**London Museum Development**
**Digital Futures skills sharing programme**

## Leading a digitally literate museum

Date: Friday March 15 2019
Time: 10am – 4.30pm
Location: Museum of London - Docklands

Trainer / Facilitators: Culture24's CEO Jane Finnis, Culture24's Partnerships Director Anra Kennedy, MDO: Digital and Communications Alec Ward

**What will be covered?**

Is your museum leadership team confident when it comes to digital? Are they as digitally literate as our fast-changing world requires? The opportunities around digital culture can be huge but it's a fast-changing, multi-layered environment that is a challenge for many museums to exploit.

A thriving, successful museum needs a digitally literate workforce that understands the ways in which digital technologies, content and culture can best serve their mission. It's down to museum leadership to create the right conditions to meet those challenges. This one-day workshop will combine strategy, theory and expert insight with practical advice and peer support. Themes covered include:
- Digital literacy - what this means for museums and why it matters
- Mission and purpose - the impact digital culture is having on museums and how to meet the needs of your team, audiences, collections and mission
- Being experimental - driving evidence-based change through iterative practices to build digital capacity.

**Who should attend?**
Chief executives, directors, board members and senior leaders from London museums may attend free of charge (max of two per museum).

Please note the day is specifically designed for museum leaders with responsibilities across the museum's operations (i.e. not just the digital team leaders!).

**Schedule**

9.45 arrival for 10am start; lunch 1.15-2pm; workshop ends at 4.30pm.

**Learning objectives**
By the end of this course you will have:
- Improvement in your own digital literacy and understanding
- Fuller understanding of the opportunities around digital culture for your organisation
- A range of inspirational yet pragmatic and relatable case studies
- Practical next steps to implement in your organization
- A new network of peers all tackling similar issues
- Signposting to free online resources to support you going forward.

**Support towards Museum Accreditation:**
Organisational Health:
Standard 1.4 Effective forward planning

Users and their experiences:
Standard 3.1 Good quality services and development
          3.2 User focused experience
          3.3 Effective learning experience

**Anra** works nationally and internationally to help museums and galleries connect with audiences online, leading and advising upon a wide range of digital audience engagement, learning, digital publishing and research initiatives. She brings extensive experience of training and mentoring museum leaders and practitioners, from trustees to trainee volunteers, to build their confidence and empower change in their working practice.

**Jane** is a cultural entrepreneur with a highly successful track record of dynamic leadership, cross sector partnership building and creative production work. Jane brings her recent experience as part of *#CultureisDigital* - a conversation between Government, the cultural sector and tech companies in order to better understand the creative potential of technology and boost the capability of cultural organisations.

This workshop is provided as part of Culture24's Arts Council England-funded Sector Support programme and is provided in partnership with London Museums Development.


Please specify on your application any particular areas of need or focus and we will try and accommodate these into the day and tailor the session to the level/expectations of participants.

Final confirmation of places will be sent out no later than a week before the workshop. Please keep the 15 March available in your diary until your place has been confirmed. Priority is given to staff and volunteers working in non-national, Accredited or Working Towards Accreditation museums in the London and South East regions.

Refreshments will be provided.