

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management Workshops

Community and Economic Development

16-18 February 2024

Online Training Program

Cultural heritage managers are increasingly requested to both demonstrate and create economic benefits for local, regional, and national economies. This is likely to be particularly acute in the aftermath of COVID-19 when government budgets will face renewed strain. This workshop will provide attendees with a firm understanding of the motivations for mobilizing cultural resources for economic benefit; the limits of that mobilization; different strategies for creating economic benefits; and how economic impacts are measured and communicated. The workshop will then guide attendees through the development of a plan for the creation of economic benefits for their own case studies, including the development of goals; selecting appropriate strategies; judging economic feasibility; and monitoring and evaluation procedures. As a result of the course attendees will be able to implement economic development strategies in their own locations.

Learning Outcomes:

- Understand the different reasons why cultural heritage might be used to provide economic benefits for communities.
- Understand the different strategies for using cultural heritage could be used to provide sustainable economic benefits
- Learn how to assess the market for economic uses for cultural heritage
- Learn how to analyze if a certain use of economic cultural heritage can be economically feasible
- Learn how to understand what capacities, skills and information is required to implement a sustainable economic use of cultural heritage
- Create a basic sustainable economic development strategy for a cultural heritage site or business.

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Only scholarship holders are accepted to this workshop. Scholarships cover the majority of the tuition fees, except for participants' contribution. For details, contact us at info@heritagemanagement.org.

- **Benefactors' scholarships of the Heritage Management Organization** for participation will be available for qualified candidates (excluding airfare/travel and hotel expenses).

To apply for this workshop please:

1. Fill in and submit the [Executive Leadership Program in Heritage Management Application Form](#). Please complete the application process by submitting your CV, a personal statement (describing your current project that will benefit from this training) and a reference letter (which may come in separately by your referee at their earliest convenience).
2. A reasonable proficiency in spoken and written English is required to attend the course.
3. Applicants will be asked to participate in a personal (oral) interview.

After approval of their application file, participants will receive an official letter outlining in detail the conditions of participation. [Heritage Management Organization Membership](#) comes with participation in any our Organization's Executive Leadership in Heritage Management Workshops.

Spaces for this workshop are limited, so please apply early.

Deadline for Applications: 21 January 2024.

For questions regarding the application process and the administrative aspects of the course, contact us at info@heritagemanagement.org.