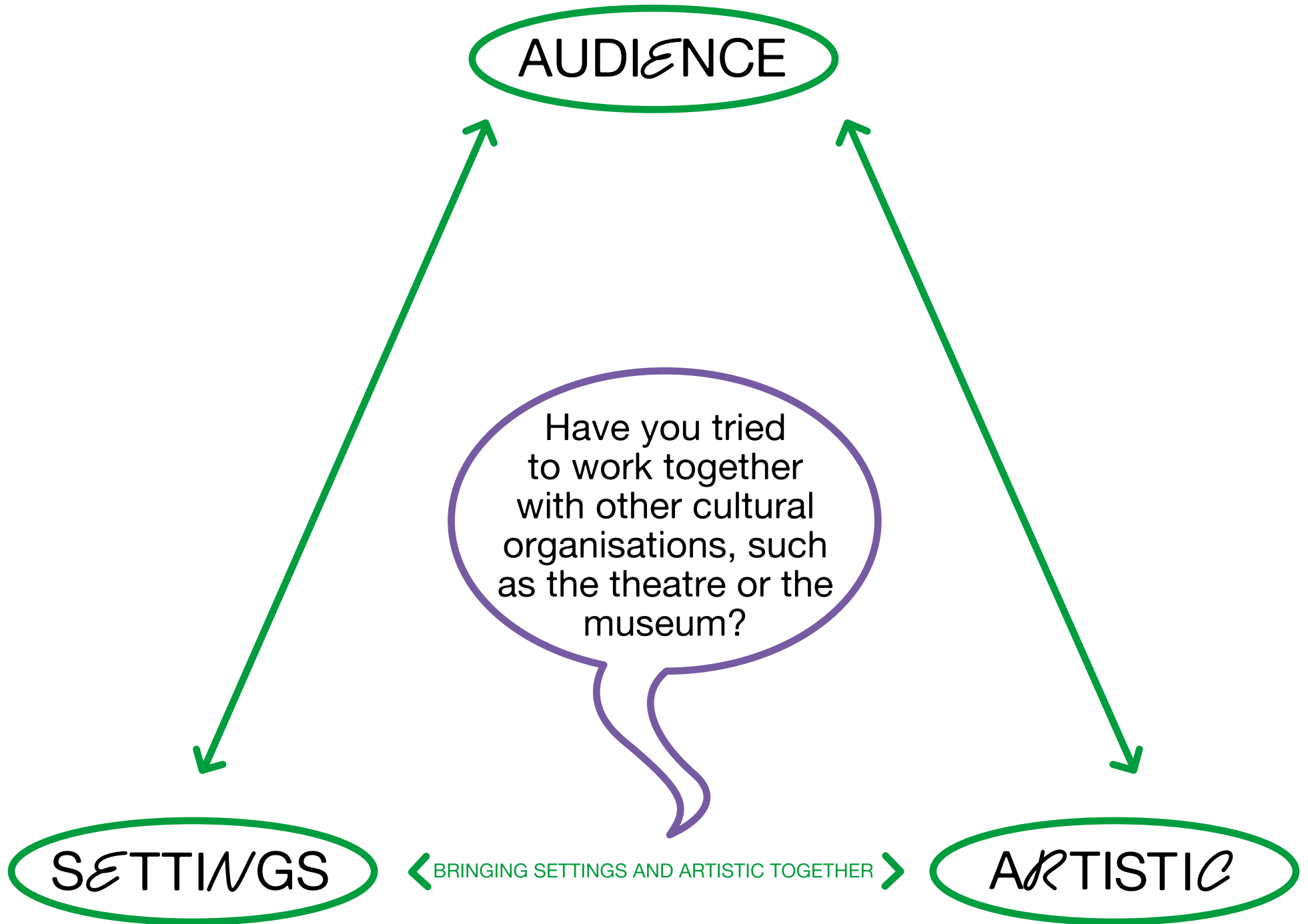














6 POLICY

Ask yourself the questions below to try to see things from a different angle at your overall policy scale!

SETTING

Is your venue an open place where anyone can come in and feel welcome?

No



Do you want your venue to be such a place? What can you do to reach this goal?


Yes

Does your venue play a cultural part in your close neighborhood?

No

Yes


Do you see your venue simply as a location or as a place providing experience/knowledge?




Do you want your venue to play such a role? What do you do for that? (eg. bar, public internet access, shared garden or orchard, compost, etc.)



If your venue's location was different, would your project be the same?



Can you imagine what your policy and project would be if you did not have any location/building?





Have you got new ideas?
Let us know!

ARTISTIC

Have you tried
to organise any
other events
than concerts?

(eg. workshops,
a conference, an
open meeting,
a screening, a
meal...)

