

Pam Jarvis **Trustee**



Pam first worked on the Master Plan for the new City of Milton Keynes before moving into theatre as publicist for Michael Bogdanov's Repertory Company.

Pam then ran the Newcastle Literary Festival for six years. After this she worked for Arts Council Touring with most of the major companies in the UK, including the RSC ten week seasons in Newcastle and as a marketer for the National Theatre.

Pam founded SAM (www.sam-culture.com) 13 years ago initially as an audience development agency. SAM has since flourished and now specialises in building business for cultural and creative industries and focuses on impact studies, advocacy, cultural tourism and placemaking.

The company's current roster of clients include ACE SE, Tourism South East, MLA SE and SW, English Heritage, Brighton Festival, Chichester Festival Theatre, Cass Sculpture Foundation, Asham Trust, the UK Dance Consortium and many local authorities and creative businesses in the region.