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Arts Marketing Association



The Arts Marketing Association (AMA) is a membership body working with individuals and organisations in the arts, culture and heritage sector, supporting them to reach more audiences with **training, resources, and networking**.

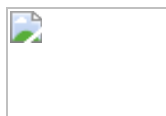
Founded in 1993, the AMA is a not-for-profit organisation with over 1,800 members, **providing a community of knowledge for arts professionals passionate about bringing arts and audiences together**. They support the professional development of AMA members through **events, courses, training and resources**. They run a range of practical, strategic and conceptual level **events and courses** each year, in locations across the UK. These are designed to help members develop practical skills relevant to their job, encourage debate, share experience and knowledge of leading practitioners and provide opportunities for networking with other members.

The AMA has produced several **publications, reports** from past events and conferences, **best-practise case studies**, the back catalogue of **JAM (arts marketing journal)**.

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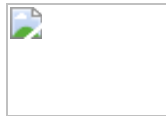
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