Interreg NEXT Romania – Ukraine
Co-funded by the European Union

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

LIFECED

Lifelong and Cultural Inclusive Education on the Romanian-Ukrainian Border

Event creation – the incubator of ideas

Module 3

Publics segments involved

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MODULE 3

What We Will Cover

1. Publics vs. stakeholders
2. What audience segmentation is
3. The four segmentation criteria
4. Segmentation, targeting, positioning
5. Building audience personas
6. Prioritising segments + workshop

MODULE 3

Learning Objectives

By the end of this module, participants will be able to:

1. Distinguish publics from stakeholders in the context of an event.
2. Apply concrete segmentation criteria to divide a heterogeneous audience.
3. Prioritise primary and secondary segments for an event.
4. Build audience personas that guide format, partners, communication and promotion.



1. Who Is the Audience?

There is no “general public”

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Publics and Stakeholders

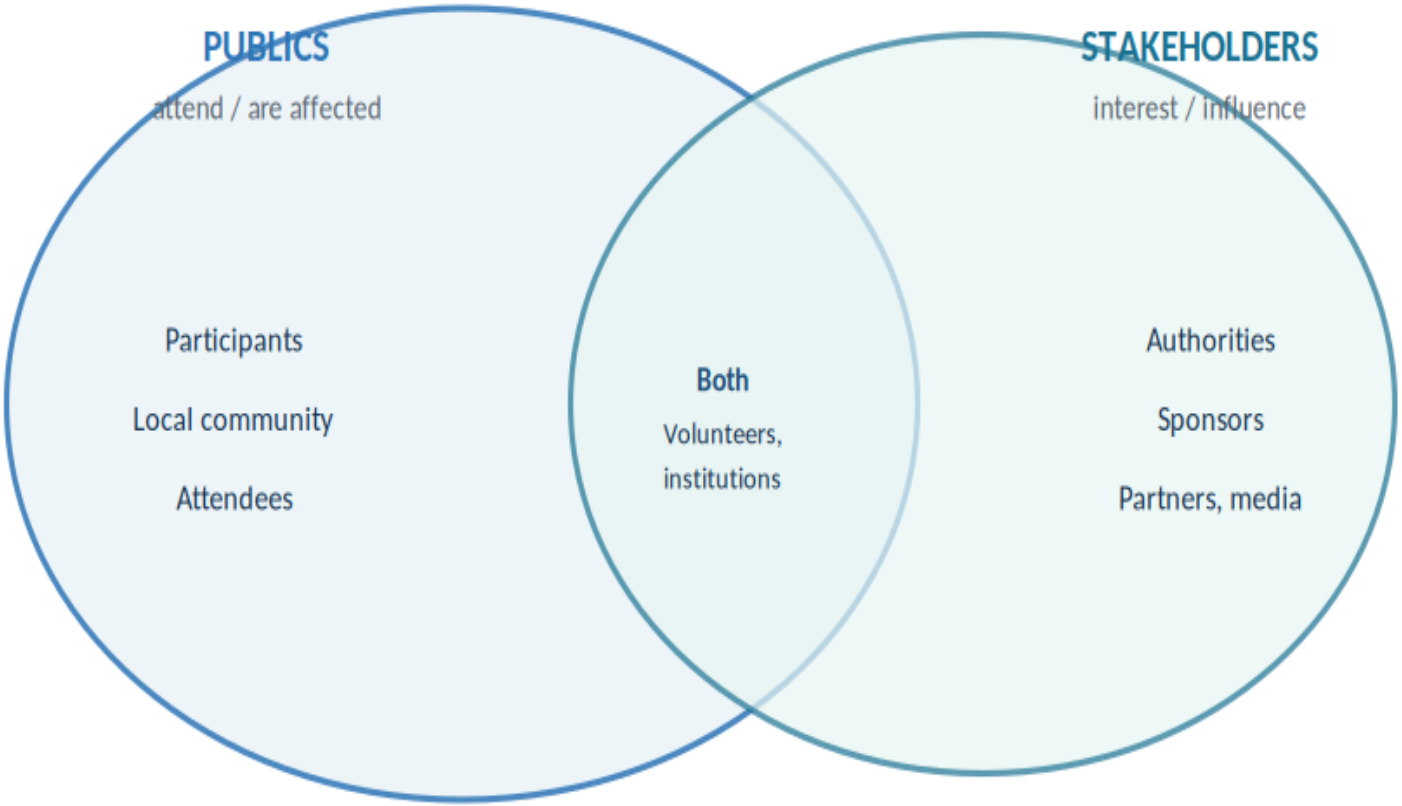
- Publics are the groups that attend or are affected by the event.
- Stakeholders are those with an interest in, or influence over, the event.
- Some groups are both – e.g. volunteers or partner institutions.
- Knowing who is who tells you whom to design for and whom to negotiate with.

