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Audience Spectrum Genie

A Guide to getting started

Introducing Audience Spectrum Genie GPT

AS (Audience Spectrum) Genie GPT is a prototype conversational tool developed by The Audience Agency (TAA) to support arts and culture professionals in applying Audience Spectrum segmentation in practical, day-to-day contexts.

In 2025, TAA began a year-long exploration into how ethical AI could support the cultural sector. AS Genie is one outcome of this work, and while we have many plans for its development, we're actively seeking further feedback to shape its future direction.

This guide will help you get set up with Audience Spectrum Genie and suggest how to begin using it, along with some practical considerations.

We want to hear from you about what you think of the tool and your ideas for improvements – **get in touch**...

How Audience Spectrum Genie can help

You may already be familiar with **Audience Spectrum** - a powerful tool for understanding how different population segments engage with arts and culture, their motivations, behaviours and preferences.

This insight is most powerful when applied in the real world, helping you deliver effective engagement strategies for your target audiences. AS Genie aims to help you bridge the gap between insight and action.

You could ask it for help with:

- Acting as a "critical friend" to assess appeal and offer edits

- Generating marketing tactics to engage specific segments

- Recommending the best segments to target for your event

- Suggesting audience-specific programming ideas

- Refining content for your target audiences

- Proposing suitable add-ons for each segment e.g. pre/post-show events, donation prompts, family deals etc.

Getting started

1. Audience Spectrum Genie runs on ChatGPT. Your first step is to set up a ChatGPT account if you don't already have one. You can do this here **https://chatgpt.com/**

2. Visit **https://chatgpt.com/g/g-67f62d4f86148191b17ff8e8311e1655-audience-spectrum-genie**

3. Log in with your ChatGPT username and password

4. Ask your first question

Example prompts

Here are some initial prompts to help you start using Audience Spectrum Genie:

Refining content for a target segment

Prompt:

"Here is some copy: *This summer, join us for a spectacular season of Shakespeare under the stars.*
How effective is this for Up Our Street audiences? Suggest three improvements."

Fundraising

Prompt:

"How could I encourage Dormitory Dependables to become donors?"

Campaign planning

Prompt:

"Suggest some low-cost marketing tactics to engage Frontline Families with a summer festival"

Generating income

Prompt:

What types of add-ons are likely to appeal to Dormitory Dependables booking a musical?

Ethical and Practical Considerations

Always review AS Genie's suggestions:

→ Don't rely on it alone – use AI for structure and ideas, but shape final content yourself.

→ Don't trust unverified facts – always double-check historical or biographical references. Look out for any invented names, facts, or events.

→ Add warmth — AI-generated copy is often serviceable but generic. Editing in tone, humour or voice is still essential for real-world marketing.

→ Avoid literal segment names — Never include "This is for Dormitory Dependables" in public copy.

→ Don't overuse AI-style language – vary copy to keep tone authentic

Tip: Never upload sensitive data or personally identifiable data to AS Genie

Thank you for taking an interest in The Audience Agency

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