

## AMA Conference Case Study – [Change for Good](#)

**21<sup>st</sup> and 22<sup>nd</sup> October 2021**

MDEM in partnership with the Arts Marketing Association (AMA) we're pleased to fund a conference place for an East Midlands Museum delegate for their 2021 event '*Chang for Good*'. This is the second year we have provided this bursary and below is a case study of the learning from the event.

<b>Name:</b> Chloe Subitte
<b>Museum:</b> Creswell Crags
<b>Role:</b> Marketing and Events Officer

### 1. (Before the event) Why did Creswell Crags apply for this place:

Creswell Heritage Trust are currently in a period of growth and development, with priority areas in marketing, communications and digital. Attending the AMA conference would allow us to enhance our current offer and expand our knowledge across the team, proving a better understanding of how becoming a digitally savvy organisation, growing our audience reach across social media/onsite. The session *Welcome to the Real World*, will be of particular benefit for improving our storytelling and audience insight for video platforms, a key area of forward growth. While *How Hybrid Ways of Working are Becoming the 'New Normal'* will give us the opportunity to re-evaluate our ways of working and how these translate to a digital-first audience, hugely beneficial to our livestreamed learning sessions and plans to create virtual platforms to aid accessibility and enhance inclusion across the museum and content.

For my professional development, however, attendance at the AMA conference will give me the opportunity to network and interact with other arts marketers, to learn more about the arts sector, best practise and the challenges facing marketers across the sector as the world return to normal.

### 2. List of the three top takeaways you gained from AMA Conference 2021.

The first session I attended 'How to become a digital change champion' was both insightful and hugely relevant for Creswell Crags, as we were able to use the learnings from Duncan and Eva to help frame our rebrand, for an upcoming launch in the New Year of 2022. It was great to hear things that went well and things to learn for the future, and their top tips / takeaways were of great help.

The second day's opening keynote with David Watson was immensely insightful and gave me a great understanding of how to shape and influence a brand and the story it tells through the organisation, I particularly enjoyed hearing about his experiences, and how important it is to listen to every staff member, and ensure they're at the heart of what you do.

Lastly, my final takeaway from the 'Hybrid ways of working: The new normal' session, in which the topic of a digitally confident organisations was touched upon. It was really interesting to see how this was categorised, and opened my eyes to how we can improve our digital connection and footprint in the future. I loved how the speaker not only told us what a digitally confident

organisation looked like, but also what steps we as the audience could take to make us more digitally savvy.

**3. What was your key learning from the day, and how you might implement this back at your organisation.**

To learn from the past and the mistakes made, to diversify and strengthen the organisation as a whole. Whether this is with marketing efforts, rebranding, or even hiring new staff, it's so important to learn from what was and use those to create a better organisation and working environment. I also took away that it's important to ensure you're looking forward, to see what new technologies, trends or ideas are going to benefit the organisation in a positive way, and not be afraid to try something new.

**Final word from Chloe:**

Many thanks again for the support in my bursary, I really enjoyed the sessions and was thrilled to be able to represent Creswell Crags. I'd very much recommend the AMA conference and have learn a lot. I would definitely look to apply and attend once again in the future.