



„Culture & Young People – What Could Possibly Go Wrong? Factors, Challenges and Opportunities of Cultural Participation for Youth“

21 – 23 of May, 2025 at Theater Strahl | Berlin/Germany

Save the Date & Call for Proposals

The **Connected Audience Conference** is held every two years bringing together cultural professionals, researchers, and policymakers to actively participate in discussions about how to build and engage audiences in cultural organizations (museums, theatres, symphonies, etc.).

The conference 2025 will address the challenges and opportunities for cultural organizations interacting with young people – adolescents and young adults from the age of 14 upwards. Active engagement with cultural activities, artistic and creative content are important components of healthy adolescent development, supporting young people’s personalities and opportunities for a self-determined lifestyle. At the same time including young people offers the organizations new opportunities in shaping innovative program and education formats as well as and new forms of co-creation, participation and inclusion. What do we know about how young people value these encounters and how to facilitate them well? What are the challenges and opportunities of working for and with young people? Answers to these questions require an understanding of young people’s cultural experiences, values and preferences to build on these insights and shape meaningful experiences and mutual learning opportunities together.

To explore these challenges the Institute für Kulturelle Teilhabeforschung (Institute for Research on Cultural Participation | IKTf Berlin) in collaboration with the Institute for Learning Innovation (USA) will bring together experts, researchers, and practitioners from the global cultural sector for discussion and exchange.

➔ [Event Website](#)

Conference Design

Previous years' participants have described the conference as fun AND informative, and helpful to make important new connections in their field. This international, biennial conference will be highly interactive and participatory. Wanting to create more of a workshop feeling: There will be more discussion than presentation, and you will learn from both experts and colleagues.

The main goal of the conference is to examine how audience research and evaluation can support cultural institutions in gaining a greater understanding of their audiences. This includes how research is both performed and applied. By using these tools, institutions and practitioners will be able to increase participation and better inform their strategic development and overall cultural practice for youth, thus building their future (audiences).

Join your colleagues from around the world to explore the role that cultural organizations can, do, and should play in our communities.

We invite you to share this email with other cultural professionals, and to submit a proposal for a panel presentation or workshop.

Call for Presentations and Workshops

We are inviting proposals for hands-on workshops, individual and panel presentations or whatever creative format idea you might have that present research findings or other direct evidence that informs effective policy and practice or that creates deep discussions among conference participants. Sample topics and questions include (but are not limited to):

- How can we effectively measure cultural participation and engagement of young people – creative leisure activities, education, visit etc.?
- What does it mean for cultural institutions and practitioners to be collaborative with young people, parents, teachers or youth work and how should we measure its impact?
- What do we know about how young people engage with cultural organizations and what does it tell us for the future world of cultural educational work?
- How do we know if our programs have impact e.g. contribute to youth well-being and thriving?
- What role do online platforms play in fostering cultural participation and engagement?
- How can cultural institutions align their activities for and with BOTH young people and the potential needs of older audience groups?
- How do cultural institutions and practitioners influence the relevance of arts and culture for young people and for their later adult years?
- How does the cultural sector need to change in order to enable broader cultural participation among young people?
- What are the perceptions of art, culture and cultural institutions among young people?
- How can we build successful networks and collaborations between cultural organizations to serve young adults?

These questions, and others are fundamental to the sustainable future of cultural institutions and practitioners. Join us as we seek to understand and build the kind of relationships with young people that the cultural institutions' missions promise and that sustainable futures demand.

Guidelines for Proposals

Please submit an individual presentation, a workshop or choose to organize a panel of 3 speakers or other creative format ideas. To be considered for inclusion in the conference, individuals, groups or panels should submit an abstract in English of **no more than 250 words** (per individual presenter) and include a short biography and your contact details.

Submission deadline: November 3rd 2024.

The conference organizers will select interesting and innovative proposals, possibly bringing related topics together for a panel discussion. Successful candidates must be committed to attending the whole conference. Again, please note that **all presentations must be in ENGLISH**. Each session will be scheduled for approximately an hour with presentations limited to 10 minutes or less to allow significant time for audience participation and discussion.

Any contributors to the conference will be able to attend the conference for free, but will have to bear to pay for their own travel, food and accommodation costs.

Travel support may be provided in exceptional cases. Please check first whether other funding sources are available to you (e. g. universities travel allowances or DAAD). Please contact us for more information.

DGS interpreting is guaranteed if required. The project team will be happy to answer any questions you may have about accessibility at the event. You may also have the option to leave us a corresponding note when registering.

By contributing to the conference, you agree to the processing (collection, storage and publication) of your photo and /or film material (personal data in the form of image data).

About us:

The **Institut für Kulturelle Teilhabeforschung | IKTf** (www.iktf.berlin) investigates the conditions that foster cultural participation by providing policy makers, funders and practitioners in the cultural sector with the comprehensive knowledge they need to lead in the twenty-first century. IKTf conducts scientific studies on visitors and non-visitors of cultural offerings. The Institute is also responsible for guaranteeing the scientific quality of the Berlin visitor research system KulMon (KulturMonitoring). IKTf's research also measures the factors that support cultural organizations and their funders build broad and diverse participation.

The **Institute for Learning Innovation** (www.instituteforlearninginnovation.org) is a non-profit that works collaboratively with organizations and communities around the globe to expand the way that people think about learning. Their research, and the application of those

findings to everyday learning, are designed to broaden who has access to learning, expand where and when people learn, and extend the basic understanding of how people learn across their lifespan.

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