



Support for marketing

Arts Marketing Association (AMA)

The [AMA](#) brings together arts professionals who are passionate about bringing arts, audiences and marketing together. There is an [annual subscription fee](#), however you can sign up for a [free e-newsletter](#), which includes monthly updates, sector news and details of upcoming events. They support the professional development of AMA members through [events and training courses](#), [networking](#) opportunities and [resources](#).

Culture 24

[Culture 24](#) provides information on over 6,500 museums, galleries, archives and heritage attractions in the UK. You can upload your museum's general visitor information, exhibitions and events to their free online listing service. You can follow the [guide](#) to register your organisation and upload listings. You can send your press release and event information for their daily new stories to: newsdesk@culture24.org.uk. You can also sign up to their [free e-newsletter](#).

Culture Diary

The [Culture Diary](#) is a free worldwide events calendar produced by over 4,000 UK organisations covering every art form. It is for any cultural organisation, from small independent organisations to major national institutions. Once you have [registered](#) you have access to the business directory, which connects you with other arts organisations and helps you to develop partnerships to support major campaigns and international exchanges.

Culture Hive

[CultureHive](#) is a free resource to help you discover and share best practice in cultural marketing. The website features key [case studies](#), [toolkits](#), [research](#), [articles](#) to help you promote art and culture. The website is free to access and also enables you to download content for free. You can also receive [monthly e-newsletters](#) and [upload your own resources](#), such as case studies and toolkits with to the website.

Greater London Assembly (GLA) Culture Team

The Mayor has launched a [Cultural Tourism Vision for London](#) in recognition of the importance, value and growing potential of cultural tourism in London. The team have produced a [Cultural Tourism Guide](#) with tips and advice on how you get involved with Airbnb, London & Partners, Londonist, Time Out, Transport for London and VisitBritain. You can also [register](#) to receive a monthly e-newsletter which includes up-to-date information, training and case study opportunities.

International Tourism Toolkit

The [British Council](#) have published an [International Tourism Toolkit for UK Museums](#). The toolkit aims to increase the sustainability of non-national museums by showcasing ways to attract tourists from Brazil, Russia, India and China. It provides museums with a better understanding of the international tourism market. It makes recommendations that museums of any size can follow and which are relevant for museums thinking about attracting international tourists for the first time.

Writing a Marketing Plan

There are a number of guides to help organisations develop and write their own marketing plan. This includes: Caroline Griffin's [A flat-pack guide to marketing the Arts](#); the Arts Council of Wales' [Boost your performance: Writing your marketing action plan](#); and Stephen Cashman's [Thinking Big: A guide to strategic marketing planning and worksheets](#). You can find other toolkits and worksheets to support you writing a marketing plan on our Publications and Resources pages.



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