

**AUDIENCE DEVELOPMENT STRATEGIES : ATTRACTING AND
RETAINING DIVERSE THEATRE GOERS**

BY

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MATRICULATION NUMBER: ART2101197

SEPTEMBER 2025.

**AUDIENCE DEVELOPMENT STRATAGIES : ATTRACTING AND
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A RESEARCH PROJECT

SUBMITTED TO THE DEPARTMENT OF THEATRE ARTS

FACULTY OF ARTS UNIVERSITY OF BENIN, BENIN CITY IN

PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD

OF THE DEGREE OF

BACHELOR OF ARTS (B.A) IN

THEATRE ARTS

SUPERVISOR: DR JOHN NDUBISI BARDI

DEPARTMENT OF THEATRE ARTS

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SEPTEMBER 2025.

CERTIFICATION

This is to certify that this research project titled:

Audience Development Strategies : Attracting And Retaining Diverse Theatre Goers

Was carried out by **Ajifola Precious Gift Matriculation Number: Art2101197**

of the Department of Theatre Arts , Faculty of Arts , University of Benin, Benin City, in partial fulfilment of the requirements for the award of the degree of Bachelor of Science (B.A) In Theatre Arts .

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EXTERNAL EXAMINER

DEDICATION

This work is dedicated to **God Almighty**, the source of all wisdom, knowledge, and strength.

ACKNOWLEDGEMENT

I wish to express my heartfelt gratitude to everyone who has supported me throughout the course of this research.

My deepest appreciation goes to my beloved parents, **Mr. and Mrs. Ajifola**, for their unwavering love, prayers, and encouragement that kept me steadfast through every stage of this work.

Special thanks to **Mr. Olakunle Olaboyega Ajifola** for his continuous guidance and moral support.

My profound gratitude also goes to my supervisor, **Dr. John Ndubisi Bardi**, for his mentorship, patience, and invaluable academic insight that shaped the quality of this research.

To my wonderful **siblings**, thank you for your understanding, encouragement, and belief in me.

I am equally grateful to my friends **Samuel Ibe** and **Otaigbe Samuel**, whose constant motivation and constructive feedback inspired me to stay focused and give my best.

Above all, I thank God for the grace to complete this research successfully.

ABSTRACT

This study investigates audience development strategies aimed at attracting and retaining diverse theatre audiences across African and Western contexts. Using a qualitative research design grounded in document analysis, ten key materials—including academic journals, organizational reports, and policy papers—were examined thematically and comparatively. The study identified four core strategies: programming diversity, digital engagement, community partnerships, and pricing innovations. Findings reveal that African theatres prioritize cultural authenticity, grassroots collaboration, and flexible affordability to ensure accessibility, while Western theatres emphasize inclusivity, technological sophistication, and structured loyalty systems. Despite differing resource capacities, both contexts share the goal of expanding participation and deepening audience relationships. The research concludes that audience development is most successful when strategies balance cultural relevance, digital adaptation, and equitable economic access. Recommendations include strengthening digital capacity, enhancing cross-cultural collaboration, and adopting hybrid models that merge African creativity with Western structural efficiency to foster sustainable audience growth globally.

Keywords: Audience Development, Theatre, Diversity, Cultural Participation, Digital Engagement

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