

AUDIENCE ENGAGEMENT PLATFORM

For more information, contact
chris@misnomer.org
917.602.0478
www.misnomer.org



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An Initiative of

Misnomer
misnomer dance theater

Chris Elam, Artistic Director



WHAT

IS AEP?

AEP – or the **Audience Engagement Platform** – is an innovative web-based communications network designed to connect performing artists, and the environments within which they work, with their audiences – patrons, contributors, the media, and potential funders. It is a “one-stop” answer for online audience engagement that builds off of the extraordinary technical advances utilized in the commercial and social sectors. AEP is designed as a long-term, arts-wide solution that will facilitate meaningful and productive two-way interaction between those who create art and those who appreciate it.



WHO

DOES IT SERVE?

An invaluable resource to the creative community as well as those who appreciate the arts, AEP helps artists to actively engage their audiences in an ongoing dialogue about the work being created, providing the opportunity for arts enthusiasts to go behind the scenes and actually participate in the creative process. In addition, because of its expansive reach, AEP will help captivate and cultivate arts donors and volunteers, maximize media coverage, and provide an unprecedented communication network. It will go far beyond the traditional confines of artist and audience and in some ways, re-define what it means to be an audience member.



WHY

IS IT NEEDED?

Over 40% of all Americans attend performing arts events each year; and there are over 6 million artists working in America. While the artists interact with their own audience base perhaps once or twice a year, their cumulative reach is enormous. Though there are numerous methods of web communication available, few are interconnected in any comprehensive way, leaving artists feeling stranded, frustrated, and static in their audience outreach. AEP will simplify and streamline the various online vehicles available, and create effective and efficient ways of engaging and growing audiences. For audiences, it will provide unprecedented and meaningful ways to be involved as a true partner in the arts.



HOW

DOES IT WORK?

For artists, arts organizations and venues, AEP provides an easy-to-use set of web tools that can be customized to their needs, offering a built-in customer relationship management database, messaging, and incentives center. This platform provides the ability to mobilize audiences, inviting them to engage with the arts as active partners. This synthesis occurs through innovative web interactions that allow emailing, blogging, live-streaming, instant messaging, and much more to occur all through one portal. AEP has the ability to virtually transport the user directly into the creative process, allowing arts enthusiasts to interact with the artists in ways never before realized.