

Museum Development London – Strong and Safe

Making the case: advocating the work of your museum and archive

Date: Wednesday 15 September

Time: 10:30 – 13:00

Location: Online (Zoom) – will include breakout rooms and break

Facilitator: Yvette Shepherd

Trainer: Mairead O'Rourke

What will be covered?

This course will help Museum and Archive Managers to identify ways in which they can best advocate their work. It will allow you to consider where your work aligns with the changing priorities of funders and parent bodies and provide ideas for how you can make your case. It will include case studies from across the wider cultural sector. The virtual training session will include a mix of PowerPoint presentation and break-out sessions. If you find yourself agreeing with any of the following then you should come to this session:

- The museum or archive is not a priority for my organisation.
- No one knows what we do.
- We are struggling to make a case for funding.
- I've been told bins are more important than museums and I don't know how to respond.

Who should attend?

- Museum and Archive professionals responsible for managing services.

- Staff with responsibility for data gathering, evaluation and reporting and marketing.
- Museum and Archive staff working in a local authority service or one supported by the local authority will be given priority booking for this course.

Learning objectives:

- Reflect on shifting priorities in light of the changes within the last year
- Identify shared priorities among stakeholders and museums and archives.
- Explore the ways in which museums and archives respond to these priorities and articulate how they do so.

By the end of this course you will:

- Identify where your priorities align with those of your funder/parent body.
- Be able to articulate the value of your service in relation to your funders/parent body's priorities.
- Have considered a variety of ways in which you can promote your work.

About the trainer:

Mairead O'Rourke is an experienced arts and heritage consultant with specific expertise in museum governance, strategy and planning. She set up CultureRunner in 2016 to provide advice and support to people working in the cultural sector. She delivers governance reviews, facilitates workshops and undertakes guidance and report writing. Recently published guides include 'Making the most of your museums a handbook for councillors' and 'Championing archives and libraries within local planning'.

Prior to setting up CultureRunner Mairead worked in a range of management roles. These include Strategic Engagement Manager at the National Archives and Senior Officer at Arts Council England. She has also worked in Museum Development roles in London and the South East. Mairead is a quality assessor for Arts Council England and has been a trustee of two museums. She is also a runner and a mum of two.

Further information:

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep **15 September** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non-National Portfolio museums in the London region.

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