THE FIFTY MOST POWERFUL TWEETS
from the 2013 National Arts Marketing Project Conference
NOVEMBER 8-11TH 2013, PORTLAND, OR
On November 8-11 in Portland, Oregon, a charged group of over 675 arts marketers came together for *Powered by Community*, one of the largest National Arts Marketing Project Conferences to date. They shared best practices, tales of success, and practical takeaways about connecting with the communities that empower our art.

Thousands of tweets captured the energy and learning that resonated at #nampc. Here, we share with you 50 of our favorites kernels of knowledge.

**THE FIFTY MOST POWERFUL TWEETS FROM THE 2013 NATIONAL ARTS MARKETING CONFERENCE**
@SaraLeonard

At its simplest: Serve your community. Expand your community. Work to build your community. #nampc
@miss_alaina

Lapsed buyers like dates: you haven't called them in a while and maybe they've forgotten how cute you are.

#patronlens #nampc
@LBJMFA

Don't just add value: create value. #socialspaces #nampc
The technology itself is not going to save you. Amen. Let's get rid of silver bullet wishing. #crowdfunding #nampc
@groupofminds
Start marketing with a backbone of science, not guesses or emotions.
#artspsynch #nampc
@trishamead

Educate up. Your legacy media mix mirrors the consumption habits of your board. Teach them about the new media environment.

#nampc
@clairemohun
Redefine "audience" to include all with meaningful relationship, not just ticket buyers. #nampc
@KathleenKHolt
We learn more about each other thru play than thru a year's worth of conversation. @kckatalyst #nampc
@Nesheaholic

It’s not just about making money—it’s about making meaning. #nampc
Articulating your values, let that be part of your brand identity - Carmen Morgan.

#divact #nampc
@amandabohan

Collaboration is required to fulfill the promise of a fully engaged audience. #nampc
@JeniferThomas
Business intel nirvana=
collect+organize+analyze+
present+act #nampcprice
#nampc
@CaraFleck

We need to reawaken the creativity, resilience, hope of a child in others. That’s our calling. @kckatalyst

#nampc
@JennyTinDC

Change the language from "inclusion/invitation" to "partner/connect." We are not the sole creators of culture. #nampc
@lynnekingsley
Responsive design is not the future; it's the now.
#winningwebsites #nampc
@spinstripes

Respect where ppl are in their appetite for engagement. Some prefer more, some prefer less. Provide opportunity to design their own way. #nampc
@DanceCanvas

Diversity = Allowing audiences to see themselves in every aspect of your performances and/or your organization! It is simple! #nampc
@nonoah

True. "You don't want to have a *pricing* conversation with your customers, you want to have a *value* conversation with them." #nampc
@opticnoodle
Crossover theme: Be smart, directly ask your most active mavens/fans/donors to help get your message out into the community. #nampc
@fogpanther
Audience Engagement is a sweep of activities designed to more intimately entangle the art, artist and audience. #siuprecon #nampc
@letyrhil

Embed people in your process! - Sandra Jackson Dumont
#nampc
@CeciDadisman
Matt Stinchcomb: Keep it real always. @Etsy #nampc
@chambermusicnw
“Institutional resistance is just a lack of understanding, a need for communication.”
#divact #nampc
@yiplar

Don't beg for money, ask people to be a partner in your project and your story.
#crowdsourcing #nampc
@clairewillett
Arts must transform as culture transforms: demographically, technologically. #nampc
Why marry audience engagement with overall institutional strategy? It's where the rubber meets the road. Multi-modal increasing.

#nampc
@theatreWashDC

When making videos & audio remember MAEGIC: memorable, awww, emotional, good information, and creative. #nampc
@andreacbrown

Want to attract millennials? Prove how relevant your art is. The demand and interest for the arts is there.

#nampc
@HeathmanPDX
“Tell your story and your community story, or somebody else will do it for you.”-Chris Erickson GM
#nampc
@timyergeau

Forget about the numbers on social media. They'll come organically if you do the right things. #nampc
@DrJGo
Figure out what's super sticky about the experiences your offer, one of the underpinnings of Connectivity. @RGinDC #nampc
@AudienceDevSpec

Have to have a shared language to be able to communicate effectively.

#nampc
@ASC_CathyB
Make sure everyone in the company has the knowledge to make mission-vision-values based decisions. @Etsy #nampc
@a_wah

3 principles for activating spaces: Insight, interactivity and shareability.

#socialspaces #nampc
Lesson: Understanding & using data (current & new audiences) for predictive modeling is crucial for all of us. #nampc
@TRGArts

Don't fear failure. Failing = learning. #nampc
@HytoneArts
Small experiments with radical intent! Follow your hunch! #nampc
The role of the museum does not need to be confined by its walls. #nampc
@Plinett

You want to humanize your organization, remove barriers, invite people behind the scenes, into the process: @seattleopera
Alvin Henry #namppc
@brian_pat

Sometimes organizations are so comfortable in their success that they remain unaware of the changes happening around them.

#auddev #nampc
@alexissthornton
Don’t do it because you think you should, do it because you believe in it.
#nampc
Marketing can and must assert role in programming. There’s a need for curatorial intervention in the arts.

#nampc
@DLBlan

It's not about what you're going to do, but about an invitation to participate in the party. #tcart #nampc
Better than wooing newbies, activate the loyal to serve as advocates for your org.
#patronlens #nampc
If your tweet only lasts 10 secs, you have a content, a context & a relevance problem.- @PamMktgNut
#nampc
@MandyAMorgan
Stop thinking of companies as just a building or a checkbook. Then you can begin thinking of true partnerships. #artbiz #nampc
@eatwithme75

Visualize your sales, then take action based on what you see. #nampa
@TarheelJean
Just because people see your brand, doesn't mean they see value in it. Great point. @marketingnutz #nampc
Bill Rauch: Diversity is a fact of life. Inclusion is what we do about that fact.
#diversity #nampc
@Estriker9

Keep community at the heart of what you do!

#nampc
SHARE THIS E-BOOK!
AMERICANS FOR THE ARTS
1000 VERMONT AVE NW, 6TH FLOOR
WASHINGTON D.C. 20005

Americans for the Arts is the nation’s leading nonprofit organization dedicated to advancing the arts. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

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