

# Cross-Network Connect: Marketing As Resistance

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Sponsored by Executive & Managing Directors Network (<\$750,000)

Thursday, April 8 | 2:30 pm-3:30 pm ET

This Cross-Network Connect is open to Dance/USA members; sponsored by the Executive & Managing Directors Network (<\$750,000) to discuss marketing with special guest speaker [Amy Jacobus of Grounded Growth Marketing](#), focusing on their Resistance Marketing Toolkit.

You can access the Resistance Marketing Toolkit here:

<https://groundedgrowth.marketing/wp-content/uploads/2025/10/The-Resistance-Marketing-Toolkit-1.pdf>

**We are asking members to add questions in the question boxes below by March 31 so that Amy can review them and be prepared to address them in her presentation.**

Questions	Asked By (Optional)
Hi! <b>LOVE the Toolkit! Thank you!</b> Wondering if there is a strategy from the toolkit that could be used as an example to demonstrate how to scale the actions for large / medium / small orgs as well as individual artists (like cutting a cookie recipe in half for fewer guests or doubling it for a crowd). <u>AND / OR</u> Are certain strategies a stronger fit for small orgs / individual artists with less human resources vs. strategies that large(r) orgs are better equipped to execute?	
