Cohorts

- Your valuable new friends

- How audiences engage
  - We went from tactical to sharing our stories
  - Level set expectations through shared language

- Partnerships
  - Bottom lines - many different
    - All agreed: AN EQUITABLE relationship is needed
    - FIRST: we have to GIVE

- Creative placemaking
  - Importance of Goals
  - Hyperlocal is important
  - How to CREATE opps. with our audiences

- Decoupled engagement = as an art form
  - Marketing = being THE thing, not "about"

- Measuring
  - A good thing: An eclectic group of folks
  - Create a safe place for ALL kinds of people and voices
  - TELING OUR STORY

- Optimism will really help our staff engage
  - It's an ALL Staff show - Everyone needs to be keyed in

- Consensus = To create CLEAR goals: Objectives

- Decision making
  - Shared decision making was our favorite strategy
  - Special power in creating Cohorts with people from all areas/scale

- Time
  - Discover Mutual time
    - Adapt to what you're getting BACK from your community
    - Thinking about play, discovery, and food

- Motivating staff
  - "We are ready" - build a relationship
  - Day 1 - identified the need to BUILD trust + relationship
  - Day 2 - 45 mins into lunch, PB was what we were doing AND need to do by our staff

Audience Evolution
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