

Arts Marketing Association: Developing Audiences Training Team

Mel Larsen
Consultant & Coach



Mel Larsen is an experienced market researcher, trainer and coach and has worked in the arts, culture and small business sectors for over 20 years.

Much of Mel's work has focused on supporting cultural organisations in developing new and increased audiences. Her clients have included The Arts Marketing Association, Arts Council England, The Australian Arts Council, CARIFORUM, Creative New Zealand, Audiences Central, Film and Video Umbrella, the British Council, The Royal Opera House, The Tower of London and StillArt in Sweden.

Mel has also founded and led several community-focused projects such as the Streatham Festival, an annual event in South London, for which she received a Lambeth Council Civic Award. She is author of *Arts Ambassadors: a practical guide*, published by Arts Council England.