



PR and Marketing 101: Back to Basics

American Association of Museums Annual Meeting

May 24, 2011 | 2:00–3:15 pm | Houston, TX

SUMMARY

Whether new to PR and Marketing, or looking for a basic refresher, join our roundtable presentations today and talk with experts about the fundamentals of marketing, media relations, social media, grassroots marketing, and moving to PR from other disciplines.

Each topic will be presented three times, providing you an opportunity to explore practical ideas and tools that you can take back to your own institutions. Questions and group discussion are encouraged!

ROUNDTABLE TOPICS AND PRESENTERS

Grassroots Marketing 101

Ann Dickson, Oakland Museum of California

Christine Lee, The Harry Ransom Center, University of Texas at Austin

Marketing 101: Knowing Your Audience & The Power of Your Brand

Mark Albin, The Newark Museum

Media Relations 101

Amy Athey McDonald, Yale Center for British Art

Sally Morse Majewski, Sterling and Francine Clark Art Institute

Crossing the Divide:

Moving to PR/Marketing from Other Disciplines in the Museum

Alesha Mercado, Independent Museum Consultant

Social Media 101

Kaci Bayless, Yale Center for British Art

PRESENTER CONTACT INFORMATION

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