



Customizable Workshop Topics (half-day or full-day)

Advance your skills with customized training from leading arts marketers

The National Arts Marketing Project (NAMP) is designed to help arts organizations better understand the marketplace in which they operate and recognize the benefits of an outward-looking audience development effort. This is done by helping arts organizations acquire and implement sophisticated marketing skills. These skills enable arts organizations to increase earned income through audience development. NAMP has been developed through a grant from the American Express Company.

NAMP presenters are expert practitioners of arts marketing. They combine professional experience and strategic thinking to present innovative solutions to marketing challenges. Presenters customize each presentation, tailoring their workshops to address an array of audiences. Organizations of all sizes, in all art forms, and in many regions have benefited from NAMP training. Other workshop topics are available upon request.

Marketing Strategy

How to Write a Marketing Plan

This seminar will provide you with the tools to craft an effective and efficient marketing plan. From the step-by-step planning process, to the use of market research techniques, to crafting a powerful brand identity, participants will leave this seminar with a greater understanding of how to connect the artists they present with larger audiences that appreciate the art. The seminar presenters will utilize interactive exercises, case studies from the arts world, and NAMP's latest consumer research to illustrate the impact better marketing can have on artists and arts organizations.

Participants can expect to learn:

- The seven key questions, that when answered, create the framework for an effective marketing plan;
- Tips to crafting a better audience survey;
- How to use information gleaned from marketing research in marketing, fundraising and sponsorship decisions;
- The latest consumer information on cultural audiences and how this impacts marketing efforts. Which societal and market forces are shaping how consumers interact with the arts;
- How to make a powerful brand identity;
- How to best use limited marketing resources.

Getting on the Right Track: Budgeting and Tracking

"How much is enough?" This question often stymies arts marketers when preparing a marketing plan. Properly planning for resource allocation (money, time, and people) may not be the most fun part of creating a marketing plan, but it is absolutely necessary. This session will cover the hows and whys of effective budgeting. It will move on to discuss impact measurement. Participants will learn how to develop a plan for measuring the impact of your marketing programs, while determining the best method of tracking, when to track, and how to present the results to management and other decision makers.

Taming the Dreaded Situation Analysis

This session gives organizations three crucial components to improve their marketing processes. The workshop begins by looking at consumer trends affecting arts audiences, moves on to conducting a

competitive analysis, and finishes with conducting a S.W.O.T. analysis (strengths, weaknesses, opportunities, and threats.)

Participants will gain the benefit of recent arts audience participation research, be able to assess their competition for consumers' hearts, and understand how to conduct an organization-wide, objective analysis of their organization's ongoing potential by the end of this workshop.

Branding

Branding: It's Not Just for Cattle

Branding has become a buzzword in non-profits as we face stiffer competition with for-profit entities and each other. The key to successful branding is developing a brand identity that telegraphs the uniqueness of your organization. A company does not build its image overnight, nor is branding the sole responsibility of the marketing department. After identifying the factors that set your company apart, everyone in the organization must take responsibility to help build the value of the brand.

This workshop covers the following to assure successful brand development:

What is branding? What are its key components? How do arts organizations begin developing a strong brand identity for themselves? Is it too late to start? How do audiences fit into the equation? Participants learn simple and inexpensive ways to focus on their organization's uniqueness in a manner that is relevant and motivating to new audiences.

Audience Targeting & Diversification

Finding & Motivating New Arts Audiences

With almost two generations of Americans lacking in arts education, the large segment of light arts users are the key to growth. Based on recent research that explores what the motivations and barriers to increased arts participation are among light users, this workshop provides participants with the tools to reach a broader portion of their community.

Generational Marketing

This workshop covers the concept of targeting consumers through shared generational experiences and traits. The current population can be segmented into four cohorts: *Matures* (born from 1909-1945), *Baby Boomers* (1946-1964), *Generation X* (1965-1983), and *Generation Y* (after 1983.) Participants will learn the traits that define these groups from one another and how this affects their buying habits and arts participation. They will learn how to integrate generational marketing into the overall audience development efforts of the organization, and how to leverage the right media for the right audience.

*Note: This workshop can be tailored to cover one or two generations in depth, instead of an overview of all four.

