



# 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**

OR PHONE 020 7942 2211

AND QUOTE 'ARTSPROFESSIONAL' OFFER.

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