

Creating Innovative Learning Programmes

International Training Course

20 – 24 November 2017

Victoria and Albert Museum, South
Kensington, London



Following several successful editions in the past two years, the Victoria and Albert Museum welcomes applications for 'Creating Innovative Learning Programmes'. This one week intensive course is a unique training opportunity for museum professionals from overseas who are interested in attracting and programming for a range of museum audiences.

'Learning has been at the heart of the V&A's mission since the Museum's foundation in the 19th century when it was set up both to improve commercial design and to educate consumer taste. Today, the V&A's Learning programmes play a vital role in the development of our audiences and in delivering an outstanding visitor experience. We are thrilled to be able to share our knowledge and insight in this field with many museum colleagues from around the world through this course.'

Dr Tristram Hunt, Director of the V&A

Course Description

The course presents a comprehensive insight into museum learning programmes. Participants will learn how to develop programmes for a wide range of specific audiences, from children, young people and schools, through to in-depth courses for adults. They will also learn about developing interpretation and visitor research.

All of the teaching is delivered by expert programme managers from the V&A and includes both talks and hands-on workshops to suit different styles of learning. Participants will also be invited to share real examples of projects from their institutions that they could develop during and after the course.

Sample Programme

- Transforming the V&A: Gallery Projects and Interpretation
- Formal Learning: Schools, Colleges and Universities
- Informal Learning: Families and Young People
- Life-long Learning: Programmes for Adults
- Digital Learning Programmes
- Generating Income from Learning Programmes
- Working with New Audiences and Community Groups
- Knowing your Audience: Research and Focus Groups

Learning Outcomes

By the end of the course, the participants will have:

- increased their knowledge and skills in the field of museum learning
- discovered new ways of developing learning programmes at their institutions
- explored how to reach new audiences and improve visitor experience
- met with peers from around the globe and become part of an international network of museum learning professionals

Eligibility

- The course is for a minimum of 15 and a maximum of 20 participants.
- Participants should be museum professionals in charge of learning and audience programmes or with responsibilities for learning alongside other aspects of their job
- Participants must be able to communicate in written and spoken English.

Course Fee

The course fee is £1,150 (excluding VAT). This includes tuition, course materials, a V&A Learning certificate, lunches and refreshments throughout the week, as well as social and networking events at the beginning and at the end of the course. Participants will be responsible for arranging and covering the costs of their travel and accommodation. However, a group booking discounted rate may be available through the V&A, if required.

Application Procedure

- To apply for this programme, please visit www.vam.ac.uk/international
- Deadline for application is **Sunday 8 October 2017**
- As part of the application process, a Skype discussion will take place shortly after the deadline mentioned above for successfully shortlisted applicants.

If you would like to discuss the course or your application, please email InternationalTraining@vam.ac.uk