Draft Programme

How to generate income for your museum

Details

Wednesday, 6 November 2024 – Wednesday, 11 December 2024. 13.00-16.30 Online.

Overview

Cultural organisations are increasingly required to be resilient and sustain financial growth but how can we identify and monetise our assets while staying true to our purpose?

As museums and cultural organisations, we have had to build back, and increase participation and profitability. This six-week online course will cover the key considerations in commerce and enterprise and will give you inspiration, insights and practical takeaways to help you optimise your retailing, licensing, events, online engagement, membership and other commercial activities.

Your course leader

Katie Roden is a consultant specialising in commercial, brand and communications strategies for culture, entertainment, the arts, sports and other consumer-facing industries. Over thirty years of experience - including as Strategy Lead at the V&A Academy - she has worked with (among others) book publishers such as Penguin Random House and Hachette, global sports organisations including UFC and the Premier League and consumer brands from O2 to WHSmith. She is a Digital Transformation trainer on behalf of Google, working with their biggest clients on their commercial strategies. She is passionate about the opportunities for cultural organisations to generate long-term income while maintaining their core purpose and values and continuing to delight their visitors.

Note: V&A Academy programmes are subject to change without notice.
6 November 2024

**Week 1 – Delighting Your Audience to Maximise your Income**

13.00  Welcome and Introduction
13.15  Enterprising Culture in Museums
14.15  Break
14.30  Workshop: Aligning Objectives for the Week and Identifying Opportunities for Growth
15.00  Break
15.15  Getting close to your audience - Building Better Relationships

13 November 2024

**Week 2 – Relationships at the Heart of Everything - The Visitor Experience**

13.00  The Visitor First - Designing the Visitor Experience
14.00  Break
14.15  Presentation & Workshop: The Digital Presence at the V&A
15.30  Break
15.30  Redesigning the Contact Centre

20 November 2024

**Week 3 – Exit Through the Gift Shop - Museum Retail and Catering**

13.00  The Future of Museum Retail
13.30  Video: Walk through of the retail spaces inside the V&A
Take a peek into the V&A's main shop and a special exhibition shop for an overview of the shop range, merchandising strategy and a look at individual products.
14.00  Break
14.15  Case Study: Designing an Exhibition Range
15.00  Break
15.15  A lovely café with a museum attached - Catering at the V&A – Jonathan Curzon
27 November 2024

**Week 4 – Image, Brand Licensing and Digital Storytelling**

13.00  Introducing Image Licensing at V&A
14.00  Break
13.00  Overview of Brand Licensing
14.45  Break
15.00  Digital storytelling

4 December 2024

**Week 5 – Membership and Corporate Hire & Events**

13.00  In Conversation-The Commercial Opportunities of Membership
13.45  Break
14.00  Corporate and Wedding Hire at the V&A
15.15  Corporate events at National Portrait Gallery: The Practicalities

11 December 2024

**Week 6 – Programming and events**

13.00  Presentation: The School of Creativity: Monetising Expertise with Sensitivity
14.00  Break
14.15  Workshop: Maximising the potential of your Experts, Objects, and IP

This session will look at how to make the most of your internal expertise and their exceptional knowledge to generate profile, audiences, and income

15.00  Break
15.15  Closing summary and final takeaways