



Be inspired to plan your future for reaching and engaging more people, more often.

Join like-minded peers and industry experts in a thought provoking and highly bespoke programme designed specifically for leaders (CEO, artist, producer, general managers) with responsibility for developing the vision and future direction of England's most exciting small-scale arts and cultural organisations, with ten staff or less.

You are unlikely to have marketing in your job title, but you will be responsible for planning how you reach and engage audiences as part of what you do.

The Small Scale Development Programme will take just a couple of days out of your busy schedule to enable you to:

- define your ambition and goals for developing audiences, visitors and participants
- develop a clearer understanding of the strengths and weakness of your current approach to engaging the public
- work with expert trainers to produce a marketing plan to take back to your organisation to help reach and engage more people, more often with your work
- inspire your colleagues with the new ideas and work up a practical, realistic approach to implement the plan.

For more information and to book your place visit:

www.a-m-a.co.uk/SSDP

Programme overview

- **A three day residential programme** - a rare opportunity to join other cultural leaders in thought provoking, practical sessions, which will help you to gain clear visions and goals for developing your audiences and the means to do so by creating a marketing plan to take back to your organisation
- **a year-long AMA membership** - to enable you to continue your professional development by taking advantage of networking and training opportunities and stay connected to the arts marketing sector
- **bespoke surgeries with an audience development expert** - tailored to your organisation's needs and to help you overcome any challenges encountered
- **online follow up sessions** - designed to aid you with the fine tuning and implementation of your marketing plan, so it has the strongest possible impact with your team, your audiences and your funders.

Where and when?

There will be a total of 5 programmes:

Leeds – 29/09 – 01/10/2015

Cambridge – 23 – 25/11/2015

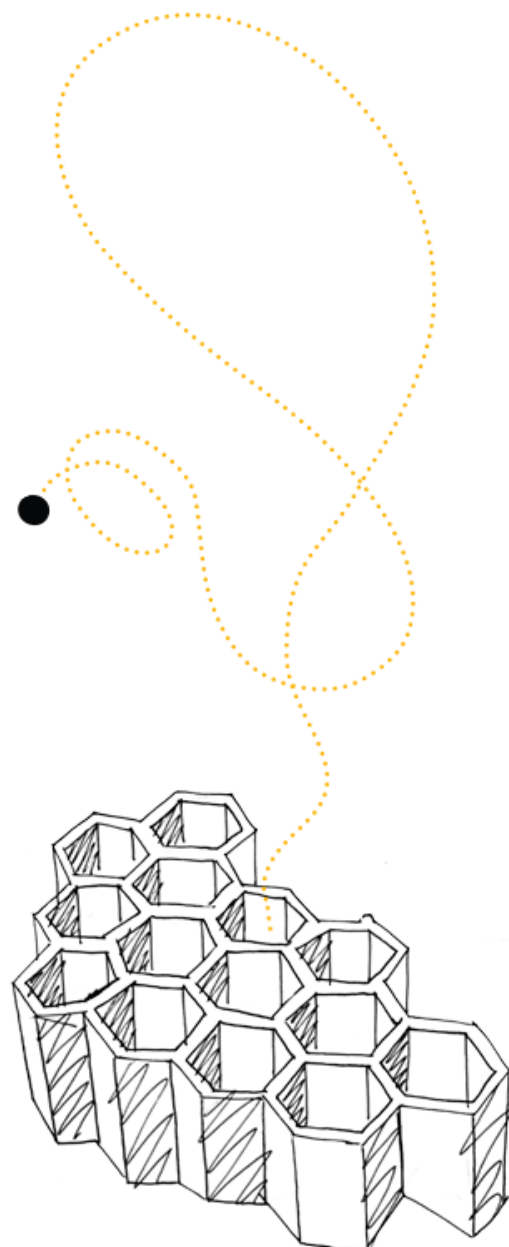
Poole – 13 – 15/12/2015

Leicester – 18 – 20/01/2016

London – 3 – 5/02/ 2016 (TBC)

How much does it cost?

The programme is heavily subsidised by **Arts Council England** and participants pay just **£50 + VAT**. This covers all expenses (food, accommodation, course materials) so you just need to arrange and pay for your own travel to your nearest host venue.



in partnership with



supported by



Supported using public funding by
**ARTS COUNCIL
ENGLAND**