

# HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management  
Workshops

## **Communication Strategy and Strategic Marketing for Cultural Organizations**

**07 - 09 March 2025**

**Online Training Program**

You have organized the best exhibition of the year or set up a ground-breaking educational program. You have worked hard with curators, conservators, educators, and everything is ready to rock, but now you wonder... how can I bring people in? How can I reach my audience, and what should I be telling them? Informing and engaging the public is a crucial process for the success and sustainability of heritage institutions. However, heritage-related university programs often do not provide adequate training in Communications and heritage managers who cannot afford to bring in external experts might find themselves in serious trouble when it comes to communicating and promoting what they are doing.

More than ever, it is critical that solid messages be part of an effective communication strategy for today's leaders. By focusing more on content, when embracing traditional as well as social media, leaders can more effectively manage and enhance the reputation of their organizations.

This three-day virtual course is interactive and content driven. It will help you maximize the possibility of gaining the attention of key audiences through traditional, digital and social media.

At the end of the workshop, participants will have a working guide to effectively communicate news, initiatives and announcements of their organization and manage communication around a crisis or issue.

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The workshop's instructor, Derwin Johnson, has 30-plus years of experience as a journalist for CNN, ABC News and PBS, graduate school educator and senior communication trainer and consultant.

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 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.**

**The application deadline is 07 February 2025.**

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