



## **London Museum Development Digital Futures training course**

### **Strategic Marketing Planning**

Date: Tuesday 9<sup>th</sup> March

Time: 10:00 – 12:00

Location: Online (Zoom)

**Facilitator:** Elizabeth Coningsby and Alec Ward

**Trainer:** Arts Marketing Association

#### **What will be covered?**

This online training session will take you through the marketing planning process in light of the ongoing Covid-19 pandemic. It will help you to refocus on your vision/mission, identifying any 'mission drift' and review your plans to ensure they are relevant given the huge disruption we are experiencing.

This course will provide clarity on how your purpose informs your planning. It will provide tools and frameworks to structure your strategic marketing planning. Finally, it will provide insight into how to make your planning SMART and agile to respond to a period of disruption.

#### **Who should attend?**

Those responsible for marketing and/or communications within the museum, who would like to better understand the planning process. This session will be pitched at those whose roles are either specifically focused on, or include, marketing and communications, and who wish to take their knowledge further.

#### **Learning objectives**

By the end of this session you will:

- Know how to adapt your planning to respond to changing circumstances.
- Understand the key elements of strategic marketing planning including:

- Ensuring your vision and mission inform your planning
- Identifying SMART objectives
- Doing a situational analysis using tools including SWOT and PEST
- Setting strategies using models including TOWS and Ansoff Matrix

### **Support towards Museum Accreditation:**

- 8 Understand and develop your audiences
- 8.1 To understand who uses your museum, and who doesn't
- 8.3 To have a plan for developing your range of users

### **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 the **9<sup>th</sup> March** 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.

 @LondonMusDev



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