

Beyond Borders

A Thought Paper on International Growth for Cultural Organisations

By Melanie Martin

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**"The biggest audience your organisation will ever reach...
...probably hasn't discovered you yet."**

Every year, remarkable productions captivate audiences.

Standing ovations.

Five-star reviews.

National recognition.

Then, almost overnight, the conversation moves on.

The question isn't whether your production was successful.

The question is...

What happens next?

Britain doesn't lack extraordinary culture.

It lacks a framework for helping more of
it reach the world.

Across the UK, theatres, orchestras, festivals, museums, immersive experiences and community-led productions create moments that stay with people for years.

Yet many never move beyond the city where they began.

Not because they couldn't.

Because nobody has stopped to explore the opportunity properly.

"International growth shouldn't be an assumption. It should be a conversation."





International Growth Isn't About Touring

MOST ORGANISATIONS ASK:

"Where could we perform next?"

WE ASK SOMETHING DIFFERENT.

"Should we?"

That single question changes everything.

Sometimes the answer is yes.

Sometimes the answer is no.

Both answers create value.

Because the wrong international opportunity costs time, money and momentum.

The right one creates legacy.

Every Organisation Reaches The Same Crossroads

After the applause.

After the awards.

After the headlines.

Eventually one question appears.

"What's next?"

For some organisations, the next chapter is doing it again.

For others...

The next chapter could be somewhere entirely different.

"Not because they should leave home. Because more people deserve the opportunity to experience what they've created."



Imagine The Ripple Effect

International growth isn't just about audiences. It's about everything that happens because audiences arrive.

A production becomes a reason to travel.

Hotels fill.

Restaurants benefit.

Media attention grows.

Partnerships are formed.

Cities strengthen their cultural reputation.

"One remarkable production can create value far beyond the stage."





What We Help Organisations Explore Gold Button International supports cultural organisations exploring sustainable international growth.

Our work includes:

**International
Growth
Strategy**

**Market
Feasibility**

**Strategic
Partnerships**

**Venue
Introduction
s**

**Cultural
Tourism
Opportunitie
s**

**Commercial
Partnerships**

**Audience
Development**

**Destination
Event
Development**

**Project
Delivery
Support**

Every organisation is different.

Which is why every conversation starts with understanding your ambitions—not making assumptions.

Why Gold Button?

For more than twenty years I've worked across business development, events, hospitality and commercial growth.

I've been fortunate enough to contribute to projects involving brands including:

Adidas

Vodafone

Charlotte Tilbury

KPMG

WWE

The common thread has never been events.

It's been identifying opportunities others hadn't yet recognised.

Today, living in Spain and working internationally, that experience has evolved into something new.

"Helping cultural organisations think bigger about what's possible."





This Isn't About Spain. Spain is simply where the journey began.

The real opportunity is helping cultural organisations explore international growth wherever the right opportunity exists.

Every market is different.

Every organisation is different.

Every opportunity deserves to be explored on its own merits.

**The
destinat
ion may
change.**

**The
thinking
doesn't.**

Every remarkable organisation eventually asks...

What's next?

If this paper has sparked a conversation in your own organisation...

I'd love to hear your story.

Let's explore what's possible.

[Book a Discovery Call](#)

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Gold Button International

Helping Cultural Organisations Explore International Growth

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