

**NEWS & EVENTS** > Brussels | European Audiences: 2020 and beyond | conference

FROM - TO  
16 OCT 2012 - 17 OCT 2012

## Brussels | European Audiences: 2020 and beyond | conference



A conference on **European Audiences: 2020 and beyond** is organised by the European Commission in Brussels 16-17 October. It will provide inspirational examples of audience development by cultural organisations and foster European exchange of practice on audience development strategies. **Registration open until 28 September Live streaming of the event for those who cannot attend** Engaging the public with European cultural works is a priority for the European Commission, as well as for most cultural organisations and public authorities in Europe. This is why we have decided to focus on audience development in the proposal for the Creative Europe Programme for the period 2014-2020. We understand audience development as a strategic, dynamic and interactive process of making the arts widely accessible. It aims at engaging individuals and communities in experiencing, enjoying, participating in and valuing the arts

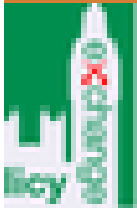
through various means available today for cultural operators, from digital tools to volunteering, from co-creation to partnerships. It brings cultural, social and economic benefits. Audience development as a concept may be relatively new, but cultural organisations have already been engaged in a dialogue with their audiences for a long time. We want to present at this conference a snapshot of projects supported by the EU's current Culture and MEDIA programmes, other EU programmes or without direct EU funding, to provide inspiration for our work ahead. The conference will be live streamed [on this page](#), for those of you who cannot be present in Brussels but are interested in following the presentations and debate. Read the report on [Audience Building and the Future Creative Europe Programme](#) Watch video about the [audience building priority](#) for Creative Europe programme

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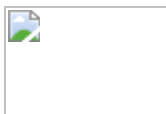
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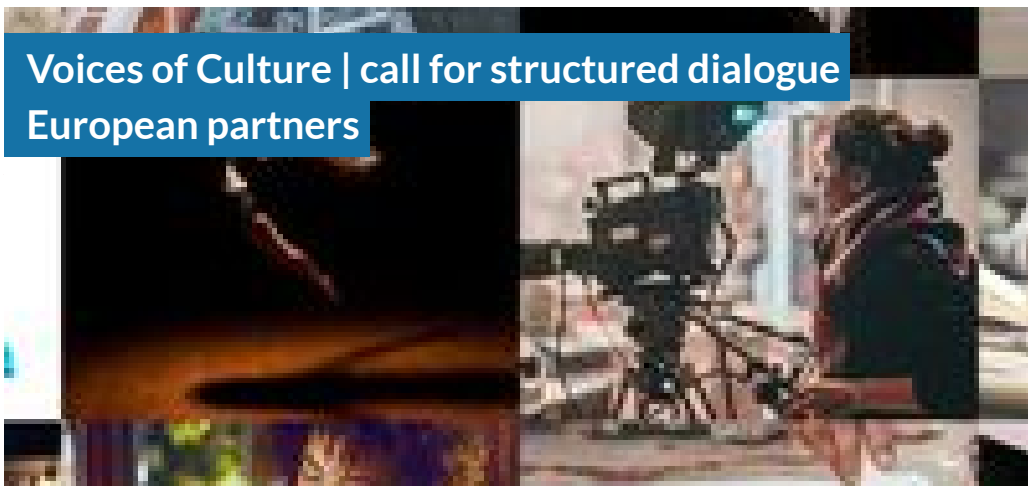
BY JORDI BALTÀ PORTOLÉS  
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**culture360.asef.org** brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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