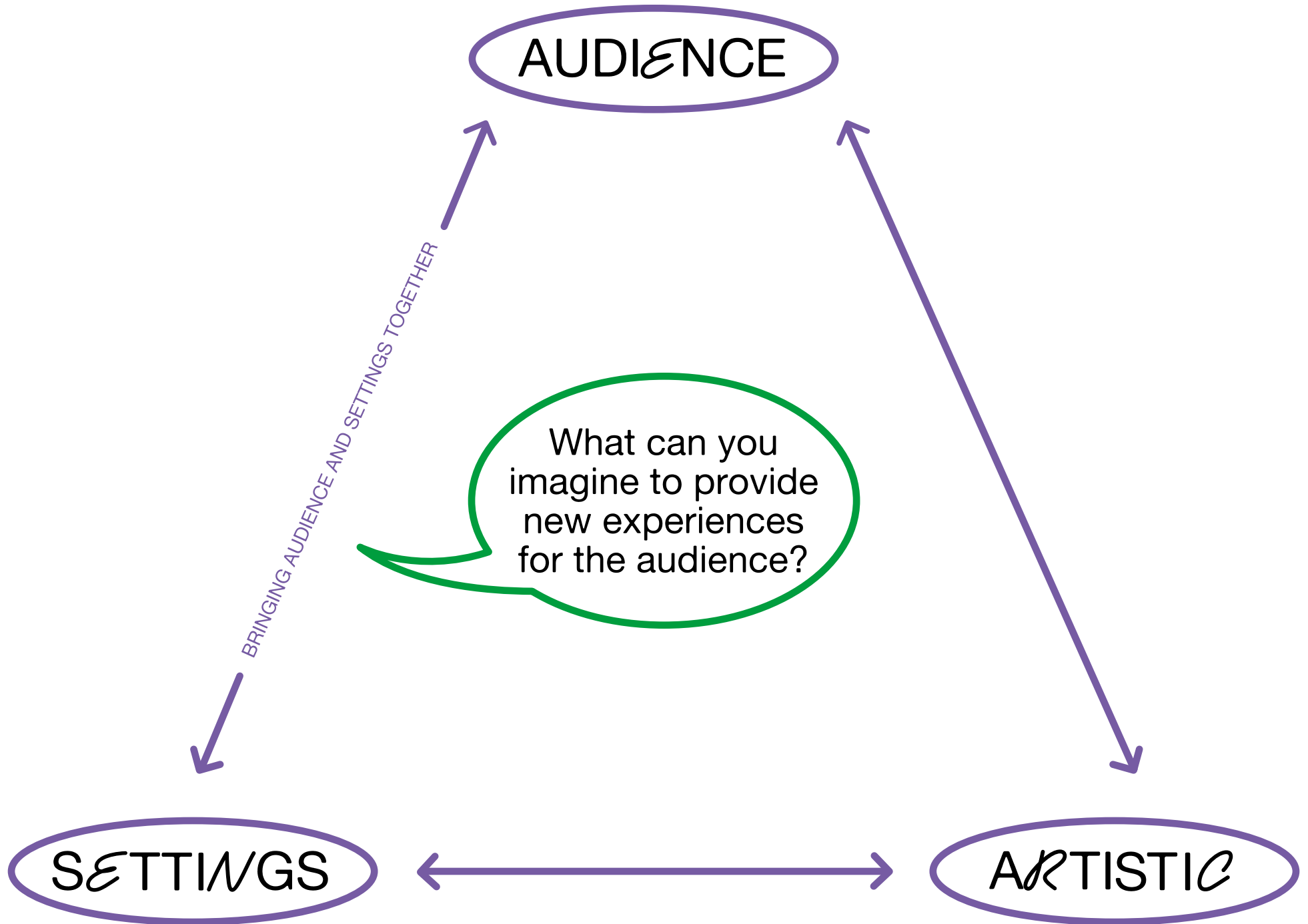
Have you tried to
organise events
whose main goal
is togetherness,
and music would
come second/
music is a pretext
to meet and
share a moment
together?

