



**50 giving stories shared as part of
The Marketors' Trust's 50th Anniversary celebrations in 2026**

No 3: The Arts Marketing Association: bringing arts and culture to more people



Behind every thriving museum, gallery or theatre is someone working hard to bring in an audience. The Arts Marketing Association exists to help them. Since 1993 it has supported the people who market arts and culture, with one simple purpose: helping them reach more audiences. In 2018 it became an Arts Council England Sector Support Organisation, and today it delivers a rolling programme of training, resources and networking to the marketers, communicators and audience-development staff who keep our cultural life thriving.

For smaller organisations, though, membership can be out of reach. That is where The Marketors' Trust came in. A grant from the Trust funded bursaries that gave 27 arts, culture and heritage organisations across Greater London team membership of the AMA they could not otherwise have afforded, among them museums, galleries, community spaces, theatres and even an orchestra.

For each of those organisations, the difference was practical and lasting. Their staff gained free training, support and networking to sharpen their marketing and communications, build their knowledge, and improve their awareness of equality, diversity and inclusion. That, in turn, helped them become more audience-focused, forming genuine, long-standing relationships with people who had too often been overlooked, so that new audiences feel welcome, included and keen to return.



AMA members at the AMA conference. Photo: Marion Botella.

The ripple effect reaches well beyond the marketing team. As these organisations connect with their communities, more local people come through the doors, digital audiences grow, online shops find new customers and fundraising appeals gain support. The result is simple and rather wonderful: more people enjoying, and being inspired by, the arts, culture and heritage on their own doorstep.

For a company of marketers, it is a cause close to home: using the skills of our own profession to help others tell their story, and to make sure the very best of our culture reaches the widest possible audience.

Website: a-m-a.co.uk

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

The Marketors' Trust, Registered charity no. 272339