



Marketing in a recession

A one-day Arts Interlink/V&A seminar examining the impact of the economic slowdown on arts organisations, visitor attractions and audiences.

Friday 5 March, Sackler Centre, V&A Museum, London.

[CLICK HERE TO DOWNLOAD A SCHEDULE OF THE CONFERENCE](#)

Has the recession changed the way we market the arts and visitor attractions?

Could collaboration be the way to sustain audiences?

With keynote speaker **Sandie Dawe**, Chief Executive of Visit Britain, new research from MUSE and case studies from Kew Gardens, Tate Liverpool, Liverpool Playhouse, the Royal Opera House, the V&A, the National Theatre, Hypertag and York Museums Trust, this seminar will explore how organisations are developing innovative ways to maintain and build audiences.

SPECIAL OFFER – SAVE OVER £50!

For ArtsProfessional readers

If you book before 8 February all places for the seminar are just £99 (full price £150).

CLICK HERE TO BOOK

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AND QUOTE 'ARTSPROFESSIONAL' OFFER.

Further information: stephen@stephenbrowning.com