**BRIEF FOR GROUPWORK**

Each group splits into 3 sets :

* **Set A : Existing Audiences : people who attend theatre**
* **Set B : Potential Audiences : people who have never attended or who attend very rarely**
* **Set C : Artists : people who make and market theatre**

**PREPARATION PHASE : (15 minutes)**

**Set A : Existing Audiences:**

Based on what members of this set know about their existing audiences – put yourself in their shoes.

* Why do you come to see the work in the first instance?
* Why do you return?
* What do you like best?
* How do you feel when you come?

**Set B : Potential Audiences:**

Based on what members of this set know about their audiences – put yourself in their shoes.

* Who are you? Any particular social group or segment?
* Why don’t you currently go? What are the barriers?
* Are there any fears about going to the theatre for the first time?
* What might get you there?
* What would you like to feel if you went?

**Set C : Artists :**

* Discuss questions you’d like to ask each audience set – existing and potential - things you really want to know about existing or potential audience behaviours and motivations
* From the list of questions, agree 2 you are going to ask
* Agree a scribe from the group

**CONVERSATION PHASE: (20 minutes)**

Within your groups :

Artists – ask your questions to the two audience sets A and B (4 in total)

Audience sets A and B – answer the questions based on your preparation phase

Scribe – log questions and answers

Choose 2 of the 4 questions to share with the whole session – the most important ones