



V&A

Generating New Income Streams

One-week Intensive Training Course

16 – 20 March 2020

Victoria and Albert Museum
South Kensington, London

Course Description

Learn how to identify and develop business opportunities within the museum context.

Led by specialist staff from the V&A, this one-week intensive course covers core topics including retailing, licensing, publications, venue hire, online engagement and catering, combined with case studies, workshops, and group feedback.

All the teaching is delivered by experts from the V&A and includes talks, tours and hands-on workshops to suit different styles of learning. Participants will also be invited to share examples of ongoing projects from their institutions, and to discuss with their peers how they might develop them after the course.

This course is a unique opportunity for museum professionals from around the world to come together to share knowledge and explore the landscape from a commercial perspective.

“ The V&A has always had at its heart an entrepreneurial spirit which has enabled us to thrive and fulfil our founding purpose of inspiring the public for over 150 years. Today, in the face of increased uncertainty about the economic landscape of the arts, harnessing this entrepreneurial spirit is more important than ever. We are delighted to be able to share our experience and expertise with colleagues across the cultural sector in this „ important and timely course.

Dr Tristram Hunt, Director



Programme Overview

- Retail through the ages – how the V&A has evolved and developed over the last five 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
- Membership programmes

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 maximum of 20 participants
- Participants should be museum/creative industries professionals
- Participants must be able to communicate in written and spoken English

Course Fee

- The course fee is £1,500 (including VAT). This includes tuition, course materials, a V&A Academy certificate, lunches and refreshments, as well as social and networking events throughout the week
- Participants will be responsible for arranging and covering the costs of their travel and accommodation during their stay in London

Application Procedure

- To apply, please submit an application form to **ProfessionalDevelopment@vam.ac.uk**
- Deadline for application is **Sunday, 2nd February 2019**
- As part of the application process, a Skype discussion will take place shortly after the application deadline to confirm eligibility



GENERATING NEW INCOME STREAMS

One-week Intensive Training course

APPLICATION FORM

ABOUT YOU

Last Name	
First Name	
Email	
Phone Number	
Job Title	
Museum/Institution	
Country	

ABOUT YOUR EXPECTATIONS

Please explain in a few lines why you are interested in taking part in this course and what you hope to get out of it? Please mention which specific aspect of the enterprising museum you are particularly interested in – retail, catering, licensing, publishing, membership, corporate partnership etc? (max. 100 words)

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ABOUT YOUR ORGANISATION AND ROLE

Tell us about the focus of your Museum (max. 50 words)

Please give a brief description of your role and responsibilities (max. 50 words). How long have you held your current position?

What learning outcomes would you like to achieve?

Is there anything else you would like to add to your application?

Please return this form by **Sunday 2 February 2020** to **ProfessionalDevelopment@vam.ac.uk**

A phone interview for shortlisted candidates will take place shortly after this deadline.

Thank you for your application!
V&A Professional Development team