

CULTURAL INSTITUTIONS AND BIG DATA

1 DECEMBER 2017

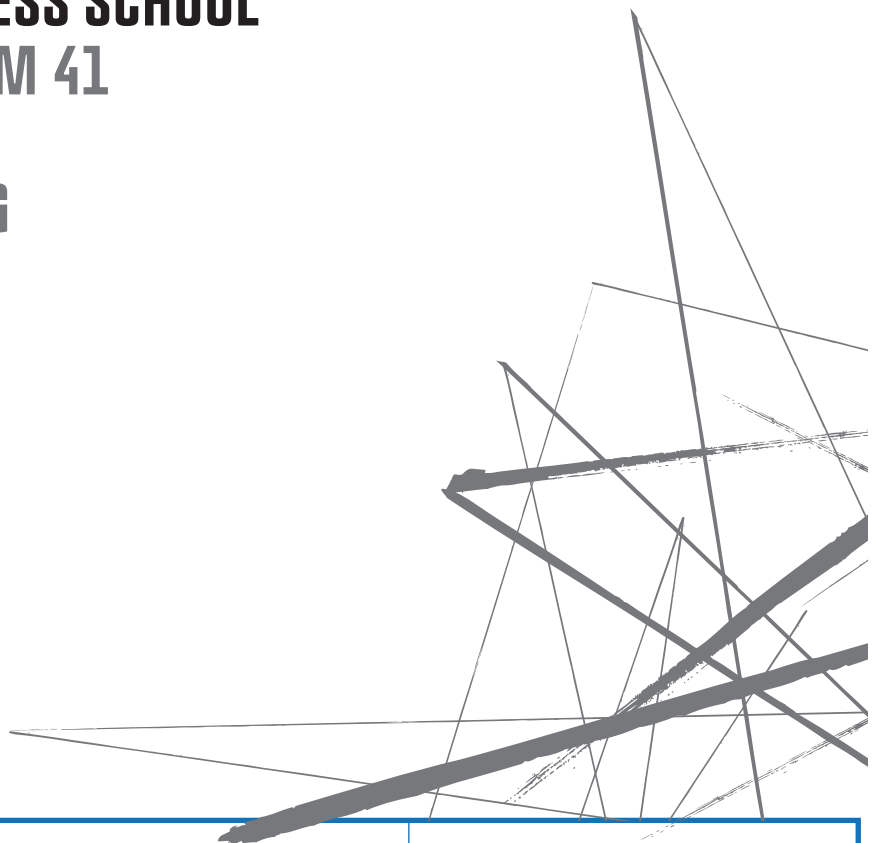
13:00-15:30

COPENHAGEN BUSINESS SCHOOL

KILEN, FLOOR 3, ROOM 41

KILEVEJ 14 A/B

2000 FREDERIKSBERG



TARGET GROUPS

This seminar is relevant for cultural institutions, managers in the cultural sector, researchers with an interest in cultural management and social media.

The seminar is free of charge, but registration is mandatory.

PLEASE SIGN UP AT:

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COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN

ABOUT THE SEMINAR

Many cultural institutions lack data-driven decision making when it comes to pricing and other important decisions. With reduced state funding and increased competition, it gets more important for the cultural institutions to know their audiences behavior. In the seminar we will present an innovative prediction model for attendance, based on social media data. The Royal Danish Theatre will be used as a case.

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PROGRAM

- 13:00-13:15** **Welcome and opening by Professor Trine Bille**
(MSO, Department of Management, Politics and Philosophy, CBS)
- 13:15-14:00** **Datadriven decision making at the Royal Danish Theatre**
(Christina Østerby, Director of Programming, Sales and Strategic Analytics, the Royal Danish Theatre)
- 14:00-14:15** **Break**
- 14:15-15:00** **A prediction model for the Royal Danish Theatre based on Facebook data** (Post. doc. Andrea Baldin, Department of Management, Politics and Philosophy, CBS)
- 15:00-15:30** **Future possibilities for using big data to increase competitiveness in the cultural sector** (Professor Ravi Vatrpu, Department of Digitalization, CBS)

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TIME AND DATE

1 December 2017
13:00-15:30

LOCATION

Kilen, Floor 3, Room 41 (CBS)
Kilevej 14 A/B
2000 Frederiksberg

[Map - Directions](#)

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