

Generating New Income Streams



International Training Programme

12 – 16 March 2018

Victoria and Albert Museum, South Kensington, London



All cultural organisations are being required to generate income but how do museums, galleries, art venues and heritage sites learn how to identify and monetize their assets? This one-week course is aimed at anyone working in these industries who is seeking to improve and expand their knowledge of commerce and enterprise.

“The course was excellent. Well organised by friendly and really supportive staff. I really felt part of the organisation, as we received insights into the V&A from all quarters.”

– Delegate, July 2016

Course Description

Led by specialist staff from the V&A, this course considers core topics – such as how to create products, set up shop, members' organisations, ticketed programmes, catering and events. These will complement and support the visitor experience, whilst also generating income.

Included in the course will be in-depth presentations on retailing, licensing, publications, venue hire, online engagement and catering, combined with case studies, individual surgeries, and group feedback. The course ends with a half-day Q&A with the V&A's external partners so that participants can explore the landscape from a commercial perspective.

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

Sample Programme

- Retail through the ages – how the V&A has evolved and developed over the last 5 years
- eCommerce
- Developing an exhibition product range
- Catering – where and how?
- Photography and filming on location
- Image and brand licensing
- Publishing
- Corporate partnerships
- Audience research and segmenting behaviour
- Transforming a digital presence
- Data management – how it underpins everything
- Talent management

Learning Outcomes

- By the end of the course, the participants will have:
- increased their knowledge of how to identify and develop all the assets of their institution
 - discovered how to objectively assess where best to focus their efforts
 - explored how to foster a culture of experimentation whereby ideas are tested and incrementally shaped
 - become part of an international network of entrepreneurial museum professionals

Eligibility

- The course is for a minimum of 15 and a maximum of 20 participants
- Participants should be museum / creative industries professionals and be able to communicate in written and spoken English

Course Fee

The course fee is £1,200 (excl. VAT). This includes tuition, course materials, lunches and refreshments throughout the week, as well as social and networking events.

Participants will be responsible for arranging and covering the costs of their travel and accommodation.

Application Procedure

- To apply for this course, please visit www.vam.ac.uk/info/international-training-courses
- The application deadline is Sunday 21st January 2018
- As part of the application process, a Skype discussion will take place shortly after the application deadline

Contact details

If you have any further questions, please email InternationalTraining@vam.ac.uk