



INVITATION

Please join **Belfast Visual Arts Forum**, where we will welcome guest speaker Áine McCarron, Head of Sector Development at Thrive.

Wednesday 23 October, 10am - 12 noon
Golden Thread Gallery

The focus of this event will be Arts Audience Insights. The IMPACT survey from Thrive is the first of its kind to evidence the impact of attendance at arts organisations and spaces across Northern Ireland. It offers insights into:

- The impact of arts attendance on NI audiences
- How different demographics engage with arts and culture
- Their behaviours and motivations
- How the cost of living has affected their spend around arts attendance

The talk will explore how this research helps us learn more about who visual arts visitors are, how they behave, why they visit and how they feel after attending.

Please RSVP to culture@belfastcity.gov.uk by Thursday 17 October at 12 noon, stating any accessibility or dietary requirements.



Belfast
City Council

BELFAST
VISUAL
ARTS
FORUM

thrive
making culture count



Áine McCarron, Head
of Sector Development
at Thrive

With a background in journalism and over a decade working in the arts in the Northwest of Ireland, Áine has a wide range of experience in communications, audience development, community storytelling, marketing and PR.

Her work in theatre and multi-disciplinary arts in Derry~Londonderry has focused on participant and audience research and voice, giving insights into unique cultural experiences and showing the value of arts in everyday lives.

Thrive has spent twenty years doing research with and for hundreds of arts organisations, to better tell the story of cultural engagement in Northern Ireland.