Marketing the Arts to Families

In recent years much has been written on the potential positive impact of the arts on children and young people. The arts engage, entertain, and challenge young people. While the majority of arts organizations have traditionally been more successful at attracting audiences in the 45+ age group, many are now looking to develop family audiences. This special topic workshop is designed for arts groups with programs and performances for children and families.

The Road to Audience Diversity

There is no one way to diversify an arts audience, but there are some common issues and challenges that any arts organization, regardless of size or art form, can be sure to face on this journey. Based on recent research, this workshop leads participants through the elements necessary for success in diversifying an audience, including key strategies and tactics that have proven successful for other arts organizations.

* Note: Other ethnicity specific workshops are available upon request.

Low-Cost Strategies

No Money? No Matter! Low Cost Marketing Methods for Attracting Cultural Audiences

They say that the best form of advertisement is word-of-mouth – how effectively do arts organizations use it? Overlooking this valuable, affordable resource is a huge weakness of many organizational marketing plans. By “getting the word to the street,” arts organization can create a network of people that will be their strongest marketers. Participants will also learn:

- Beg & borrow: The art powerhouses have the staff, mailing lists, and dollars to do it all – and they even share;
- Find the hidden staff within an organization;
- Make everyone an advocate: Quick simple steps that allow staff, board members and volunteers to speak the truth with conviction;
- Cheap marketing tools: Where to find them, how to use them, and what they can do for institutions.

Marketing Strategies for Artists

This workshop, designed for individual or independent artists, will address crucial questions about the art marketplace: Do you have trouble pricing or positioning your art? Finding new buyers? Have you clearly identified your target market? What emerging or new markets might you explore?

Understanding marketing strategies and trends will be beneficial to artists as they focus on positioning their art within the defined marketplace for increased sales opportunities. Participants should be prepared to address marketing initiatives that will encourage new strategies and tactics for increased market presence, and the resulting increase in their sales and revenue.

Marketing Tactics

Buzz Marketing

The top reason audiences cite when asked how they heard about an arts offering is “from a friend.” But can organizations *make* word of mouth happen? Are there strategies for controlling and disseminating messages about arts organizations? Participants will find out how to make viral marketing and good old-fashioned networking work.

Choosing and Using Marketing Tactics

Many arts managers think there is a set of marketing tactics that work in all situations, as long as they’re used for arts marketing. But marketing tactics are chosen because they’re appropriate for a specific target. Learn how to choose tactics based on the target’s lifestyle, and then understand what results can be expected from the various tactics. Finally, once a tactic is chosen, what tips can be learned to maximize their use?

Cultural Tourism

It’s important to know who is coming to your venue. It’s even more critical to identify who isn’t and why they’re not. This workshop will teach arts organizations how to welcome individual and group tourists. Participants will learn how to target the residents of nearby communities and states to grow their audience and increase their revenue. This workshop will also familiarize them with the structure of the tourism industry, and show them how to appeal to tour professionals. By the end of this session, participants will understand how to make sites “tourism-friendly” for those who create and sell itineraries.

Customer Service

An arts organization sells a cultural product. How do they make sure that the experience of their gift shop, box office, or tour satisfies their customers and stimulates more business? This workshop will guide attendees through crafting a customer service policy and the common pitfalls that can accompany such a task. Using real world examples, the instructors will illustrate how excellent customer service can set an arts organization apart from the rest.

Minding Your Marketing P's: An Overview of the Four P's of Marketing and Their Implication for New Audience Development

This session explains the role that product, price, and place strategies play in audience development, and how rushing to promotion without attending to these issues can produce off-target communications programs. It also explains how increasing the perceived value of the arts experience with product enhancements, attention to service and customer convenience can help arts organizations attract new audiences and improve their retention programs.

Press Relations

Press coverage is commonly relied upon as “free advertising.” Participants will be taken through the composition of a press kit and concrete steps for increasing coverage. Presenters will discuss how press relations fit into a total marketing campaign. Participants learn how to get more press by developing an angle, pitching feature ideas, and preparing for interviews to maximize an organization's press relations.

Marketing Technologies

Arts Web Site Fundamentals

Why is it that some web sites have much more success than others? How do arts organizations understand the reports about traffic their sites? How do they know if their sites are well designed?

