

SYNAPSE C

● PARTENARIAT
DU QUARTIER
DES SPECTACLES
MONTREAL

DATA
ECHO
CULTURE

GATHERING
AROUND DATA
IN THE CULTURAL
SECTOR

27-28-29
APRIL 2021

EVENT SCHEDULE

 the audience agency

 OCAD
UNIVERSITY
U

Yulism

day 1 : April 27

UNDERSTANDING YOUR DATA

Better understanding the benefits and demystifying the practices

MAIN STAGE

10:00
UK 15:00
FR 16:00

EVENT LAUNCH
Capturing Cultural Value

Opening

11:00
UK 16:00
FR 17:00

Data for audience
development

Panel

The mechanics
of analysis

Workshop

The diversity of
cultural expression
in the digital
environment

Panel

12:00
UK 17:00
FR 18:00

Mobilizing
demographic data

Panel

Navigating a
dashboard

Workshop

Handcrafted
personas

Panel

The
Solutions
Bar

13:00
UK 18:00
FR 19:00

Visualize the
unexpected

Panel

Making sense of
your data

Panel

The Data-informed
website

Demo

14:00
UK 19:00
FR 20:00

Day's key learnings

Cadie Desbiens-Desmeules
presented by Mutek

14:30
UK 19:30
FR 20:30

day 2 : April 28

CREATING VALUE THANKS TO DATA

Strengthening our strategic, operational & decision-making capacities with practices and tools

	MAIN STAGE				
10:00 <i>UK 15:00</i> <i>FR 16:00</i>	Doing more together				
	Opening				
11:00 <i>UK 16:00</i> <i>FR 17:00</i>	Consumer surveys at times of pandemic	Visualizing your audience	Comparing to improve		
	Panel	Workshop	Workshop		
12:00 <i>UK 17:00</i> <i>FR 18:00</i>	Data sharing with whom and why	Remodelling with data	What to look for in ticketing data?		
	Panel	Workshop	Demo		
13:00 <i>UK 18:00</i> <i>FR 19:00</i>	Engaging diverse audiences	How the "majors" in Toronto are collaborating	Do I really need a CRM?	Statistics run	
	Panel	Case study	Workshop	Panel	
14:00 <i>UK 19:00</i> <i>FR 20:00</i>	Day's key learnings				The Solutions Bar
	Data Echo Culture presents Jer Thorp				
14:30 <i>UK 19:30</i> <i>FR 20:30</i>					

day 3 : April 29

INNOVATING WITH YOUR DATA

Projecting into the future and building long-term strategies

MAIN STAGE

10:00
UK 15:00
FR 16:00

Audiences of the Future

Opening

11:00
UK 16:00
FR 17:00

Data and dollars

Panel

Examples of data sharing

Panel

Rethinking the museum visitor experience

Case study

12:00
UK 17:00
FR 18:00

Be seen and heard

Panel

What do Funders measure?

Panel

Developing your digital strategy with data

Case study

13:00
UK 18:00
FR 19:00

What Audiences Say They Do

Panel

Building Indigenous Content and Audiences

Panel

Data in the service of cultural tourism

Panel

14:00
UK 19:00
FR 20:00

EVENT CLOSING
Where from here?

Closing

14:30
UK 19:30
FR 20:30

Charline Dally presented by Eastern Bloc

The Solutions Bar