Cross-Network Connect: Marketing As Resistance

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! **LOVE the Toolkit! Thank you!** 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). AND / OR 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?	
