



## house theatre: AMA MEMBERSHIP OFFER

ACT NOW on an offer for marketing colleagues in the house network.

The [Arts Marketing Association \(AMA\)](#) is the arts and cultural sector's support organisation for marketing and communications. house has previously subsidised places for marketing colleagues in the house network to attend the AMA's annual conference. This year, the conference will go online as the [Arts Marketing Festival](#) on 1 – 2 December 2020. Members can attend free; there's a charge to non-members.

In light of the pandemic, house recognises the challenges ahead for venues in the network as they reach out to audiences. house is committed to supporting this work.

house is offering 10 annual free AMA individual memberships:

- 5 x early stage assistant/officer level memberships (level 1)
- 5 x mid-career senior officer/manager level memberships (level 2)

Membership fees are often beyond the budget, so we have developed this offer in conjunction with the AMA order to overcome that barrier, enabling venue colleagues to join, attend the Festival free of charge, and benefit from a year-round programme of professional development.

[See the membership tiers on the AMA website](#)

[Learn about the benefits of joining the AMA](#)

Venue leaders and directors should nominate marketing colleagues to apply who will benefit from this scheme and bring value to your venue's future audience strategies. They may be furloughed or non-furloughed. If your role as programmer, director or venue manager (etc) carries responsibility for this marketing activity at your venue, you may apply.

Memberships are offered on a first-come, first-served basis.

This offer will open at: **1pm on Monday 23 November**  
and close at: **1pm on Tuesday 24 November**

### How it works

1. You can submit an application **from 1pm on Monday 23 November**, and **by 1pm on Tuesday 24 November**
2. Memberships will be offered on a first-come, first-served basis to the first five level 1 entrants, and the first five level 2 entrants to apply who meet the conditions\* listed below.
3. To apply you can complete the short application form at the end of this pack, or film and send a link to your video application
4. Submit your application by email to [info@housetheatre.org.uk](mailto:info@housetheatre.org.uk)



\* **Conditions (1-18)**

1. The applicant, or another a colleague at the same venue, does not have active AMA membership
2. The applicant is employed as marketing staff in a venue in south east and east England that is [registered with house](#)
3. The applicant is contracted at assistant/officer level or senior officer/manager level, and plays a role in the marketing and audience development of the venue
4. With permission, the applicant will confirm the name and contact details of the person who is nominating them for this membership offer
5. If the applicant is responsible for marketing activity as part of their job (eg Programming & Marketing, Venue Manager, Director etc), they may apply by selecting the appropriate marketing experience level
6. The applicant will be available to attend the online Arts Marketing Festival on Tuesday 1 December and Wednesday 2 December
7. The applicant will include a short statement with their entry, describing the reasons for applying. This will be used for monitoring and may be used in the allocation process if any avoidance of doubt is necessary
8. The applicant's entry must arrive between **1pm UK time on Monday 23 November** and **1pm UK time on Tuesday 24 November** at [info@housetheatre.org.uk](mailto:info@housetheatre.org.uk)
9. The applicant understands that memberships will be granted on a first-come, first-served basis, according to the receipt time indicated on your email submission, availability and providing that these conditions are satisfied
10. If the memberships are all taken before the offer ends, house will announce this on the website and close the application online; similarly, house may extend the offer if any memberships remain after the finish time
11. house cannot be liable for any technical issues preventing your emails from dispatching or being received; and house's decision on granting and distributing memberships is final

If your membership application is successful:

12. You will be notified on Wednesday 25 November. If you do not hear from us on that day, please assume you were not successful on this occasion
13. The details required for registering (page 3 in this pack) will be shared securely with the AMA membership team who will process your membership and provide you with Festival joining instructions
14. Your membership welcome email may arrive after the Festival, but this does not prohibit you from attending
15. You will be responsible for any arrangements, technology, upgrades or costs associated with attending the Festival
16. You will be asked to document your learnings at the Festival in a brief report or blog for house, and complete a house evaluation
17. You will be invited to join a house WhatsApp group for the duration of the Festival, to share and discuss learnings and insights
18. This offer is for one year's membership. When it expires, house will not be responsible for its renewal and the decision to renew will revert to you.



## Application for an annual individual AMA membership

To submit a video application, please film your answers to all questions on this form in two separate files – registration details and reasons for applying. Please submit links to your video rather than attaching a file.

Your details	
Name	
Venue	
Postal address	
Job title	
Email address	
Mobile/landline	
Who is nominating you (name and email)	

How you qualify for this scheme	Please check
Either: I am an early-stage assistant or officer in marketing	<input type="checkbox"/>
Or: I am a mid-career senior officer or manager in marketing	<input type="checkbox"/>
I or a colleague do not currently have AMA membership	<input type="checkbox"/>
I can attend the Marketing Festival on 1 December & 2 December 2020	<input type="checkbox"/>
I have read the conditions and agree that my personal details on this form (not including the reasons for applying), can be shared with the AMA for the purpose of registering me for membership and onto the Marketing Festival.	<input type="checkbox"/>





## Reasons for applying

Please explain your reasons for applying. You should cover:

- Why you're applying
- What you hope to learn from the Arts Marketing Festival
- How annual membership could benefit your venue's mission and future audience strategy (this could include developing a strategy)
- Any other information you think we should know

**I have read and accept the conditions\* of this offer, and understand that failure to demonstrate this when asked may result in the termination of any offer**

**Signed** \_\_\_\_\_

**Date** \_\_\_\_\_

The personal details you supply on this form will only be used in relation to this project, and according to our [privacy policy](#).

To sign up for house news, please [Join Our Mailing List](#)

If you require any of this information in an accessible format, or wish to speak to us about the offer, please contact [info@housetheatre.org.uk](mailto:info@housetheatre.org.uk)