

Arts Marketing Association: Developing Audiences Training Team

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Helen is based in Manchester in the North West of England, but works across the UK. Her background was originally in theatre, having worked in the marketing departments of The Library Theatre Company and the Royal Exchange Theatre in Manchester among others.

Helen became a marketing consultant in 1999, before creating Palmer Squared Marketing and the Audience Development Agency in 2005 with her twin brother Andrew, where she has consulted with a diverse range of cultural and heritage organisations, networks and partnerships across arts marketing, cultural tourism and audience development.

Helen has worked internationally having delivered keynote conference lectures in Australia in 2014 and has also worked in Los Angeles and New York with Marketing Manchester and Manchester International Festival on a series of events between 2005 and 2008.

Current Palmer Squared clients include: The Audience Agency, Arts Marketing Association, Asia Triennial Manchester, British Ceramics Biennial, Liverpool Biennial, Culture Liverpool, University of Warwick.