

Data Salon Briefing:  
July 26<sup>th</sup> 2019  
Art Gallery of New South Wales

**July Invited Speaker: Miranda Carroll, Director of Public Engagement, Art Gallery of New South Wales**

**Topic: Audience Engagement Lessons from LACMA**

Miranda began with a brief history of Los Angeles County Museum of Art (LACMA), where she was Senior Director of Communications for eight years. She described its site and relationship with its neighbouring cultural institutions, its recent additional buildings and planned future expansion as part of a large-scale precinct development. She highlighted the role of major public artworks outside the museum as iconic attractors that play well in social media and raise the visibility of the museum. Miranda shared the extensive audience data related to the *Reigning Men* exhibition that was pooled and examined as part of a holistic interdepartmental exhibition review. She shared details and counts of attendees, marketing reach across different physical and digital platforms, programming and activations metrics, content placements, marketing design decisions and paid/unpaid social media activity. The exhibition reviews are a relatively new practice at LACMA, however they've already led to changes in marketing and media strategies.

**July discussion topics:**

**Tailoring communication content for different audience groups – and reaching the “non-audience”**

This discussion followed on from Miranda's analysis of how LACMA targeted communications to different audiences. The group raised the relative value of different channels of communication – from street banners (useful in LA) to print ads (not particularly useful) to digital ads, and the various ways to calibrate content for different audience segments. This led on to great discussion about **the art of algorithmic online ad targeting**. Staff from Sydney Film Festival described their work with Bolster in reaching ‘non-customers’ (i.e. people who have visited the website, but not purchased a ticket) through cookies, online user tracking and “dark ads” (based on other platforms) to build connection. Some key take home thoughts from the Sydney Film Festival include:

- The idea of “taste fields”, and how they might work to connect programmers and program offerings with audience preferences;
- The different audience insights that are emerging between traditional survey information and google analytics;

We will definitely pick up on this interesting direction in a future salon.

**Data sharing, CRMs and Tessitura**

During the discussion, Tessitura (a complex and feature rich Constituent Relationship Management System with eCommerce capabilities) was used as proxy for a discussion about data sharing and CRM strategies and practices in general. Staff from Sydney Theatre Company noted that “We have never shared data and then thought ‘Oh I wish I hadn't done that’”. One contributor made the important point that “Whatever's good for performance art is good for all of us”. We are planning a salon on CRM strategies and the potential for cross-institutional collaborations in 2020.

**About the Data Salon:**

The Salon series provides a unique forum to share experiences, strategies, and tools for leveraging data across the Sydney Culture Network (SCN). With invited talks, discussion and show-and-share opportunities the salons explore how data-led research and innovation informs a holistic view of audience experience and institutional practices to influence daily decision making, strategic planning and sectoral collaboration.

The data salon is co-convened by Dr Lizzie Muller and Prof. Keir Winesmith from UNSW, with input from the SCN Data Working Group. The salon is held bi-monthly on the last Friday of the month.

**Future salon dates, locations and topics for 2019:**

If you have topics or speakers you'd like to suggest, or your institution would like to host future salons, please contact Dr. Lizzie Muller and Prof. Keir Winesmith ([lizzie.muller@unsw.edu.au](mailto:lizzie.muller@unsw.edu.au) and [k.winesmith@unsw.edu.au](mailto:k.winesmith@unsw.edu.au)).

**The next salon will be September 27<sup>th</sup> 2019**, Paula Bray on #NewSelfWales at the State Library of New South Wales.

**Future salon dates for your diaries: November 29<sup>th</sup> 2019 and January 31<sup>st</sup> 2020.**

**Sydney Culture Network's Data Working Group members:**

Tim Girling-Butcher, Sydney Living Museums  
Lizzie Muller, UNSW Art & Design  
Jodie Polutele, Biennale of Sydney

Robin Phua, State Library, NSW  
Keir Winesmith, UNSW Art & Design