

AMA



Vision

A flourishing society where culture is part of everyone's life.

Mission

The AMA supports the cultural sector to reach even more audiences. We do this with our community of members, influencing organisational change and inspiring individual development.



AMA online



AMA online

Online workshops



AMA online

Digital Lab

“A brilliant way to give new digital experiments a go and begin to grapple with new ways of working in an encouraging, collaborative space.”

Digital Lab Fellow



AMA online

Audience Diversity Academy

“No-one can afford to ignore diversity issues nowadays but many cultural organisations still struggle to think through and apply new practices. This programme will give many organisations the on-going, in-depth support they need to try new approaches, get great results and embed the learning into their organisation.”

Audience Diversity Academy Mentor



AMA on location

Small Scale Development Programme

“I learnt more in three days than I have throughout my career, consolidated everything I was unsure of, gained extremely lovely friends and contacts and began to develop a strategy that could be the best thing my company has ever had for marketing direction.”

SSDP Participant



AMA on location

Inclusivity and Audiences Symposium

Challenging thinking around diversity



AMA on location

Digital Marketing Day

The Future is Now



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AMA conference

Bringing together 600 arts professionals



AMA

