

The European Audience Data Alliance Culturetech Summit

Accelerating the digital transformation of the cultural sector together

Tuesday the 1st of April 2025 in Brussels

SPARKS | 60 rue Ravenstein - 1000 Brussels

Deeper and more diverse audiences through collaboration

- 09.30 – 10:00 **Welcome & Coffee/Tea + Light Breakfast**
- 10.00 – 10:10 **Welcome, introductions and setting the Scene**
- 10.10 – 10.30 Roundtable Introductions
Gijs Meier | DEN
Into the Future
- 10.30 – 11.00 **A perspective on CultureTech and it's influence on audience engagement**
Robin Cantrill Fenwick | Baker Richards
- 11.00 – 11.20 **Trends and perspectives on Ticketing solutions** and the future of audience data collection/activation
David Pearce | Tessitura
- 11.30 – 11.45 **The Audience Data Landscape – Presentation of research commissioned by DEN**
- 11.45 – 12.30 **Workshop 1: Future Trends in Cultural Engagement**
- 12:30 – 13:00 **Lunch**

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Here and Now

- 13.00 – 13.30 **The CultureTech Ecosystem – Multiplatform solutions for cultural organizations**
Culture Suite | Coen van der Poll, Yesplan | Woulter Vermelyn and Activity stream | Violet Tolpe
- 13.30 – 14.20 **Workshop 2: Defining Cultural Engagement Metrics**
- 14.20 – 14.40 **Break**
- 14:40 - 15:00 **From Micro to Macro – The potential of community solutions**
Erik Lindholm | MarketHype
- 15.00 – 16.00 **Workshop 3: Collaboration Between Tech and Cultural Sectors**
- 16.00 – 16.30 **Wrap up & Next Steps**

Deep Dives



Workshop 1: Future Trends in Cultural Engagement

- What emerging trends in technology could impact cultural engagement in the next 5-10 years?
- How can cultural institutions adapt to these trends while maintaining their core missions?
- What innovative approaches can be taken to enhance public interest and participation in cultural activities?

Workshop 2: Defining Cultural Engagement - Metrics

- What specific metrics should be used to measure cultural engagement?
- How can we standardize these metrics across different cultural institutions (museums, theaters, etc.)?
- What role do technology and data analytics play in tracking and reporting these metrics?

Workshop 3: Collaboration Between Tech and Cultural Sectors

- What are the potential benefits of collaboration between IT companies and cultural practitioners?
- How can we create effective partnerships that leverage the strengths of both sectors?
- What challenges might arise in these collaborations, and how can they be addressed?

Key EADA CultureTech Summit Outputs



- (Re) Aligning funders and cultural agencies needs for audience data insights
- Futureproofing benchmarks for measuring cultural engagement so agencies and cultural leaders can share insights from one country, region, city or cultural organizations with another.
- Insights into tomorrow's collection, management and presentation of audience data potential