

I have provided consultancy services to the heritage, museum and arts sectors for more than 25 years. Working both independently and with a small network of consultants, I provide a personalised service on both small and multi-million pound projects.

EXPERIENCE

-  Alix Slater Consultancy and Training Ltd **2010 - PRESENT**
Director
-  Business School, Middlesex University **2010 - 2018**
Senior Lecturer, Tourism & Events Management (PT)
-  Business School, BPP, London **2010 - 2012**
Visiting Lecturer, Market Research & Consultancy
-  Business School, University of East London **2010 - 2012**
Visiting & Senior Lecturer, Leisure Management
-  London College of Communication, **2007 - 2010**
University of the Arts London
Senior/Principal Lecturer, School of Creative Enterprise
-  Business School, University of Greenwich **1996 - 2007**
Senior/Principal Lecturer, Heritage & Museum Management & Programme Area Director, Cultural Industries Management
-  St Mary's University College **1995 - 1996**
Visiting Lecturer, PG Diploma in Heritage Interpretations
-  LORD Cultural Resources Planning & Management **1994 - 1996**
UK Manager & Senior Consultant
-  National Museum of Wales, Cardiff **1993**
Promotions Officer
-  Royal Ontario Museum, Canada **1992 - 1993**
Assistant Interpretative Planner
-  National Museum of Wales, Cardiff **1992**
Education Department Volunteer

QUALIFICATIONS

-  The Institute of Direct and Digital Marketing **2010**
Certificate in Direct & Digital Marketing (Distinction)
-  Institute for Work Based Learning, Middlesex University **2009/10**
Doctorate in Professional Studies
-  University of Greenwich **2007**
Certificate of Professional Development in e-learning, Teaching and Training (CeLTT)
-  University of Greenwich **1999**
MA Museum Management (Distinction)
-  Trinity College, Carmarthen **1993/94**
Post-Graduate Certificate in Education
-  St Mary's University College **1991/92**
Post-Graduate Diploma in Heritage Interpretation (Distinction)
-  King's College, London **1988/91**
BA (Hons), Geography (2:1)

KEY PUBLICATIONS

Slater, A. & Wood, E.H. (Eds) (2015) **The Festival & Event Experience**, LSA Publication No. 127, Eastbourne: Leisure Studies Association.

Slater, A. & Armstrong K. (2014) **Drivers and Motives for Membership at the Southbank Centre, a Mixed Arts Venue in London, UK**. International Journal of Nonprofit & Voluntary Sector Marketing, Vol. 19, Issue 1, pp. 1–13.

Slater, A. (2013) **Membership and subscription in the performing arts: What have we learnt during the last 35 years?** In The Routledge Companion to Arts Marketing, (Eds) O'Reilly, D., Rentschler, R. & Kirchner, T. London: Routledge 041578350X

Slater, A. & Armstrong, K. (2012) **Involvement, Tate and Me** in Bennett, R., Kerrigan, F. & O'Reilly, D. (Eds) *New Horizons in Arts, Heritage, Nonprofit and Social Marketing*, London: Routledge. ISBN 978-0-415-62889-1

Holmes, K. & Slater, A. (2012) **Patterns of voluntary involvement in membership associations: a study of UK Heritage Supporter Groups**, Nonprofit and Voluntary Sector Quarterly, Vol. 41, No. 5, pp. 850-869.

Armstrong, K. & Slater, A. (2011) **Understanding Motivational Constraints to Membership at the Southbank Centre**, Special issue on Customer Behaviour in Arts, Heritage, Not-for-Profit and Social Marketing, Journal of Customer Behaviour, Vol. 10, pp. 353-374.

Slater, A. (2010) **Understanding Individual Membership**, International Journal of Culture, Tourism & Hospitality Research Special Edition: Creative Methods of Enquiry, April, Vol. 4, Issue 1, pp.44-56.

Slater, A. (2007) **'Escaping to the gallery': understanding the motivations of visitors to galleries**, International Journal of Non-Profit and Voluntary Sector Marketing, Vol. 12, No. 2, pgs. 149-162

Slater, A. (2007) **'Constructive Chillers – a new market for museums'** in Rentschler, R. & Hede, A.(Ed) *Marketing Museums: A global perspective for the Information Age*, Oxford: Butterworth Heinemann

Slater, A. (2007) **Revisiting typologies of membership schemes in museums and galleries**, Sandell, R. & Janes, R. R. (Ed) *Museum Management & Marketing*, London: Routledge, pp. 377-399.

Slater, A. & Hayes, D. (2003) **'From 'social club' to 'integrated membership scheme': developing your membership scheme strategically'**, International Journal of Non-Profit and Voluntary Sector Marketing, 8 (1) pp 59-75

Slater, A. (2003) **An audit of Friends Schemes at UK Heritage Sites**, International Journal of Heritage Studies, 9 (4), pp.357-373

Slater, A. (2003) **'Users or supporters?' Understanding the motivations and behaviors of members**: Curator, 46/2, pp.182-207

Hayes, D. & Slater, A. (2002) **'Rethinking the Missionary Position' – The Quest for Sustainable Audience Development Strategies'**, Managing Leisure, 7 (1), 1-17