Key distinction

Design the experience for your publics; manage the relationship with your stakeholders.

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Publics vs. Stakeholders



Overlapping but distinct groups around every event.

2. Segmenting the Audience

From a crowd to addressable groups

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What Is Segmentation?

- Segmentation divides a heterogeneous audience into homogeneous, addressable groups.
- Each group shares characteristics that make them respond similarly.
- It replaces “everyone” with specific, reachable people.
- Applied well, it makes targeting, communication and promotion far more effective.

Why it matters

A student, a local official and a senior citizen do not respond to the same format or message.

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The Four Segmentation Criteria

S — Socio-demographic

Age, gender, occupation, income, education

G — Geographic

Residence, region, distance from venue

B — Behavioural

Habits, frequency, benefits sought

P — Psychographic

Values, lifestyle, attitudes, interests

Combine several criteria for sharper, more useful segments.

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Segmentation → Targeting → Positioning

SEGMENTATION

Divide the audience into homogeneous groups

TARGETING

Prioritise the segments worth focusing on

POSITIONING

Shape format & message for each chosen segment

Narrow down from "everyone" to the people the event is really for.

The STP logic: narrow down, then tailor.

3. Personas & Prioritisation

Turning segments into people and choices

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Audience Personas

- A persona is a semi-fictional profile of a typical member of a segment.
- It captures name, age, occupation, motivations, barriers and preferred channels.
- Personas turn abstract segments into concrete people the team can design for.
- They make decisions tangible: “would Maria come to this? how would she hear about it?”

Tip

Give each persona a name and a photo-like sketch – it keeps the whole team focused on real people.

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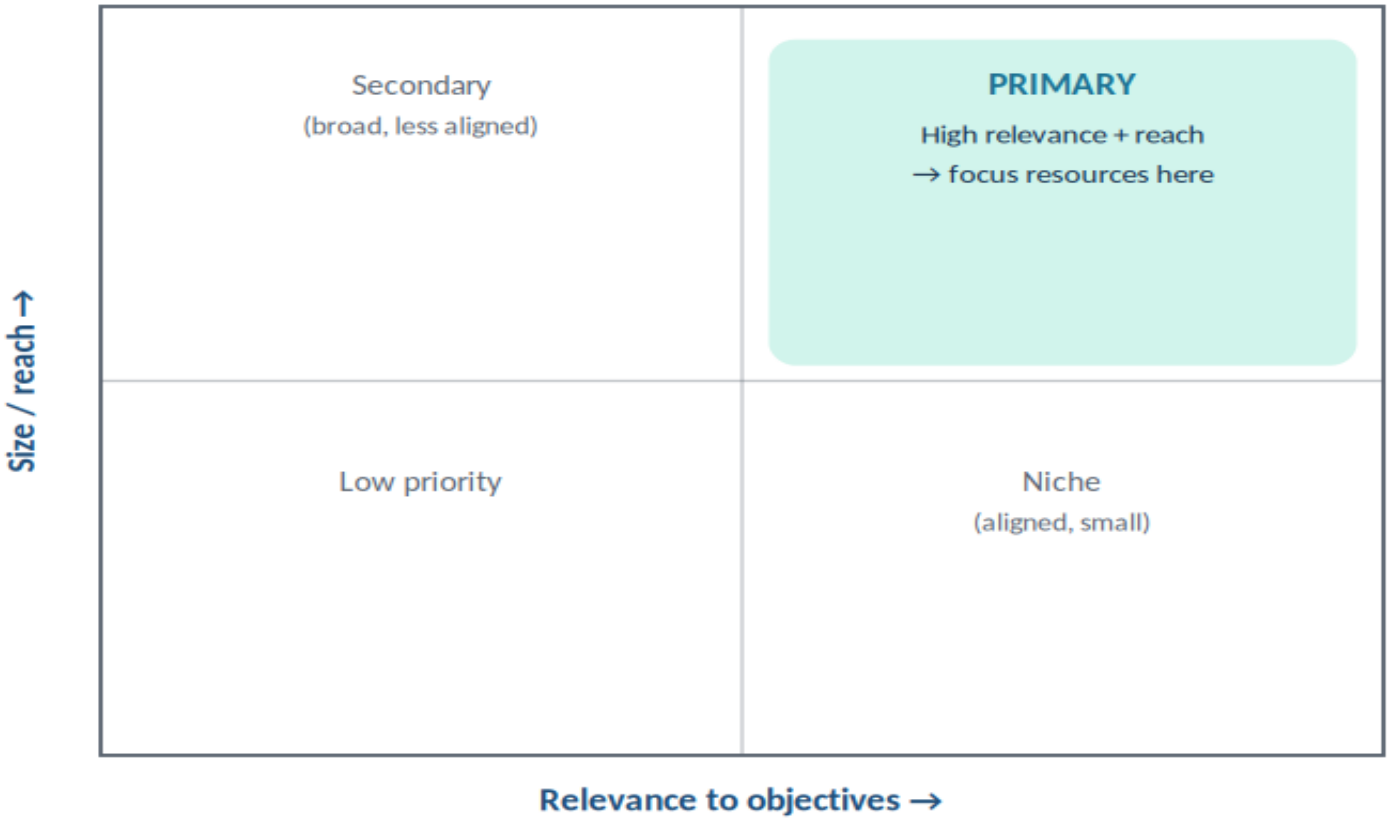
Example Persona



