

DEVELOPING SMART SUSTAINABILITY

- Develop your understanding of a sustainable business model
- Enhance your entrepreneurial skills to achieve effective approaches to growth
- Develop practical skills to promote, market and grow your organisation
- Learn from and contribute to the growth of museums & galleries in the cultural sector

5 DAYS | EDINBURGH | STARTING 11 & 12 FEBRUARY 2015

Delivered by



This intensive business planning programme is an opportunity for museums and galleries across Scotland to develop and grow successful projects and sustainable organisations.

It is a practical programme where you will use the time to enhance your core business knowledge and learn about tools and skills to help you to develop and sustain a thriving museum with a real impact in communities

DURING THIS PROGRAMME YOU WILL:

- Develop your understanding of leading a successful and sustainable museum.
- Strengthen your knowledge of business development tools and entrepreneurial skills
- Create a dynamic and workable plan to develop, market and grow your organisation
- Learn collaboratively with other museums and contribute to the growth of the sector

PROGRAMME DETAILS

DURATION:	5 days
TIME:	10am - 4pm
DATES:	11 & 12 Feb 4 & 5 March 16 April
LOCATION:	Museums Galleries Scotland, Edinburgh
PRICE:	£150 (highly subsidised)

With the support of Museums Galleries Scotland and Scottish Government, this programme is **part funded**.

Should travel prove prohibitive to attendance a bursary from Museums Galleries Scotland may be considered.

LEARNERS

This programme is designed for individuals within museums who are passionate about creating and developing a new or existing idea for their organisation.

This programme is open to anyone within their museum who is keen to learn new skills and increase the impact of their organisation.

Learners will be interested in developing alternative income strategies to achieve self-sustainability, growth within the sector and impact within their community.

PROGRAMME OVERVIEW

PLANNING FOR SUSTAINABILITY

Introduce key characteristics of operating a dynamic and sustainable organisation. Reinforce your understanding and confidence in approaching the business planning process.

MARKETING AND SALES

Strengthen your knowledge of developing and implementing an effective marketing strategy. Discover approaches and techniques that can be useful in marketing your organisation.

FINANCIAL MANAGEMENT

Gain clarity in your understanding and interpretation of financial concepts and statements. Explore business development and income-generating opportunities to achieve the long-term success of your museum.

DEVELOPING YOUR PLAN

Based on your learning, take a practical look at business planning and developing a strong and comprehensive plan to create a sustainable museum.

HOW TO APPLY

Closing date for applications: 6 February 2014

For more information, please contact:

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CLICK HERE TO APPLY ONLINE