

PUDDING

THE SWEET SPOT BETWEEN
ARTS ORGANISATIONS AND
THEIR AUDIENCES



Notes for staff about Pudding

- Pudding is an informal post-event discussion format that allows audiences to digest what they have seen on stage, swap their opinions and take ownership over the ideas that matter to them.
- For arts organisations Pudding is a chance to deepen relationships with audience members, and make attendees feel more welcome.
- I'm hoping that by doing this, we'll open up our arts organisations and change who feels that culture is for them.
- Pudding is free to attend, and guests are welcome to stay for as long or as little as they like.
- Discussions are welcome to digress.
- There will always be dessert.
- Guests will be invited to sign up for an after-dinner mint; an email that reminds them of one idea or thing that they want to hold on to from the day.

Notes about this Pudding event at the Roundhouse

- The event will take place from 1:30pm - 2:45 in the Event Space on the first floor, where the lunch will also be served
- This is the **first** pilot for Pudding; other pilots will be taking place across the spring and summer. Staff support on the day will be Melissa Murdock.

Notes on the after-dinner mint

- For those that opt in, we will be able to contact them again at a later date to see if they had pursued this action. The format therefore adds value to both individual and organisational experiences in tracking its impact.
- One iPad to be used with a Typeform; also set up on GA phone <http://tiny.cc/RHpudding> or <http://tiny.cc/RHPUDDING>

Notes for facilitators/ listeners

- When guests arrive, please welcome them into the space, introduce yourself, introduce them to other guests and start with an open question about how they have found the day.
- Prompts on the table are there to steer conversation if it needs it, but our job is to make people feel welcome and encourage them to consolidate what they have got out of the day. Once a conversation looks to have started successfully between participants do feel free to leave them if there is an influx of other people. Conversation does not need to stay on the subject of the event. Once attendees have settled into a chat please continue to check in and butterfly between conversations to ensure everyone is happy.
- Our role is to make people feel welcome, listen to conversation, facilitate and encourage discussion. Please keep track of interesting comments of experiences about the session for our evaluation afterwards (mentally rather than using paper).
- There are a couple of particular ways we'd like attendees to engage in Pudding:
 - Signing up for an after-dinner mint using the iPad or the tiny URL link (this gives them a reminder about the event in a week's time)
 - The Pudding pledge line: attendees draw desserts on one side and also what they will be taking with them from the day/ their commitment to the sector having taken part
 - Physical printed resources that take inspiration from the day. If anyone would like to be sent these please make note (or use the after-dinner mint form)
- If anyone would like to chat about Pudding, please intro them to me, or if busy, take their contact details and I'll follow up. I'm super keen to make sure that this pilot remains a pilot for Pudding, rather than a pitching session for it, but would love to be in touch!
- The purpose of this pilot is to learn about the format. There will be some things that work and others that don't so above all, thanks for your support.

I'm taking y'all for dessert afterwards, so please don't rush off if you don't have to.

**THE PROOF IS
IN THE PUDDING**