



From the
National Arts
Marketing
Project
Conference

November 12-15,
2011
Louisville, KY



NATIONAL ARTS MARKETING PROJECT CONFERENCE • NOVEMBER 12-15, 2011 • LOUISVILLE, KENTUCKY

On November 12-15, 2011, more than 520 arts marketers convened in Louisville, Kentucky to swap ideas, share success stories, and learn the best practices for engaging and *WINNING AUDIENCES*. More than 4,500 tweets captured the energy & enthusiasm that took place inside and outside of the conference headquarters. We have compiled 50 of the most insightful, inspiring, and *awesome* kernels of knowledge straight from the #nampc tweet deck in our newest e-book:

50 WINNING TWEETS FROM THE 2011 NATIONAL ARTS MARKETING PROJECT CONFERENCE

@SMArtsLabLauren

Effective leadership
doesn't have to come
from the top, but there
has to be a leader
#nampc

@immastereo there
are two types of
marketers. 1) builders
2) sustainers. which
one are you? #nampc

@alstilo Programing
that includes the
community and is
about them will be
relevant to the
community. #nampc

@SarahRRowan

"New Media: The
more engagement
you create, the more
reach you EARN"

#nampc

@dougphi Once you
present the data, the
controversy goes
away. #nampc

@ArtsMarketingPR

Unawesome is
unacceptable. #nampc

@andyperez

Communicate the value.

#nampc

@jgbez aha moment-
when sales are good,
ROI is measured by
sales. When they are
not, campaign/tactical
ROI is suddenly more
important. #nampc

@rebhimberger QR
codes: must create
unique content for the
code - don't just send
them to your site.
#nampc

@artprintr Loved the
exercise of trying to
name 10 things my org
does that no one else
does. No one truly
(truly) finds 10....
#nampc

@spinstripes

Advocating "cutting
with courage"- i.e. print
ads. Don't be afraid to
let go of something that
isn't working. #nampc

@jenn_salcido

Interesting idea for pay
what you can- pay
what you think it was
worth afterwards.
#nampc

@tomconnor From last night's #nampc dine-around: in small orgs, take advantage of the proximity of programmers to strategists. Indoctrinate each other.

@philaculture Scott
Stratten: no such thing
as a neutral brand
interaction. #nampc

@theatrebayarea

@unmarketing: "we are
passive in person and
aggressive online."

#nampc. yup.

@ArtsMarketingPR

We don't share logos.

We don't share
brochures. We share
awesome. #nampc

@DDombrosky Nothing is worse than having a great experience and not being able to share it. (via @unmarketing) #nampc

@PCA_Arts even the
best social media
strategies don't
replace a positive
face-to-face
experience. #nampc

@essselle It's really
hard to amputate our
own work, so it helps
to know some
surgeons. #nampc

@Nonprofit_Mo

Targeted advertising is important, but don't confuse it with engagement. #nampc

@danyelsaidit Beyond
engaging, are our fans
transacting with us?
#nampc

@rebcincy Input is
needed for output. Stock
your brain with
experiences and images
so when you go to make
something, the well is full.
#nampc

@alexandrakesman

Many of your best patrons may be flying below the radar. Treat the single ticket buyers like subscribers. Don't create an imbalance. #nampc

@cbrewe We may offer
the programming people
want, but are we offering
the experience people
want? #nampc

@fuzzydinosaur “we do charge a minimal amount so that they value what we’re giving them.” free isn't always the most attractive option. #nampc

@SMArtsLabLauren

Word of mouth is the most important marketing tool. Social media is a new way to approach this. #nampc

@AudienceDevSpec

If you can't follow
through on a question
you ask your
audiences, don't ask
that question. #nampc

@JennDance Biggest
take aways: know your
audience, do your
research, collect and
USE your data.
#nampc

@Vennesa

IN: Elevator Dialogue.

OUT: Elevator

Speech/ Monologue.

#nampc

@JessicaMarie095

Find the intersections,
build those bridges,
and you'll increase your
audience engagement.

#nampc

@FishMPLS our
mission is not the only
outcome, our relevance
to the community is.
#nampc

@sarabethdurham

**"Arts Marketers are the
curators of experience"**

- Alan Brown #nampc

@HytoneArts It's that
simple: Your Brand is
Your Story. #nampc

@Tiffany_GPAC

Respect the white space! Resist your marketer urge to throw another quote or a "buy now" in there. #nampc

@SMArtsLabLauren:

If you want young
people in your theatre,
you have to program
for new audiences.

#nampc

@ArtsMarketingPR

Twitter is a
conversation not a
dictation. It is a
beautiful engagement
platform. #nampc

@jessjfrye "future
offers don't change the
fundamental first time
experience." #nampc

@JessicaMarie095

You have to offer
something people want
to invest in - stories,
ideas, experiences.
#nampc

@megilby It's no longer
enough to just do good
work to get funding. You
have to offer a product
that people want to back.
#nampc @kickstarter

@alexandrakesman There is a HUGE difference between making a case for help and making a case as an opportunity for investment. Loving this! #nampc

@Nonprofit_Mo

Crowdfunding is about getting backers excited about something awesome, not about filling a deficit. #nampc

@PillowPR Always
remember "why should
people care?" Or what I
like to call the So What
Factor #nampc

@LaraGoetsch "Where you end up should be both surprising and inevitable" - Oliver Uberti; LOVE. Applies to personal, professional, project success. #nampc

@MarilynMJohnson

We are privileged to
work for institutions
that touch people's
lives. Tell your story.
#nampc

@AudienceDevSpec

Social media isn't
magic- you have to
work at it and build
relationships. Oh yeah!

@BrianReich #nampc

@dekingraham Apps
are NOT a one-time
investment. It is
constantly evolving.
#nampc #mobilearts

@trishamead "Create
content people want to
amplify and others
come find the source."
#nampc

@PillowPR "We can learn more from failing at ambitious goals than from achieving modest ones." #nampc

@TheSoapFactory Think
of the arts as not a
commodity that will be
financially viable if good,
but as a citizen who makes
the community better.
#nampc

Want More Arts Marketing Resources?

Website www.artsmarketing.org/
Email info@artsmarketing.org
Facebook [National Arts Marketing Project](https://www.facebook.com/NationalArtsMarketingProject)
Twitter [#nampc](https://twitter.com/nampc)

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. From offices in Washington, DC and New York City, it serves more than 150,000 organizational and individual members and stakeholders.

Americans for the Arts

1000 Vermont Ave NW
Washington, DC 20005
202.371.2830 (P)
202.371.0424 (F)