

# HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management Workshops

## Strategic Planning for Heritage Managers

26 - 28 April 2024

Online Training Program

Strategy is considered to be the queen of the managerial disciplines and a key success factor in all areas of human activity. In this respect, there are numerous examples of how a successful strategy can lead to success, even in cases where resources are limited and are not overwhelmingly superior to those of competitors.

This 3-day interactive course aims to provide the tools and methodologies to effectively address the topics of successful strategy formulation and implementation in organisations managing cultural heritage in the contemporary complex environment. At the end of the course, participants will be empowered to use methods and tools of strategic analysis to devise and evaluate alternative strategic choices, while they will comprehend the demands of a strategy implementation project.

The workshop's instructor, Alexandros Papalexandris, is an Assistant Professor at the Athens University of Economics and Business and a former senior consultant at Deloitte, while he has more than 15 years' research and consulting experience in the areas of strategy development and implementation.

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](mailto: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

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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: 31 March 2024*

For questions regarding the application process and the administrative aspects of the course, contact us at [info@heritagemanagement.org](mailto:info@heritagemanagement.org).