



ADVISORY
BOARD
for the ARTS

Transforming Arts Organizations Worldwide

Creating Clear Digital Objectives

Interactive Member Workshop

Digital Workshop: Creating Clear Digital Objectives

This workshop helps arts and culture organizations focus their digital initiatives on what is most likely to fulfill stakeholder needs and advance organizational goals. Through a combination of teaching, discussion, group exercises, and breakout exercises, we explore the primary components of digital objectives and develop draft digital objectives screened for organizational fit.

Description:	<p>Participants deconstruct the three primary components of an effective digital objective:</p> <ul style="list-style-type: none"> • The WHY: Longer term goal of digital effort (e.g. sell hybrid subscriptions, increase donations, attract new audiences) • The WHO: Target audience (e.g. donors, subscribers) • The WHAT: The way you will use digital to achieve your goal (e.g. create a community; demonstrate social impact)
Participants:	<ul style="list-style-type: none"> • Cross-functional audience including strategy, marketing, development, community engagement, education, and digital teams
Timing:	<ul style="list-style-type: none"> • 3-hour interactive virtual session
Output:	<ul style="list-style-type: none"> • Draft digital objective(s) and criteria for screening potential digital initiatives • Next steps and tools for audience insight-gathering
Workshop Agenda:	<ul style="list-style-type: none"> • Digital Objectives Overview.....45 minutes • Three Elements of Effective Digital Objectives – Why, What, and Who.....45 minutes • Group Brainstorm – The Why.....30 minutes • Breakout Groups – What and Who.....30 minutes • Review and Next Steps.....25 minutes