

Cultural Management in the Digital Age FOOTNOTES

SESSION VII

PRE-SESSION EXERCISE

Know Your Audience - <https://forms.gle/M8FA5EJSidWdo8WX9>
The responses from this quiz were discussed during the session.

PRE-SESSION READING

[Set of case studies](#) (PDF in folder) -

The session discusses 'BUNKER – LJUBLJANA, SLOVENIA' from page 23-26.

Questions explored:

- 1) How would you co-relate Bunker's audience development and engagement goals in the physical realm with the digital needs? Draw out commonalities and departure points (at least 2).
- 2) Draw out all the audience touchpoints for Bunker in the digital arena. Discuss prioritisation for each in line with the audience development goals outlined, and explain what criteria are you using to prioritise these touchpoints.
- 3) If you were in Bunker's position, what decisions would you need to take with respect to staff training and upskilling to meet the AD challenges?

These footnotes are part of the 'Cultural Management in the Digital Age' programme by Goethe-Institut / Max Mueller Bhavan Mumbai. This summary is licensed under **CC BY**. This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use. The license does not cover the content of the articles listed. Each piece of content carries its own copyright.

