50 Best Tweets from the 2016 National Arts Marketing Project (NAMP) Conference
@halfempty

There is no such thing as universal relevance. Importance isn't same as relevance. You can't assign relevance by fiat. @ninaksimon #nampc
@AaronAlbinDMA

"Marketing is a story and motivates audiences to action" - Adam Thurman
@artsmarketers @Americans4Arts
#sprinting #nampc
@SignalFlowPR

Start by remembering that no one needs what we have. #sprinting #nampc
@BommaritoMegan

"Mixed Taste was not art, but rather the spirit of art." @adamlerner nampc
@aliecline

Reminder from @adamlerner: be your best self in your role. #nampc
@5easypieces

It's important to know when not to do what your funders want you to do - @adamlerner #dyingofexcellence #nampc
@mayamcfaddin

The arts unify us, regardless of age, race, and ethnicity, believe 67% of Americans. Critical these times.

@Americans4Arts #nampc
@aliecline

The game is won and lost on Facebook. Don't be distracted by creating content for all platforms until you're killing it on FB.

#nampc
@JennyTinDC

#1 reason why Americans engage in the arts: "It makes me feel creative." #nampc
@chorusamerica

Online videos: 45% says it makes them think more favorably about a show. 68% says it influences a purchase.
@CapacityInt #nampc
@ErikSchroeder
Write down everything you could do to make your organization unimaginative and risk-averse...how many of them are you doing? #nampc
@StephElton

More than half of @YouTube views and 2/3 @Facebook video views are on mobile (source: ComScore) #nampc
@SaraLeonard

Your #brand is your all-inclusive culture. a lifestyle choice. it both sets you apart and aligns you with your community. #nampc
@camiletapr

"The work toward cultural equity is not hard -- but it is work." - Margie Johnson Reese, Board of @Americans4Arts #nampc
@tessalr

Emotions drive decisions. Find out "why" patrons engage with your org to then reach out with their perspective in mind. #nampc
What does your work on cultural equity look like? Evaluate this for yourself, make it personal, intentional @Americans4Arts #nampc
@karagibbs

"If your brand speaks to everyone, your brand speaks to no one" #nampc #branding #artsmarketing
@Ms_KathrynAnne
Selling tickets is not our highest calling #nampc
@MogoARTS

Arts orgs can thoughtfully participate in conversations around the larger set of issues that your audience cares about. #nampc #nampcsocial
@tessalr

If your email is too busy with too many calls to action, your readers will just skip past it. Have one clear call to action. One. #nampc
@LaraGoetsch

To survive, orgs must think of themselves as neighbors participating in community, not just places where people go. #BeyondTheBubble #nampc
@AlliHouseworth

"Transformative experiences are better than transactional experiences." - @annedediemar from @i_stage

#nampc
@Erika4arts

"Giving us tickets is one thing, but making us FEEL like we're part of your family is another thing"  #shiftinggears
#namppc
@SMDCAC

Want to connect w/ a demographic? Try providing authentic cultural content regularity. One-time events won't cut it. #nampc
@Americans4Arts
@palmbchculture

"I have no special talents. I am only passionately curious"- Einstein. Great words to start the final #nampc morning with.
@mayamcfaddin

"It's important that your arts org staff & board are engaged with the greater arts ecology in your community."
@BMHeidelberg #nampc
@Hipstercrat

Institutions often confuse their responsiveness with adaptiveness. One leans toward community needs, the other, not. #nampc
@DanceCanvas

"Change the way you look at things and the things you look at will begin to change" -Chris Denson @Densonology
#fuelingchange #nampc
@wyattbrand

#Equity, #diversity, #accessibility, and digital activation should not be per program, exhibition, or event but rather institutional. #nampc
@joshjenks

The goal isn't to get equity "done." It is to create a commitment so strong, you may fail by your own standards...& then work harder. #nampc
@StephElton
Research your Latino communities. Spend time, build relationships, and form true partnerships. #nampc
@Nesheaholic
Older audiences are an asset to be leveraged, not a problem to be solved. #grayisthenewgold #nampc
@treesiya
Allow people the space to bring their identities to work. #nampc
@IsleStormMaine

"The demographics of our cities are not changing they HAVE changed."
@Americans4Arts #nampc
@wyattbrand

Big takeaway from #nampc bookended by @AdamLerner and @ForkliftDance, @mrmichaelme: do something awesome—mktg and audiences will follow.
@Erika4arts

"Perception = most important factor in diversifying." How diff. groups perceive you informs whether they will value your services. #nampc
@synchrotheatre

Who are your top 100 most committed audience members? #freerangeart #nampc
@cecileoreste

Best stat of the weekend: 70% of people read their emails on the toilet. (I want to know how this data was collected!) #nampc
@TechInTheArts

A/B testing or focus groups can help give data to questions that seem subjective #nampc
@bradheegel

Filter everything you do through: 1) does it fit our promise? Does it fit our personality? #nampc
@chorusamerica

We must have empathy with our audiences, and doesn't come simply from surveys. Wisdom from
@Densonology #nampc
@mayamcfaddin

"Have patience in the project, persistence in the vision of the project, give and take." Allen of @austinenergy @ForkliftDance #nampc
@palmbchculturalyce
Diversify boards as well as the pool of CEO applicants for #arts orgs!
#movingup #nampc
@carol123jones
Be conscious and intentional about making inclusion happen. #nampc
@DanceCanvas

If you were ten times bolder, what ONE big idea would you propose in your arts community? Tell us what you think! #beavoicenotanecho #nampc
@artlifestiletto
#Art is a verb. It takes an active role in changing who we are and who we are becoming. #nampc
@gaensemble
Loving learning about how to use video to promote our entire art forms, not just one show! #nampc
@IsleStormMaine

The opposite of love is not hate, it's indifference. The opposite of art is not ugliness, it's indifference. - Elie Wiesel

#nampc
@Erika4arts

Bringing people who don't normally sit together to sit together is something we should all go home & try to do.

Inspired @MKiLuminate #nampc
@treesiyah

Reflecting on my diversity session today at #nampc Its tough to prioritize when everything is important
SHARE THIS E-BOOK!
OUR BRAND PROMISE

We connect, strengthen, and advance our nation’s arts marketing community with innovative programs, services, and tools.

Americans for the Arts serves, advances, and leads the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America. Founded in 1960, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts and arts education.

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