

AMA programme
July — September 2019





The AMA is here to support you throughout your career and our training offer continues to grow.

In the next few pages enjoy browsing events taking place in July, August and September.

Topics include social media, video marketing, crowdfunding and copywriting.

This is your opportunity to upskill you and your team, gain inspiration and gather new knowledge.

Remember, full details for each event can be found online:

a-m-a.co.uk



July 2019

“For me the AMA became more than the professional sector support for arts marketers — they’re enablers, connectors and uplifters of people and ideas to advance our practice for the better.”

Thanh Sinden
Freelancer



Social Media Analytics

At this online workshop you'll learn how to use analytics to improve your social media campaigns and get more from your time and budget.

Online

3 July 2019

from £55 + VAT

Rewire: culture, audiences & you

Join hundreds of other arts and cultural professionals to learn from each other and hear from expert speakers. Rewire your thinking, learn new skills and create connections to ensure your organisation thrives.

AMA conference 2019

NewcastleGateshead

9 – 11 July 2019

from £259 + VAT

Touring Culturally Diverse Work

This online workshop explores how touring companies and receiving venues can build and maintain audiences for BAME work.

Online

25 July 2019

from £55 + VAT



August 2019

“Webinars, courses and online resources helped me develop skills and knowledge. But for me, it’s the AMA events that really help me grow.”

Crayg Ward

Design and Digital Assistant
Theatr Clwyd



Considering Intersectionality

This online workshop about intersectionality will focus on disability, creating a safe space for thinking and developing audience engagement practices.

Online

**6 August 2019
from £55 + VAT**

Crowdfunding

This online workshop will give you the building blocks to develop your own successful crowdfunding campaigns.

Online

**7 August 2019
from £55 + VAT**



September 2019

“The AMA’s resources, training and events have supported my work and development through my arts marketing career from assistant to manager level. It’s the first place I look when I need to change things up or get inspired.”

Francesca Vaney

Acting Marketing &
Communications Manager
New Art Exchange



The Fundamentals of Loyalty

At this online workshop you'll discover the psychology of loyalty and how to convert research in this field to actionable strategies in your organisation.

Online

4 September 2019
from £55 + VAT

A Way with Words

Looking to inject life back into your copy? Stuck in a rut using the same old words and phrases? This workshop will help you develop a natural and compelling style to make your story convincing.

Online

18 September 2019
from £55 + VAT

Managing Up

This online workshop focuses on how to have successful conversations with your senior colleagues.

Online

25 September 2019
from £55 + VAT

Impactful Video Marketing

This full day workshop will equip you with the practical knowledge, skills and tools to create exciting and engaging video on your mobile device.

Masterclass

Manchester
26 September 2019
from £175 + VAT

Small-Scale Development Programme

**30 October
— 1 November 2019**
Leeds

Gain insight into how to make marketing a key part of your strategic planning at leadership level.



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**ARTS COUNCIL
ENGLAND**

Inclusivity and Audiences Symposium

7 November 2019
Birmingham

Challenge your ideas about inclusivity and gain clarity in your approach to engaging new and diverse audiences.





AMA Member Resources

Have you visited our new-look Member Resources page?

Get support, templates and toolkits to help you with:

- Digital Marketing
- Audience Development
- Press & PR
- Strategic Planning
- Evaluation

Plus many more topics to help you reach more, and more diverse, audiences.

Discover more online at a-m-a.co.uk or call our membership team on **01223 578078**.

**AMAculturehive is our
free content website
rich with leadership,
marketing, fundraising
and audience
development resources
that will boost your
skills, knowledge and
thinking at every stage
of your career.**

Alongside a wealth of case studies, templates, guides and toolkits, it's a vibrant community of latest thinking with quick-read blogs, podcasts and articles from a range of emerging and established voices. If you think you know AMAculturehive — think again: culturehive.co.uk

If you have something to share or an idea you want to explore, get in touch: culturehive@a-m-a.co.uk

Our next AMAculturehive programme is the Small-Scale Development Programme, taking place in Leeds on 30 October — 1 November 2019. Find out more online: a-m-a.co.uk/small-scale



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Book now
a-m-a.co.uk

“The workshop was great, really enjoyed it. Really made me think about what we already do, what we can do and what we need to do to give our visitors a better experience.”

Natalie Cole

Communications and Marketing Officer
Epping Forest District Museum



Visit and book

a-m-a.co.uk



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