On November 12-15, 2011, more than 520 arts marketers convened in Louisville, Kentucky to swap ideas, share success stories, and learn the best practices for engaging and WINNING AUDIENCES. More than 4,500 tweets captured the energy & enthusiasm that took place inside and outside of the conference headquarters. We have compiled 50 of the most insightful, inspiring, and awesome kernels of knowledge straight from the #nampc tweet deck in our newest e-book:

50 WINNING TWEETS FROM THE 2011 NATIONAL ARTS MARKETING PROJECT CONFERENCE
Effective leadership doesn't have to come from the top, but there has to be a leader.

#nampc
@immastereo there are two types of marketers. 1) builders 2) sustainers. which one are you? #nampc
@alstilo Programing that includes the community and is about them will be relevant to the community. #nampc
@SarahRRRowan

"New Media: The more engagement you create, the more reach you EARN"

#nampc
@dougphi Once you present the data, the controversy goes away. #nampc
@ArtsMarketingPR
Unawesome is unacceptable. #nampc
@andyperez
Communicate the value.
#nampc
@jgbez aha moment-when sales are good, ROI is measured by sales. When they are not, campaign/tactical ROI is suddenly more important. #nampc
@rebhimmberger QR codes: must create unique content for the code - don't just send them to your site. #nampc
@artprintr  Loved the exercise of trying to name 10 things my org does that no one else does. No one truly (truly) finds 10.... #nampc
@spinstripes

Advocating "cutting with courage" - i.e. print ads. Don't be afraid to let go of something that isn't working. #nampc
@jenn_salcido

Interesting idea for pay what you can - pay what you think it was worth afterwards.

#nampc
@tomoconnor From last night's #nampc dine-around: in small orgs, take advantage of the proximity of programmers to strategists. Indoctrinate each other.
@philaculture Scott Stratten: no such thing as a neutral brand interaction. #nampc
@theatrebayarea

@unmarketing: "we are passive in person and aggressive online."

#nampc. yup.
We don't share logos. We don't share brochures. We share awesome. #nampc
@DDombrosky Nothing is worse than having a great experience and not being able to share it. (via @unmarketing) #nampc
@PCA_Arts even the best social media strategies don't replace a positive face-to-face experience. #nampc
@essselle It's really hard to amputate our own work, so it helps to know some surgeons. #nampc
Targeted advertising is important, but don't confuse it with engagement. #nampc
@danyelsaidit Beyond engaging, are our fans transacting with us? #nampc
@rebcincy Input is needed for output. Stock your brain with experiences and images so when you go to make something, the well is full. #nampc
@alexandrakesman
Many of your best patrons may be flying below the radar. Treat the single ticket buyers like subscribers. Don't create an imbalance. #nampc
@cbrewe We may offer the programming people want, but are we offering the experience people want? #namppc
@fuzzydinosaur “we do charge a minimal amount so that they value what we’re giving them.” free isn't always the most attractive option. #nampc
@SMArtsLabLauren
Word of mouth is the most important marketing tool. Social media is a new way to approach this. #nampc
If you can’t follow through on a question you ask your audiences, don’t ask that question. #nampc
@JennDance Biggest take aways: know your audience, do your research, collect and USE your data. #nampc
@Venessa
IN: Elevator Dialogue.
OUT: Elevator Speech/ Monologue.
#nampc
@JessicaMarie095
Find the intersections, build those bridges, and you’ll increase your audience engagement. #nampc
@FishMPLS our mission is not the only outcome, our relevance to the community is. #nampc
@sarabethdurham
"Arts Marketers are the curators of experience"
- Alan Brown #nampc
@HytoneArts It's that simple: Your Brand is Your Story. #nampc
@Tiffany_GPAC
Respect the white space! Resist your marketer urge to throw another quote or a "buy now" in there. #nampc
@SMArtsLabLauren: If you want young people in your theatre, you have to program for new audiences.

#nampc
@ArtsMarketingPR

Twitter is a conversation not a dictation. It is a beautiful engagement platform. #nampc
@jessjfrye  "future offers don't change the fundamental first time experience."  #nampc
You have to offer something people want to invest in - stories, ideas, experiences.

#nampc
@megilby It's no longer enough to just do good work to get funding. You have to offer a product that people want to back. #nampc @kickstarter
@alexrakesman There is a HUGE difference between making a case for help and making a case as an opportunity for investment. Loving this! #nampc
Crowdfunding is about getting backers excited about something awesome, not about filling a deficit. #nampc
@PillowPR Always remember "why should people care?" Or what I like to call the So What Factor #nampc
@LaraGoetsch "Where you end up should be both surprising and inevitable" - Oliver Uberti; LOVE. Applies to personal, professional, project success. #nampc
We are privileged to work for institutions that touch people's lives. Tell your story. #nampc
@AudienceDevSpec
Social media isn't magic- you have to work at it and build relationships. Oh yeah!
@BrianReich #nampc
@dekingraham Apps are NOT a one-time investment. It is constantly evolving. #nampc #mobilearts
@trishamead "Create content people want to amplify and others come find the source."
#nampc
@PillowPR "We can learn more from failing at ambitious goals than from achieving modest ones." #nampc
@TheSoapFactory Think of the arts as not a commodity that will be financially viable if good, but as a citizen who makes the community better. #nampc
Want More Arts Marketing Resources?

Website  www.artsmarketing.org/
Email  info@artsmarketing.org
Facebook  National Arts Marketing Project
Twitter  #nampc

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. From offices in Washington, DC and New York City, it serves more than 150,000 organizational and individual members and stakeholders.

Americans for the Arts
1000 Vermont Ave NW
Washington, DC 20005
202.371.2830 (P)
202.371.0424 (F)