

Case Study Analysis Part 3: Audience Analysis

Fall Concert: Kartik Seshardri, Sitar
Irish Cultural Festival Meeting

The Audience analysis of World Music Series will be based on what we have learned as an organization as of Fall 2013.

Thus far, the series has inherited two concert events that the previous director has nurtured and producing over the last three to four years. The first one being the North Indian Classical Music concert, this is the artists third year with WMS. From our observations of the event, we have discovered that there is a small group of loyal audience members that comes to see this show every year. These particular groups of audience members are mostly community members and senior citizens. Many of them started attending these concert based on words of mouth and they had some connection with the last director.

We can tell that this small group has been carefully nurtured and a taste and culture for classical Indian has been build on for them. Although, we were told prior to the event that Classical Indian music is “big” in Eugene but after carful analysis afterwards we feel that this type of music appears to be prosperous because of its uniqueness and one of a kind offering that makes it seems like there is a market for it. Audience members whom have come to this particular event have most likely came to the previous ones.

We also noticed there were a handful of student attendance, seen as the series is designed for student benefits. We had hoped for more student attendance than anticipated.

The Irish Cultural Festival concert organization meeting was a steep learning curve for WMS. We unearthed some past relationships of WMS and workings with the Irish Cultural Fest. And put more puzzles to the piece. The relationship seems symbiosis to a certain extent, but really deep down WMS is offering great advantage for the festival. We have also been told that this is the only concert that makes profit from ticket sales, but this is to be determined until after the fact. From past ticket sales records, audience attendance is higher than the rest of the concert events, and there is always more community members than students. We assume audience members for this concert will be Irish culture enthusiasts, or past attendees of the same event.