A simple persona card the whole team can refer to.

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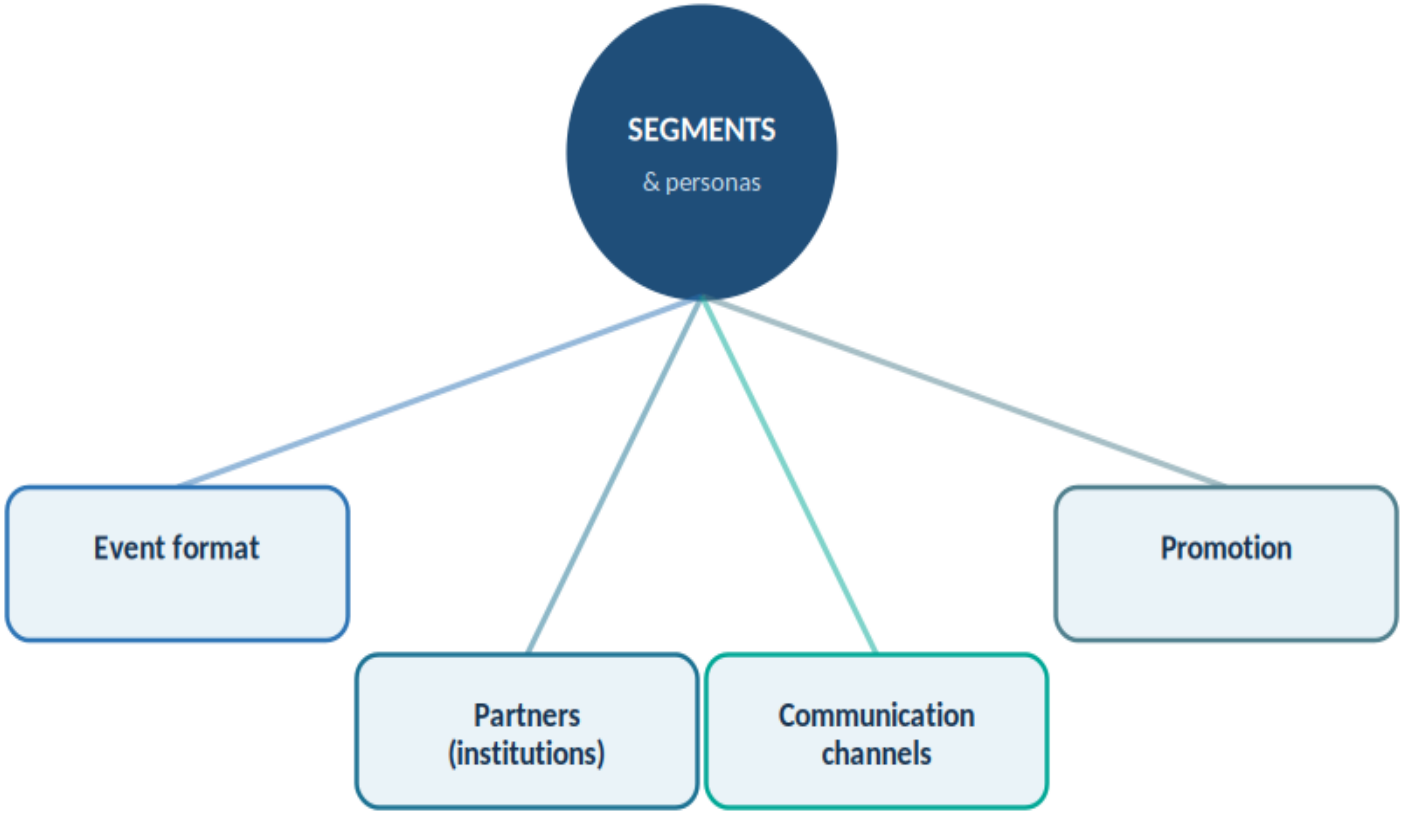
Prioritising Segments



