



OPEN BOOK FESTIVAL

www.openbookfestival.co.za

IDENTIFYING THE AUDIENCE

- What do people think a book festival audience looks like? Who is welcome?
- What do we want the Open Book Festival audience to look like?
- How many people do we want and can we cope with?

STRATEGY TO GET THERE

- EVENTS
- AUTHORS/PARTICIPANTS
- PARTNERS
- MARKETING
- TRUST
- BE OPEN TO LEARNING & FLEXIBLE
- INVESTMENT IN OUR AUDIENCE
- CREATE A WELCOMING AND OPEN SPACE



INZYNC SESSION AT OPEN BOOK FESTIVAL 2016