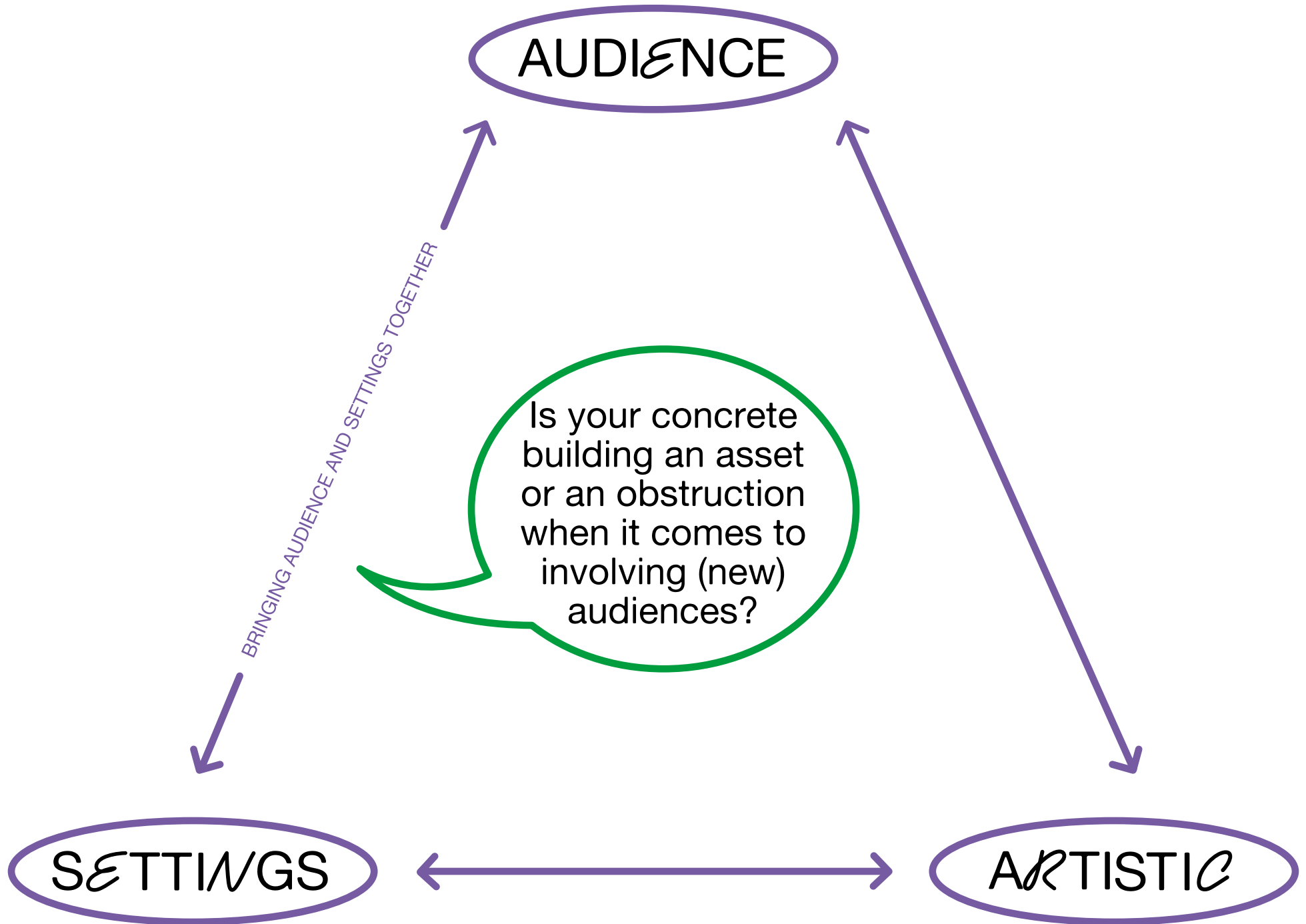


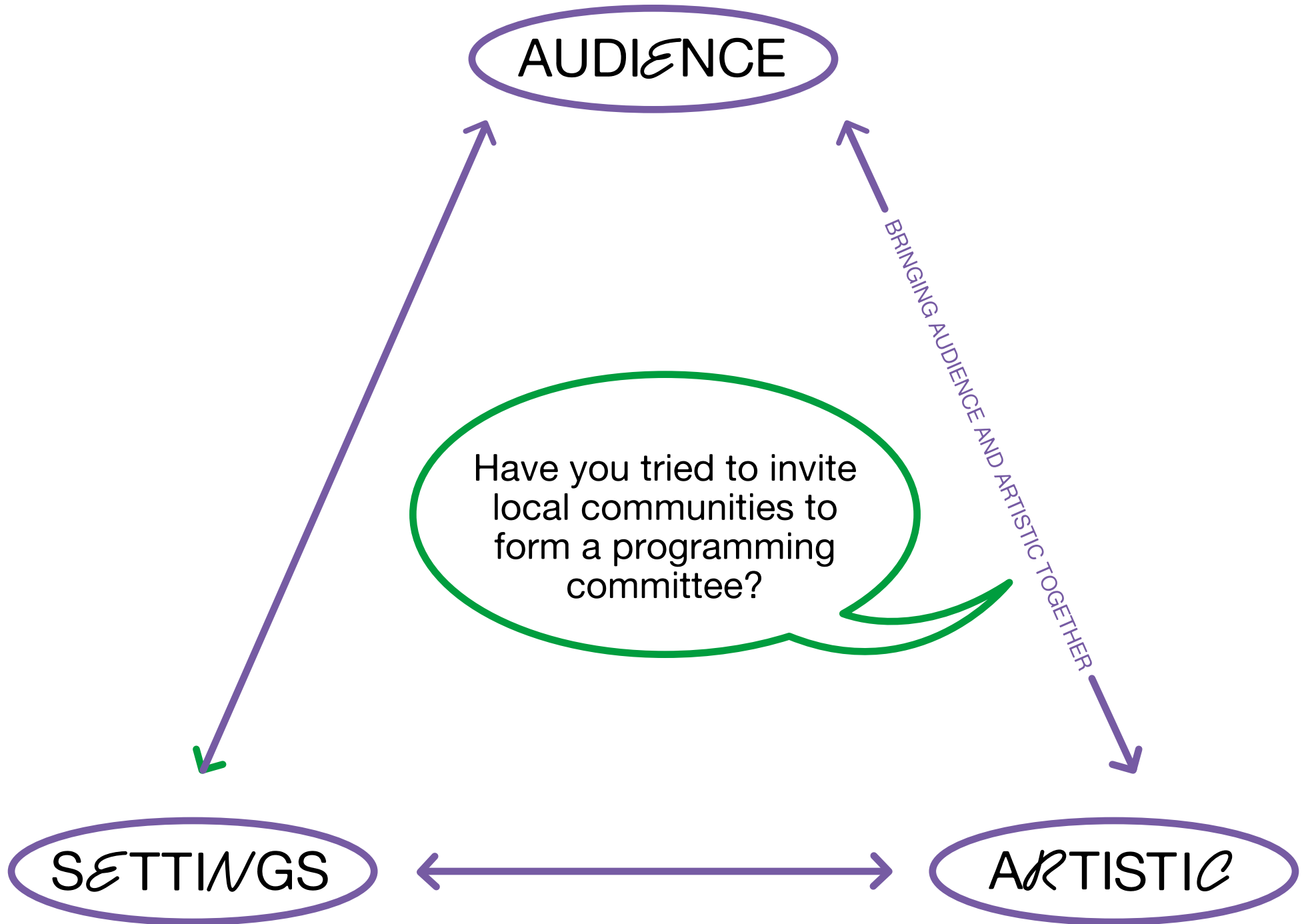
7 POLICY

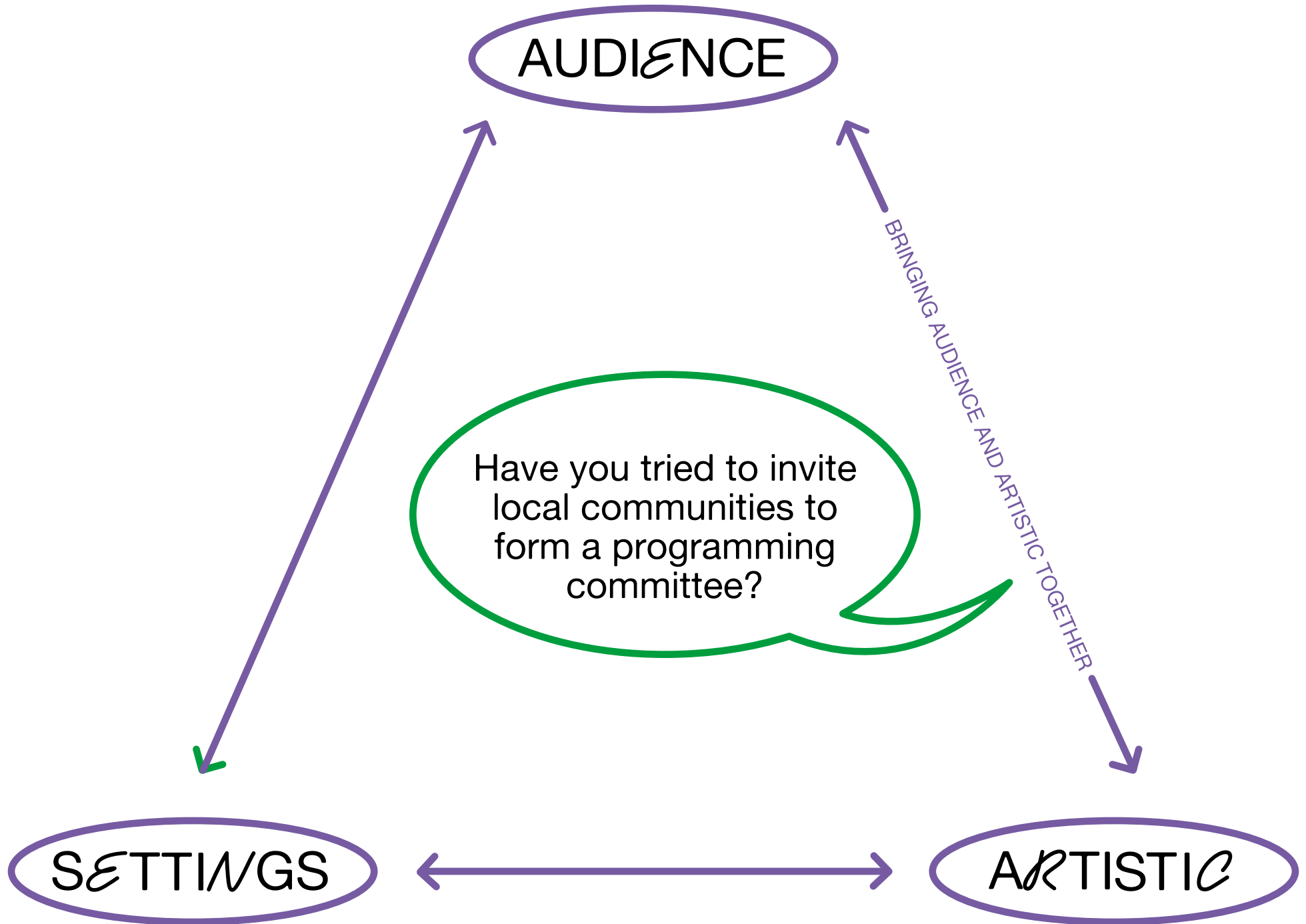
Ask yourself the questions below to try to see things from a different angle at the scale of your overall policy!