For an arts organization looking to make the most of its web site, this session is perfect. Participants will learn basic industry trends and benchmarks, so that they can compare their results with others. They will then take a careful look at good site design, improving their sites, and setting goals for the future. Participants will hear a case history about the development of a new site and the results of an innovative online marketing effort. Organizations will walk away from this session with a clear understanding of what is possible, what others are doing, and action steps they can take to improve their sites without a huge investment.

Direct Response Marketing, Three Ways

The session will cover direct marketing from developing a compelling offer to effective results tracking. It will provide information on how to leverage databases for best results, the importance of timing, alternatives to mail, and how to develop and maintain an effective database that provides the information needed to reach customers. It will also cover optimizing telemarketing and leveraging web technology to reach new customers. Best of all, organizations will learn when to use each method of direct marketing, depending upon their customer.

How E-mail has Revolutionized Arts Marketing

With arts marketing budgets dwindling, reaching patrons as efficiently as possible is more important than ever. For small and mid-sized arts organizations, using e-mail effectively can provide great results for a fraction of the cost of other marketing tactics. This session is designed to get organizations “up-to-speed” with e-mail marketing. First, participants will study how and why arts consumers use e-mail, drawing from recent marketing research studies of arts patrons. They will look at several case histories, focusing on campaigns from various organizations. Participants will then cover the basics of effective online e-mail marketing – what works and what doesn't.

Advocacy

Arts Advocacy 101: Messaging for the Public Sector

The arts need to be marketed to the public sector as well as to individual patrons. When economic times are good, the arts are funded because it is “the right thing to do.” But when economic times are tough, the arts are often the first to be cut from federal, state, and local budgets. To protect organizations from budget cuts, preparing an effective arts advocacy program before times get tough is crucial. In this session, organizations will learn about effective arts advocacy organizations and programs, how to quickly and accurately communicate with elected officials, and how to protect the arts from budget cuts.

Fundraising & Sponsorship

Best Practices to Secure and Keep Your Corporate Sponsor

This workshop will illustrate how to build meaningful bridges between a nonprofit and a sponsor's sales and marketing needs. Today, corporations and nonprofits must be smarter in how they give and receive limited sponsorship marketing dollars. Visibility is no longer enough, and smart companies and savvy nonprofits can use sponsorship to meet a business need to deliver measurable results. Attendees will learn to think strategically and use hands-on techniques to secure and keep corporate sponsors.

Turning Participants into Supporters: Stepping Up Your Online Fundraising

Arts organizations use e-mail and other online tools to promote programs, but what about using them for fundraising? In this session, we'll explore how you can move beyond a basic online presence to create a new community of supporters online, who are much more actively engaged in supporting your organization's work through donations and advocacy. We'll review advanced techniques for managing your email list, including list segmentation and creating a cultivation series, and how to branch out from your own website to engage supporters using social media.

Engage Me! Connecting with Potential Funders

This session will teach attendees how to connect their mission with the goals and motivations of potential funders. The presenter will show attendees how to make their grant seeking process successful. Speaking from "both sides of the table" as a grantmaker and applicant, he will highlight the compelling features of a strong application, and how to make an organization stand out. The session will also discuss generational differences in individual philanthropy – look at traditional approaches to reach donors, and get insight into what the next generation of givers is thinking.

Pricing

Pricing the Arts: Strategies for Income Growth!

Pricing is one of the most sophisticated tools available to arts managers – even small adjustments can make a significant difference to income and volume of sales. This pricing seminar gives an introduction to key concepts in pricing strategy and implementation for arts and cultural products.

Case studies will be used throughout to illustrate different pricing strategies used to maximize income and optimize sales volume. The case studies will be drawn primarily from experience with performing arts institutions. The presenter will devote attention to helping arts organizations develop pricing strategies that maximize income and optimize occupancy.

Research & Analysis

Arts Research on a Shoestring: Understanding Your Audience and Your Organization

Most arts organizations have come to realize the value in getting to know their audiences and recognize that strengthening customer relationships is one of the keys to long term viability and success. Hence we've seen an increased interest in marketing research for the arts. But there are some pretty big obstacles including lack of time, money, and expertise. Using a variety of real world examples, the presenter discusses the types of research organizations should consider, ways to do research in a cost efficient manner, how to develop more effective surveys, and how to approach analysis for greater learning and insight.