

VOICE PROGRAMME				
(Why) Mission	To support the photographic infrastructure in Northern Ireland where Belfast Exposed can share, inform and tell stories, as well as providing a platform for individuals, artists and communities to share their voice.			
(What) Objective	(How) Priority	Performance Measure	Performance Target	Evaluation
To inspire and create access, encouraging open dialogue through narratives and the power of visual story telling through promotion across online and offline networks. Through the use of photography, audiences, artists and communities will be influenced, engaged and empowered.	Stimulate and encourage global conversations on contemporary photography's roles within society through innovation and technology, research and a constantly evolving landscape.	Partner locally, nationally and internationally by providing talks, seminars, symposiums, conferences, workshops, as well as publishing and exhibiting.	Promote 100 artists through photography programmes annually.	Marketing Evaluation is to be carried out on a quarterly basis, featuring the following.
			Review baseline of physical audiences and increase offline and online audiences by 10% annually.	Statistical Evaluation of email marketing campaigns, based on Open Rate and Click Through Rate.
	Through digital and printed translations that utilise campaigns, online platforms and visual adaptations to involve audiences and artists.	Develop independent critical review, create broader visibility nationally and internationally of our work and artists. Develop and optimise multimedia platforms, both online and offline.	Produce 20 artist intro/portfolio videos including 'Futures Artists' and high-profile artists we showcase annually.	Performance compared to both industry averages and our own previous performance to provide year-on-year view.
			Continually develop and optimise multimedia platforms (website, social media, email, digitised archive) both online and offline annually, and also identify new platforms (e.g. TikTok).	The number of replies to press releases and stories in media/press outlets to be recorded. Compared to previous years to provide a long-term view of performance.
	Support and promote artists, individuals and communities through a programme of exhibitions, events, training, local and international networks.	Track and review Belfast Exposed audiences through digital insights and analysis across all demographics. Establish new innovative and engaging ways to reach new audiences.	Showcase 3 new community, youth and mental health and wellbeing programmes annually.	Website traffic figures.
			Deliver a UK conference on mental health and photography by April 2023.	Qualitative Feedback from key stakeholders, colleagues and partner organisations assessed.
	Implement aggressive marketing strategy for key exhibitions and events.	Diversify and attract new audiences through our aggressive marketing strategy.	Deliver seminars on topical issues such as use of camera/smartphones, traditional photography, peacebuilding, climate	Activity examined on an organisation-wide view and can also be subdivided into an exhibition-by-exhibition view.
			Deliver a minimum of 2 x key events/exhibitions that utilise our aggressive marketing campaigns annually.	Analyse social media monthly analytics to review what content works best on the differing channels. Compare also to other organisations within the field.
				Carry out Audience listening on social channels to evaluate what our audiences are following elsewhere online.