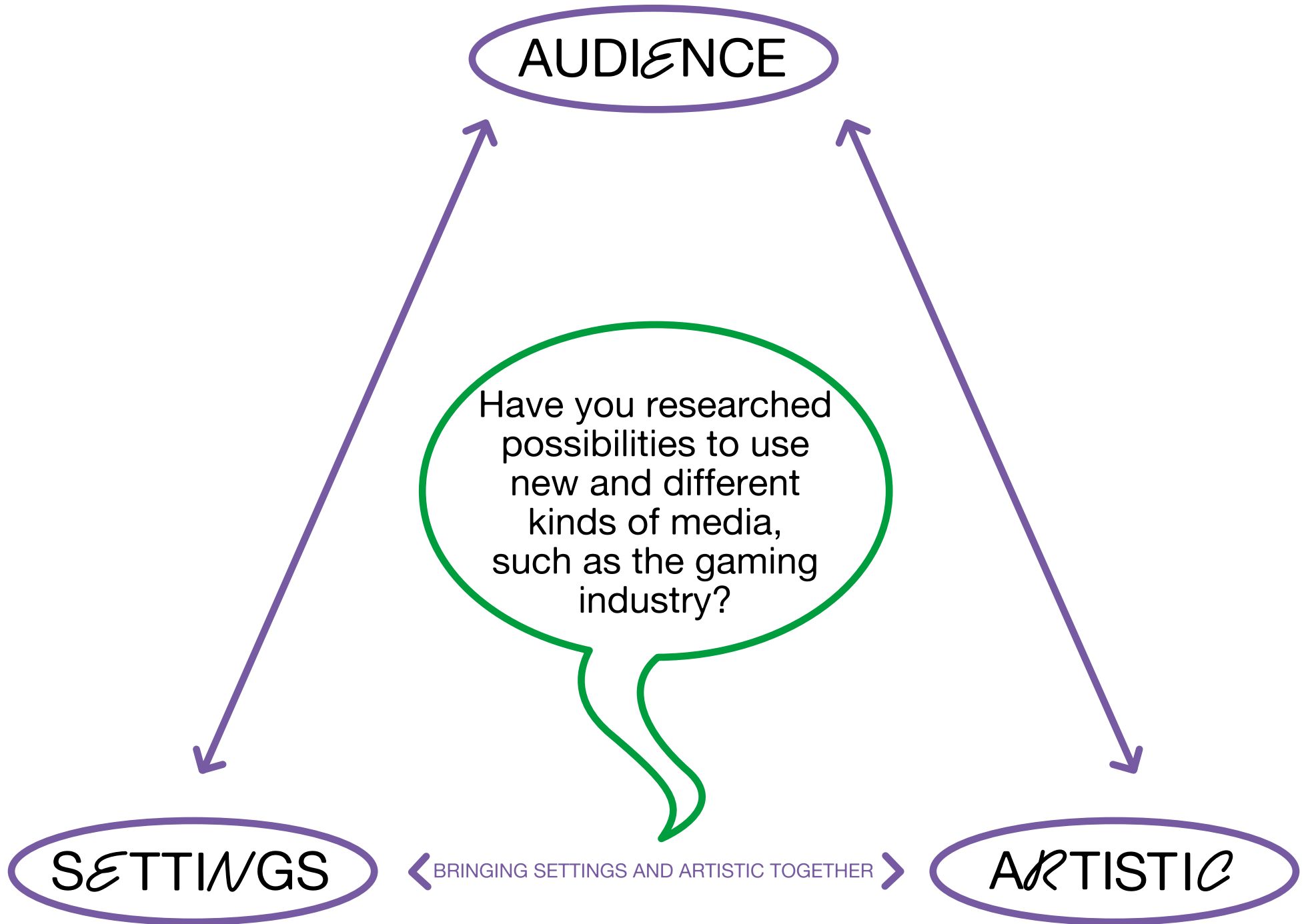


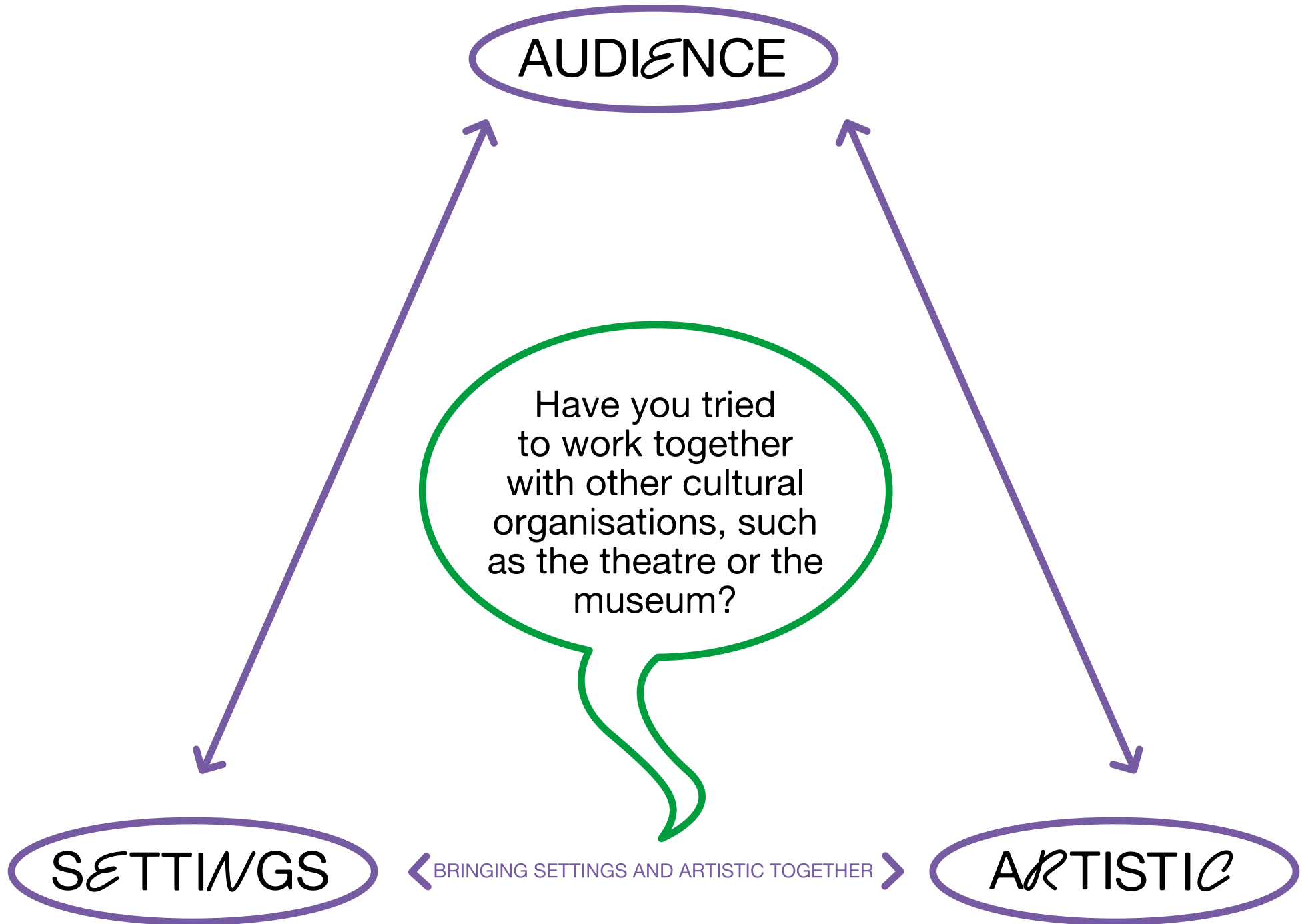


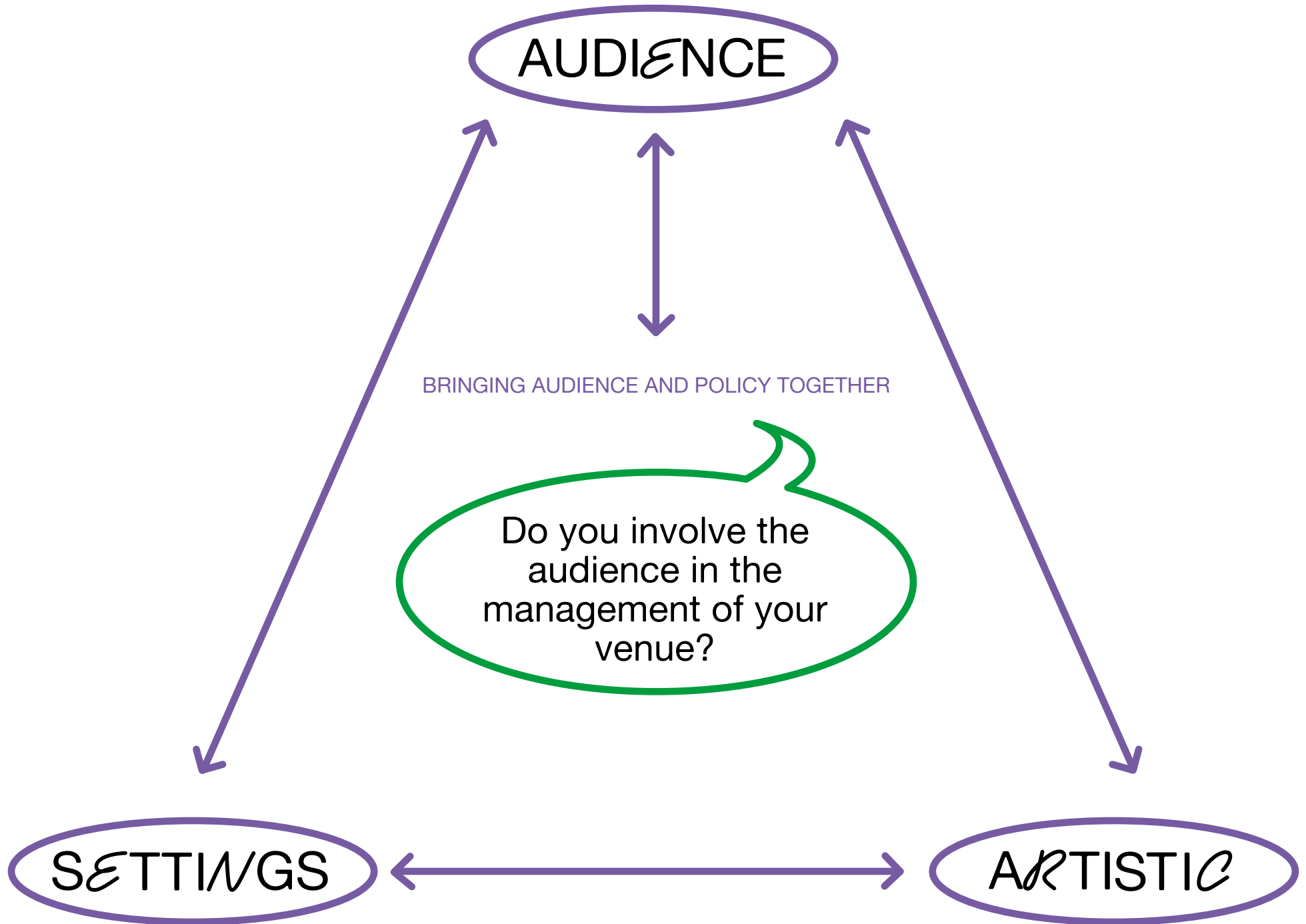


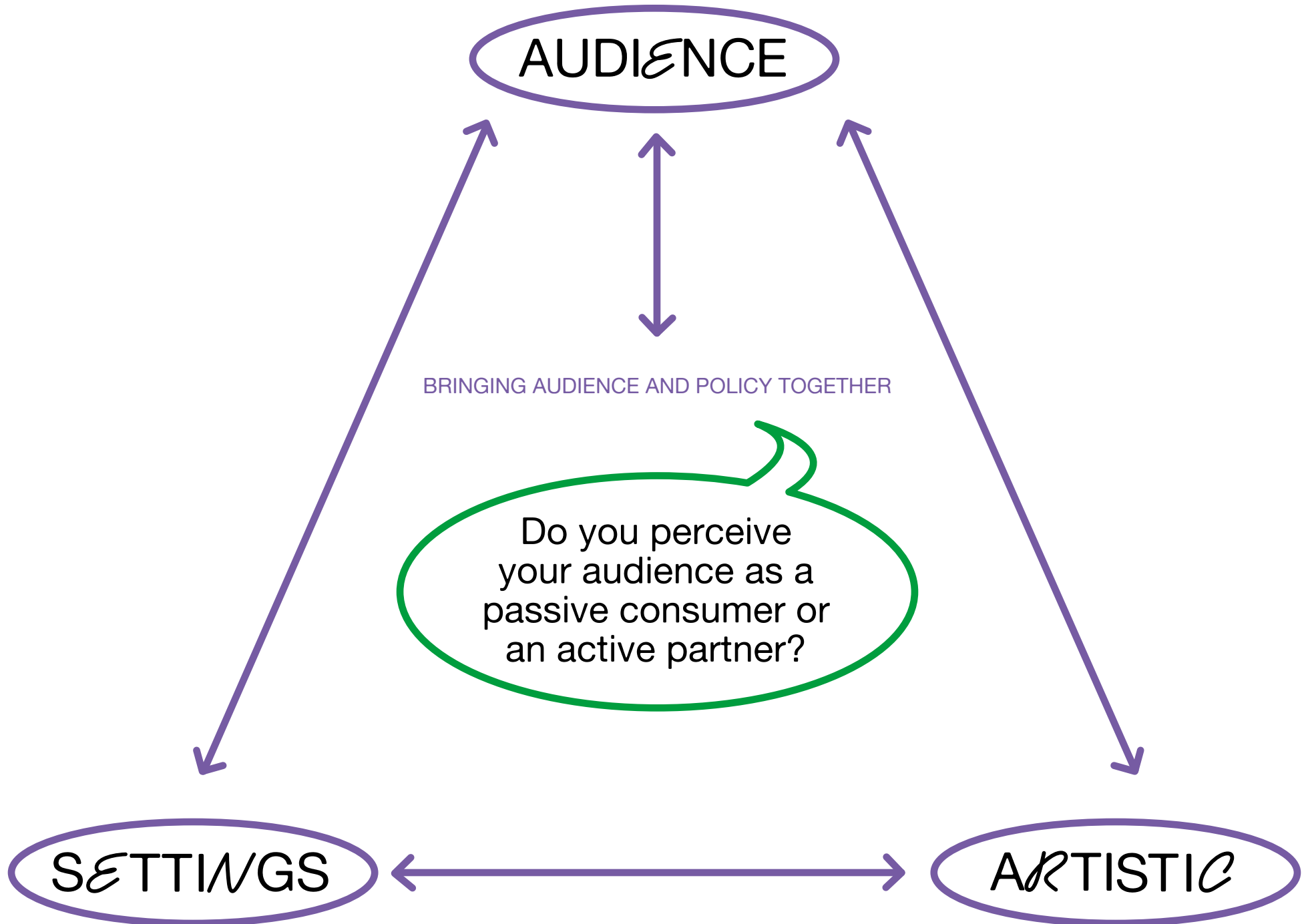


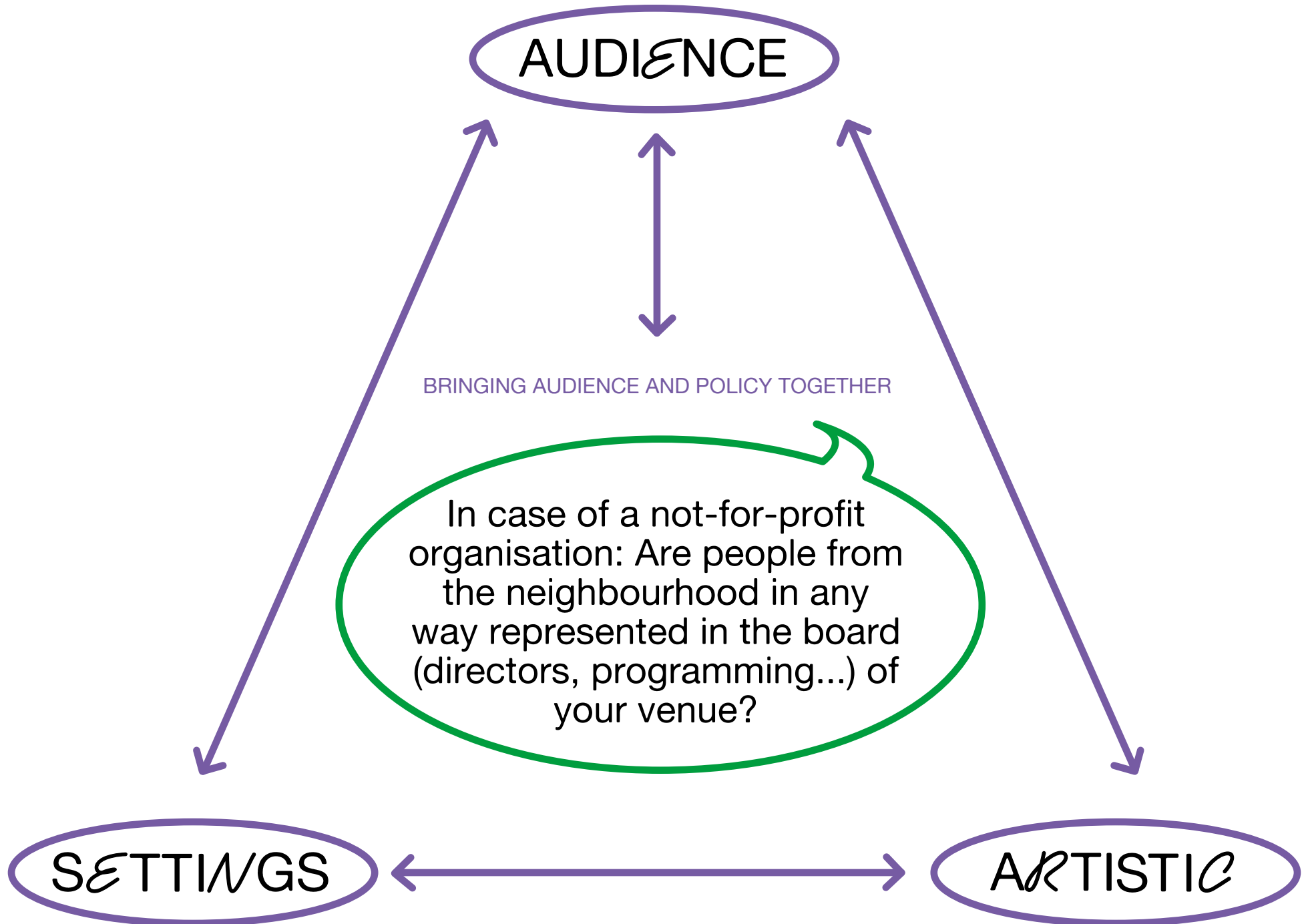












CRÉDITS

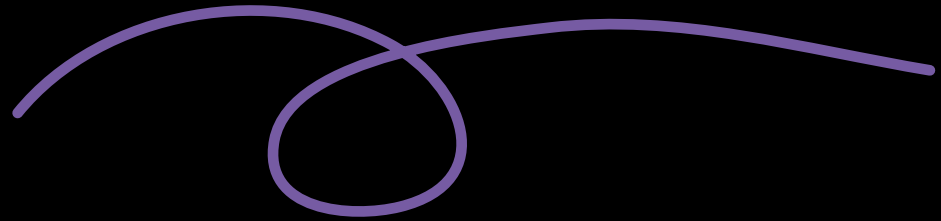
Live DMA is a European non-governmental network working to empower its members and live music professionals, to structure the live music sector, and to enhance the recognition of venues, clubs, and festivals as important cultural, social, and economic actors. Ever since its foundation, exchange of best practices and experiences have been the pivot of the network's existence. In 2017, the European Commission recognized Live DMA as European network and granted, via the Creative Europe programme, funding to develop the network's project Live Style Europe (LSE).

CREDITS

Live DMA organized a Working Group in 2018 gathering 20 live music professionals from all over Europe to reflect on audience development in venues, clubs, and festivals. The participants developed the Try-Angle, a hands-on method which depicts how live music professionals explore the relationship between audiences, settings/venues and artists in new ways. Whether you wish to take a step back and reflect on the work you are doing or need to formalise your working processes to the most recent people in your team, the Try-Angle is a methodology created by live music professionals for live music professionals.

A big thank you to the participants of the Live DMA Working Group on Audiences (Rennes & Granada, 2018)

CREDITS



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