

## **Arts Marketing Association: Developing Audiences Training Team**

**Laraine Penson**  
**Associate Producer, Arts Marketing Association**



Laraine creates the AMA's Bespoke programme of tailor-made training for individuals and organisations.

Laraine has more than 17 years' experience working in arts and culture, predominantly in marketing communications in dance.

Prior to joining the AMA, she was Director of Communications at Northern Ballet, where she and her team won the Achievement in Marketing Award at the 2013 UK Theatre Awards.

She presented at Digital First? and at the 2015 AMA conference, and has delivered training in integrated marketing campaigns and briefing designers. She was a founding Fellow of our Digital Marketing Academy (DMA 0.1) and worked with the AMA to deliver training in marketing and audience development for 40 arts organisation in Johannesburg and Cape Town for the Connecting Creative Markets project.