The workshop, titled Building, Diversifying, and Sustaining New Audiences, was more than just an audience development workshop. RAC’s Director of Marketing and External Affairs Sherry Sissac says, “When we decided to re-introduce our MMI program, we were looking for a cost effective way to present a really dynamic program that would set the stage for future programming. NAMP was the solution. Adam provided practical and authentic marketing approaches that put people at the center of mission and margin. The reaction from our workshop participants was phenomenal. Organizations were challenged to think in new ways about how to engage audiences that will make their work more relevant and sustainable.” More than 100 arts marketing administrators listened, laughed, and participated in a variety of thought provoking exercises, as Thurman presented ideas that addressed emerging audiences and the importance of staying true to one’s brand.

“There are few things more exciting than being in a room full of people who have a desire to learn, grow, and change. The artistic community in St. Louis brought all of those characteristics, and more, into the workshop. It was a privilege to spend time with them and the stellar staff of the Regional Arts Commission. I’m honored that they found my workshop to be so valuable,” said Thurman.

Visit www.racstl.org for more information. For more information about bringing a NAMP Regional Workshop like this to your community, visit ArtsMarketing.org/training-workshops.