

## Digital Marketing Academy 4.0

May – December 2017

Open to those working in and for arts, culture and heritage organisations in England

### What is the Digital Marketing Academy?

Have you got an exciting digital idea to help develop your audience that you need advice on? Do you wish you had the support of an expert to help with a digital marketing experiment? Fellows are invited to devise, test, develop and share digital marketing experiments all with the help and advice of a prominent international Mentor.

An online learning initiative, the CultureHive Digital Marketing Academy enables digital innovation in the arts, culture and heritage sector. Fellows of the Academy are mentored by a leading digital specialist, whilst developing experiments within their own organisation with real audiences to trial and adopt good practice and achieve new ambitions and perspectives in their digital marketing. The whole programme takes place virtually.

### The Fellowship

We're looking for enthusiastic drivers of change to join the Academy. If you're a marketer with an interest in digital innovation to increase and engage audiences, have got a digital idea that you want to share, or relish the idea of working with your peers and specialists to develop your digital marketing, you could benefit from joining the Digital Marketing Academy.

### The Joint Fellowship

We recognise that for effective learning across an organisation it can be beneficial for two people from an organisation to take up a Joint Fellowship. We welcome applications from people across departments looking to work together to break down silos and build diverse audiences. Ideally you will be a marketer working with your CEO, Artistic Director or a Senior Technologist, or a Marketing Manager working with one of your team.

This exclusive opportunity is available to you for only £150 +VAT per person (AMA member) or £250 +VAT per person (non-member, to include a 12-month membership of the AMA), and is available to those working in arts, culture and heritage organisations in England.



“Thanks for making us feel SO supported. Being given permission to be experimental in our approach and being part of a wider team of participants really helped us. I would wholeheartedly recommend the Digital Marketing Academy – it really developed our practice.”

**Eleanor Russell**  
Marketing Manager, The Point and The Berry Theatre

Programme timetable	Date
Online launch event	19 May 2017
Mentoring sessions	x4 throughout the eight-month programme
Blog posts	x3 throughout the eight-month programme
Action Learning Sets	x4 throughout the eight-month programme
Online graduation event	December 2017
Your digital marketing experiments	On-going throughout the programme

### Reasons to take part

- One-to-one mentoring sessions from a leading digital expert to maximise the effectiveness of your digital marketing
- Peer-to-peer learning giving you a chance to share your knowledge and benefit from others
- Tailored online training providing you with expertise
- Support for experimentation to encourage creative thinking and new ways of working for your organisation
- Improvements in your digital marketing and learning more about your audiences
- Impact and change across your whole organisation
- Sharing with and informing the arts, culture and heritage sector
- Non-members receive a 12-month membership of the AMA as part of the programme, providing you with multiple ways to continue your learning beyond the Digital Marketing Academy

### Your commitment to us

- 3 blog posts
- Engagement with the Academy as part of your ongoing workload and time allocated to test and develop your digital experiments with the support of your Mentor
- Attendance at Action Learning Sets and online training
- Innovative thinking and willingness to work in an agile way

### How can the AMA support you?

Participants of the Audience Diversity Academy who are not already members of the AMA receive a 12-month membership as part of their fee for the programme. Being an AMA member gives you access to a wealth of connections across our diverse network of people working to connect arts and culture and the public. AMA membership is about up-to-date and expert-led training but more than that, it's about sharing insights with your peers, being inspired and shaping the sector's future.

### Grow your impact

Realise your ambition and strengthen your organisation's resilience with access to the latest thinking, best-practice resources, and inspirational learning experiences. Exceptional training at exceptional value for money.

### Share and Inspire

Help shape the sector and raise your profile, share expertise with people like you and find peer support on current challenges and opportunities.

### Build deeper relationships

Connect with 2,000 other arts, culture and heritage professionals. Make one-to-one, long-lasting connections through the AMA mentoring scheme and network meetings.



“The Digital Marketing Academy is a brilliant way to give new digital experiments a go and begin to grapple with new ways of working in an encouraging, collaborative space.”

**Helen Fripp**  
Marketing and Audience Development Manager, The Edge

“Being involved in the Digital Marketing Academy has been a really interesting and valuable experience. As a Fellow, you feel challenged and empowered to try new things, explore and take risks in your practice within a positive and supportive environment. The outcome has been something tangible for my organisation, and a boost in confidence for me – I've met some interesting people through the process, and would recommend it to anyone with a passion for digital working in the arts and cultural sector.”



**Steve Woodward**  
Communications Associate, A New Direction

### [Apply for Digital Marketing Academy 4.0](#)

Download the application form at [www.a-m-a.co.uk/digital-marketing-academy](http://www.a-m-a.co.uk/digital-marketing-academy) and email to [rebecca@a-m-a.co.uk](mailto:rebecca@a-m-a.co.uk)

**Deadline: 12noon, Friday 5 May 2017**

### Terms and Conditions:

- Each Fellow must pay £150 +VAT (AMA member) or £250 +VAT (non-member) as a commitment to completing the Digital Marketing Academy. If the Fellow leaves the programme this will not be refunded. An invoice will be issued on acceptance of a place on the programme. Non-members will receive a 12-month membership of the AMA as part of their fee.
- On making initial contact with their Mentor, each Fellow must agree expectations and the best ways to be in contact with each other and the frequency this should occur.
- Each Fellow/Joint Fellow must commit to 4 online mentoring sessions, at times convenient for both Fellow(s) and Mentor.
- Each Fellow/Joint Fellow must submit 3 blog posts about the progress of their digital marketing experiment (dates for submitting these blogs will be allocated on successful entry to the Academy; the first one will be due on Friday 24 June 2017).
- Each Fellow/Joint Fellow must commit to 4 Action Learning Sets via Google Hangout; these will take place in May, July, September and November 2017.
- Technical requirements must be met:  
In order to take part in Google Hangouts Fellows must have a working computer (PC or Mac) with access to the current version or the 2 previous major releases of browsers Google Chrome, Internet Explorer, Mozilla Firefox or Safari; and operating systems MAC OS X, Windows, Chrome, Ubuntu or other Debian-based Linux distributions.  
You'll need a webcam and headset (earphones and microphone) and will need to give Hangouts access to use this, this may require downloading and installing the latest version of the Hangouts plug-in. Ideal bandwidth for group video calls is 3.2mbps.
- If the successful Fellow feels they can no longer commit to the Digital Marketing Academy they must inform their Mentor and Rebecca Moore (Programme Producer at the AMA) in writing with their reasons for leaving. Once this decision has been made the Fellow may be replaced. No refunds will be given.

### Questions?

Please contact Rebecca Moore, Programme Producer, for more information.

Email: [rebecca@a-m-a.co.uk](mailto:rebecca@a-m-a.co.uk) or Telephone: 01223 5708078.

