

## Education and communication/marketing: friend or foe?

In 2012, following the *Mapping of the opera and dance education sector* carried out in 2011, RESEO wanted to study the relations between the education and communication/marketing departments of European opera houses. The aim was to identify links between the two departments as well as to determine what common activities they undertake and their target groups. Here are the results of this study.

### 45 European RESEO member organisations responded to an on-line questionnaire in October 2012

#### **Cooperation in 2012**

Almost half of the 45 organisations involved have an education department in place which is linked to their communication/marketing departments. In the majority of organisations, these departments work together. Moreover, 88.1% of the organisations deem collaboration between the two departments to be good or even very good.

These departments collaborate almost systematically when working on participatory projects, events and productions for young audiences. Generally speaking, cooperation is effective when collaboration occurs frequently.

#### **Why do these two departments work together?**

- Promotion and communication of education activities, primarily via digital media:
- Search for audiences

#### **Percentage of collaboration by activity**

- Productions for young audiences (91.4%)
- Events (88.6%)
- Participatory projects (87.5%)
- Thematic discussions/study days (83.3%)
- Workshops (77.8%)
- Work with marginalised people (69.2%)
- Discussions around performances (69%)
- Training (52.9%)
- Guided tours (51.7%)
- Productions for young audiences (76.7%)

The results demonstrate that the departments primarily cooperate for one-off events.

#### **What audiences are targeted when the education and marketing/communication departments work together?**

- All ages are targeted (from babies to senior citizens)
- Frequent and efficient collaboration aimed at families, children and young adults

To gain a more in-depth insight into these results and to provide RESEO members a more definitive perspective on cooperation, in December 2012 telephone interviews with 4 organisations were carried out that brought to light significant or atypical examples.