

ARTS MARKETING INSIGHTS

The DYNAMICS of BUILDING and RETAINING
PERFORMING ARTS AUDIENCES



JOANNE SCHEFF BERNSTEIN

Foreword by PHILIP KOTLER

Arts Marketing Insights The Dynamics Of Building And Retaining Performing Arts Audiences

Finola Kerrigan



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Starting a Theatre Company Karl Falconer, 2023-05-04 Exploring everything from company incorporation and marketing to legal finance and festivals Starting a Theatre Company is the complete guide to running a low to no budget or student theatre company

Written by an experienced theatre practitioner and featuring on the ground advice this book covers all aspects of starting a theatre company with limited resources including how to become a company finding talent defining a style roles and responsibilities building an audience marketing the logistics of a production legalities funding and productions at festivals and beyond The book also includes a chapter on being a sustainable company and how to create a mindset that will lead to positive artistic creation Each chapter contains a list of further resources key terms and helpful tasks designed to support the reader through all of the steps necessary to thrive as a new organisation An eResource page contains links to a wide range of industry created templates guidance and interviews making it even easier for you to get up and running as simply as possible Starting a Theatre Company targets Theatre and Performance students interested in building their own theatre companies This book will also be invaluable to independent producers and theatre makers

Performing Arts Center Management

Patricia Lambert, Robyn Williams, 2016-11-03 Performing arts centers PACs are an integral part of the cultural and creative industries significantly influencing the cultural social and economic vitality of communities around the world Virtually all PACs are community based and serve the public interest whether structured as a public nonprofit for profit or hybrid entity However there is a lack of knowledge about the important community role of performing arts centers especially those that mainly host and present work produced by other arts organizations This gap is startling given the ubiquitous presence of PACs in urban centers small communities as well as colleges and universities This co edited reference book provides valuable information at the intersection of theory and practice in the professional field of executive leadership of performing arts centers Drawing on the expertise of leading academics consultants and executives this book focuses on institutions and practices in the United States and is contextualized within additional fields such as cultural planning urban revitalization and economic development Performing Arts Center Management aims to provide valuable theoretical conceptual empirical and practice based information to current and future leaders in creative and cultural industries management It serves as a unique reference for researchers university students civic leaders urban planners public venue managers and arts administrators aspiring to improve or advance their work in successfully managing performing arts centers

Arts Entrepreneurship

Richard Andrews, 2019-09-16 Arts Entrepreneurship Creating a New Venture in the Arts provides the essential tools techniques and concepts needed to invent launch and sustain a business in the creative sector Building on the reader's artistic talents and interests the book provides a practical action oriented introduction to the business of art focusing on product design organizational planning and assessment customer identification and marketing fundraising legal issues money management cultural policy and career development It also offers examples exercises and references that guide entrepreneurs through the key stages of concept creation business development and growth Special attention is paid to topics such as cultural ventures seeking social impact the emergence of creative placemaking the opportunities afforded by novel corporate forms and the role of contemporary technologies in marketing fundraising and operations A hands on guide

to entrepreneurial success this book is a valuable resource for students of Arts Entrepreneurship programs courses and workshops as well as for early stage business founders in the creative sector looking for guidance on how to create and sustain their own successful venture *The Routledge Companion to Arts Marketing* Daragh O'Reilly, Ruth Rentschler, Theresa Kirchner, 2013-12-17 The relationship between the arts and marketing has been growing ever more complex as the proliferation of new technologies and social media has opened up new forms of communication This book covers the broad and involved relationship between the arts and marketing It frames arts marketing in the context of wider related issues such as the creative and cultural industries cultural policy and arts funding developments in the different art forms and the impact of environmental forces on arts business models and markets The Routledge Companion to Arts Marketing provides a comprehensive up to date reference guide that incorporates current analyses of arts marketing topics by leaders of academic research in the field As such it will be a key resource for the next generation of arts marketing scholars and teachers and will constitute the single most authoritative guide on the subject internationally *A Reader on Audience Development and Cultural Policy* Steven Hadley, 2024-02-22 This book brings together for the first time twenty two chapters on arts marketing and audience development Edited and curated to be accessible to both academics and those working in the cultural sector the book provides an invaluable resource for anyone interested in the traditions philosophies and approaches which underpin our ideas about increasing audiences for the arts Covering a range of topics and international perspectives it tells the story of how arts marketing and audience development came to be such an important management practice in the cultural sector This edited volume discusses the relationship of audience development to arts management and cultural policy and outlines the foundational arguments which have led to contemporary debates around everyday creativity and cultural democracy By providing vital insights from both the theory and practice of arts marketing and audience development the book will serve as an excellent reference work for researchers Simultaneously this book will also be an invaluable read for those working in cultural leadership and arts management roles The chapters in this book were originally published in various Routledge journals **Marketing the Arts** Finola Kerrigan, 2010-04-27 In recent years there have been significant shifts in arts marketing both as a practice and an academic discipline The relationship between art and the market is increasingly complex and dynamic requiring a transformation in the way the arts are marketed Marketing the Arts argues that arts marketing is not about the simple application of mainstream managerial marketing to the arts With contributions from international scholars of marketing and consumer studies this book engages directly with a range of contemporary themes including The importance of arts consumption and its social dimensions The importance of the aesthetic experience itself and how to research it Arts policy development The art versus commerce debate The role of the arts marketer as market maker The artist as brand or entrepreneur This exciting new book covers topics as diverse as Damien Hirst's For the Love of God Liverpool's brand makeover Manga scanlation Gob Squad Surrealism Bluegrass music

Miles Davis and Andy Warhol and is sure to enthuse students and enlighten practitioners **Theatre Management**

Anthony Rhine, 2017-12-21 An essential introductory textbook that provides a comprehensive and student friendly overview of the key processes involved in developing and managing a theatre in the 21st century It covers a complete range of topics fundamental to successful commercial and not for profit theatre management from developing a mission statement to communicating with stakeholders from marketing and promotion to fund development platforms and from governance structures to community engagement With over two decades of experience in the industry Anthony Rhine encourages a critical understanding of theatre management rather than simply giving students the facts and theories to memorise he shows readers how to think like theatre managers giving them the skills needed to be able to carve out their own career paths Far reaching and globally applicable the text serves as an invaluable guide for aspiring theatre managers as well as undergraduate and postgraduate students on theatre management arts management creative industries and theatre and performance studies degree courses

The Art and Practice of Directing for Theatre Paul B. Crook, 2016-09-13 The formation and communication of vision is one of the primary responsibilities of a director before ever getting to the nuts and bolts of the process The Art and Practice of Directing for Theatre helps the young director learn how to discover harness and meld the two Providing both a practical and theoretical foundation for directors this book explores how to craft an artistic vision for a production and sparks inspiration in directors to put their learning into practice This book includes Guidance through day to day aspects of directing including a director s skillset and tools script analysis and rehearsal structure Advice on collaborating with production teams and actors building communication skills and tools and integrating digital media into these practices Discussion questions and practical worksheets covering script analysis blocking and planning rehearsals with downloadable versions on a companion website

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