



ARTSMARKETING.ORG

To help arts organizations stay ahead of the curve, ArtsMarketing.org provides the latest arts marketing trends and practical resources to improve your marketing strategies. ArtsMarketing.org offers a wealth of online tools and technologies right at your fingertips to make your work more effective, more strategic, and more creative.

The information and technical assistance provides a better understanding of your community's marketplace and how you can best benefit from aggressive marketing, media, and audience engagement efforts.

DIGITAL SERVICES

Looking for free online [resources](#) that will enable your arts organization to increase earned income through audience engagement and digital media? Go no further!

NAMPRadio

Tune in to an episode of [NAMPRadio](#), the official podcast of the National Arts Marketing Project. Covering the latest marketing and technology trends in the field, these dynamic podcasts feature topics such as online ticketing/CRM, CMS websites, working with the press, arts administration degrees, and more.

WEBINARS

ArtsMarketing.org offers an annual schedule of [webinars](#) that provide you with in-depth learning right at your computer. No travel budget required.

Tailored for the arts marketer who is eager to stay connected to what's current in the field, webinar topics have included new technologies and how they are changing the world of marketing, innovative strategies for audience engagement from pioneers in the field, and ways to increase the demand for the arts in your community.

Our webinars are FREE to [members](#) of Americans for the Arts, and \$35.00 each for nonmembers. Terms and conditions apply. Visit our [full schedule of events](#) for more information.

WORKSHOPS & TRAININGS

NEED PROVEN RESULTS?

NAMP delivers arts marketing and fundraising skills to your local community through three types of training opportunities: Basics, Balance, or Boot Camp Workshops. These options allow customized training to best serve all constituents.

NAMP BASICS

[NAMP Basics](#) workshops give arts organizations the building blocks for a strong revenue generating strategy. These workshops teach essential marketing skills that can benefit organizations of all sizes, art forms, and regions. Peppared with best practices from around the country, attendees will come away ready to identify and solve their marketing and fundraising challenges.

Popular NAMP Basics workshops include:

- [How to Write a Marketing Plan](#)
- [Low Cost Marketing Methods](#)
- [Motivating New Arts Audiences](#)
- [Internet Fundraising](#)
- [Branding](#)
- [E-Communications](#)
- [Audience Diversity](#)
- [Corporate Sponsorship](#)

NAMP BALANCE

[NAMP Balance](#) workshops focus learning on multiple topics or multiple levels over an extended period of time. This customized workshop series offers beginner and advanced learning tracks or addresses many arts marketing topics. NAMP can provide strategic organizational consulting with advanced marketers. Balance the competing needs of your constituents with this intensive, multifaceted learning opportunity.



NAMP BOOT CAMP

NAMP Boot Camp provides the most comprehensive, rigorous training in arts marketing. Boot Camps train key staff in an arts organization to collaborate on a long-term marketing approach and give them the resources to complete it. Program attendees raise their skills to an advanced level and emerge at the end of the eight-day training with a savvy marketing plan. Boot Camps are very successful when paired with a local implementation funding program.



NATIONAL ARTS MARKETING PROJECT CONFERENCE

Build your network. Engage with peers. Gain knowledge and inspiration.

The National Arts Marketing Project (NAMP) Conference gathers more than 600 arts leaders and innovative thinkers from around the country to participate in intensive workshops, plenary sessions, peer discussion, and revenue-focused clinics led by top marketing, fundraising, and sponsorship experts in the field. Attendees of the NAMP Conference include executive directors, marketing directors, development directors, and emerging leaders from nonprofit arts and culture organizations of all budget sizes and disciplines from across the country. Previous keynote speakers have included Susan Medak, Chip Heath, Alan Brown, and Patricia Martin.



CONTACT US FOR BOOKINGS & TRAININGS

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Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

Visit AmericansForTheArts.org for more information & services.



WANT TO BUILD AWARENESS FOR YOUR ORGANIZATION?

Take a look at the [ArtsMarketing.org sponsorship program](#) today.

