

Small-Scale Development Programme Programme Overview 2018

Step one — the residential

The residential part of the programme is a rare opportunity to join other arts, culture and heritage leaders for two (and a bit) days in thought provoking, practical workshops, which will help you to gain clear visions and goals for developing your audiences and the means to do so with a marketing plan.

The schedule is designed to not only inspire, but to also provide practical next steps. Over the course of two days you will consider your future direction, revisit your brand, share experiences with peers and hear about successful ways to engage audiences. During the residential you will work through a marketing planning template so that by the end of the programme you have:

- a rough draft of a marketing plan in place
- a range of tools and discussions to fine tune with colleagues back in the office

Step two — putting into action

After the residential part of the programme, you will have a draft plan and a range of tools / discussions to have with colleagues to help fine-tune this and get others on board. We are also offering further (free) support to help you overcome any challenges faced when putting plans into action:

- three free group coaching sessions (groups no larger than four) with trainers from the residential
- a support network of peers that you've developed during the course
- further ideas and insights to help you reach and engage the public and grow your organisation

Step three – further inspiration

You will have received a folder with useful templates and tools to use when developing a plan to grow an audience.

In addition, there will be further reading shared via www.culturehive.co.uk to share case studies from other cultural organisations about what's worked (and what hasn't) for others.

Once you have achieved the goals you set at the start of the programme, we'd love you to share your story with others by adding a case study to the site.

By the end of the programme, participants will have:

- explored their ambitions and goals for developing audiences, visitors and participants
- developed a clear understanding of the strengths and weaknesses of their current approach
- written a simple marketing plan to help reach and engage more people, more often
- devised and started to implement a practical, realistic approach to implementing the plan supported by their organisations

AMA membership

As a participant of the Small-Scale Development Programme, you receive a complimentary AMA membership for one year (if you're not already an AMA member). Being an AMA member gives you access to our diverse network of people working to engage the public with arts, culture and heritage.

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.

Share and inspire

Be introduced to fellow members, share expertise with people like you, and find peer support on current challenges and opportunities.

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.

Build deeper relationships

Make one-to-one, long-lasting connections through the AMA mentoring scheme and network meetings.