Focus on segments that are both relevant and reachable.

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Segmentation Drives Every Decision



The hinge of the whole event – it shapes Modules 4–6.

KEY TAKEAWAY

An event communicates and delivers effectively only when its audience is divided into concrete segments, prioritised, and brought to life through personas that guide every later decision – from format to promotion.

WORKSHOP • MODULE 3

Workshop 3 – Applied Segmentation & Personas

Working from your team's event idea, segment its audience and build personas.

FORMAT	DURATION	MATERIALS
Groups of 4–5	~70–90 minutes	Worksheet, persona card, shared doc

Goal of the workshop: Turn "everyone" into 2–3 concrete, prioritised segments brought to life through personas.

WORKSHOP • MODULE 3

Workshop – Step by Step

1	**List publics & stakeholders** – Who attends, who is affected, who has influence	10 min
2	**Segment the audience** – Apply at least two concrete criteria	20 min
3	**Prioritise** – Choose primary vs. secondary and justify	15 min
4	**Build personas** – 2–3 personas for the primary segment(s)	20 min
5	**Prepare a 3-min pitch** – Segments, personas, implications	10 min

WORKSHOP • MODULE 3

Worksheet – Fill This In

Each group completes the following for their own event:

Segment name	*A short label for the group*
Criteria used	*Socio-demographic / geographic / behavioural / psychographic*
Priority	*Primary or secondary – and why*
Persona	*Name, age, motivations, barriers, channels*
Implication	*What this means for format & communication*

WORKSHOP • MODULE 3

Debrief & Output

Each group presents (2–3 min). Together we check:

- Are the segments truly distinct and reachable?
- Does the primary segment match the event's objectives?
- Do the personas suggest the right channels for Modules 5–6?

Output of this workshop: The audience segments and personas of your event, ready to inform communication and promotion.

This becomes one building block of your group mini-project "From Idea to Impact Event Design".

MODULE 3

Check Your Understanding

Behavioural segmentation groups people according to:

a) Age and income only.

b) Place of residence.

c) Habits, frequency of participation and benefits sought.

d) Nationality only.

Answer: c – behaviour covers habits, frequency and the benefits people seek.

MODULE 3

Check Your Understanding (cont.)

An audience persona is:

a) A real VIP guest invited to the event.

b) A semi-fictional profile representing a typical member of a segment.

c) The official spokesperson of the event.

d) A legal document required by the funder.

Answer: b – a persona represents a typical segment member, not a real individual.

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Key Terms

Audience segmentation — Dividing a heterogeneous audience into homogeneous groups with shared characteristics.

Audience persona — A semi-fictional profile of a typical segment member – motivations, barriers and preferred channels.

Primary segment — The audience group for which the event is primarily designed and to which most resources are directed.

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Key Terms (cont.)

Psychographic criteria — Segmentation based on values, lifestyle, attitudes and interests.

Stakeholder — Any person, group or institution with an interest in, or influence over, the event.

STP — Segmentation, Targeting and Positioning – the logic of narrowing down and tailoring to an audience.

MODULE 3

In Summary

- Distinguish publics (who attend/are affected) from stakeholders (interest/influence).
- Segment the audience using socio-demographic, geographic, behavioural and psychographic criteria.
- Prioritise primary and secondary segments by relevance and reach.
- Build personas to turn segments into concrete people.
- Segmentation is the hinge that shapes format, partners, communication and promotion.

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Thank you!

Publics segments involved

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