

Speaker

Roger Tomlinson

Independent consultant working internationally in the arts and cultural sector, specialising in cultural policy, arts management, audience development and new digital technology for arts marketing and sales



Primary role	Partner in ACT Consultant Services and Senior Consultant with Baker-Richards
Interests	Arts & audience development, effective arts management, cultural policy & strategy, application of new technologies to arts marketing, ticketing, websites
Languages	UK English
Location	Cambridge UK
Institution type	Other

Professional experience

Roger Tomlinson is a leading international arts consultant, working in the UK, Europe, Australia, New Zealand, and the US. He works with government, funders, local authorities and arts organisations on an holistic approach to developing strategies for audience development. He is a specialist in applying new media technologies to enable more effective relationships to be built with potential audiences and attendees. He has been an arts marketer, a venue manager, gallery organiser, theatrical producer, film theatre programmer, festival organiser, concert hall programme planner, and funding body officer as well as a consultant, trainer, seminar leader and conference organiser. He has been an independent consultant and trainer since 1988.

He worked at the Victoria Theatre Stoke-on-Trent, the Leeds Playhouse and the Royal Shakespeare Company in Stratford-upon-Avon.

He set up and opened the Aberystwyth Arts Centre as Chief Executive and set up and ran Theatr Clwyd in North Wales for seven years. He carried responsibility as producer for over 54 in-house produced weeks of theatre per annum.

He was Drama Director of the Welsh Arts Council from 1982 to 1988.

He founded an independent research and consultancy practice in 1988. He has worked as a trainer on Board development, management, marketing, quality, and customer relations. He has devised numerous training courses, including the annual UK Druidstone Marketing week long course for the Theatrical Management Association. He was Chairman of the Arts Marketing Association from 1996 to 1998, is Chairman of the Centre for Performance Research at the University of Wales Aberystwyth, and was a Board member of INTIX who gave him a Lifetime Achievement Award in 2009.

Publications

BOXING CLEVER 1993 and The Box Office Marketing Guides 1996 published by Arts Council of Great Britain

Developing and Managing Websites (with Vicki Allpress) published by Arts Council England

Data Protection Guide published by the Theatrical Management Association and the Arts Marketing Association

JobWatch, a guide to successful equal opportunities recruitment for arts marketing posts, published by the Arts Marketing Association

FULL HOUSE: Turning Data into Audiences, (with Tim Roberts) published by the Australia Council and Creative New Zealand

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