

# HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management  
Workshops

## **Project Management for Heritage Managers**

**14 - 16 February 2025**

**Online Training Program**

This workshop focuses on how **temporary exhibitions** can enhance and promote the mission of an institution, create new audiences and generate revenue. Starting with building an institutional strategy for exhibition making and partnership building, participants will explore the process behind making temporary exhibitions for display at home and for tour. This will include identifying exhibition objectives, shaping the narrative and content to create a compelling visitor experience, strategies for touring exhibitions nationally and internationally, and exploring the future of the temporary and touring exhibitions sector. The workshop will encourage a discursive and participatory approach. Attendees are encouraged to bring their own ideas and projects to the workshop and there will opportunity to develop them with the workshop facilitators.

The workshop will be delivered by **Dana Andrew**. Dana Andrew is an independent museum consultant and trainer specialising in temporary and touring exhibitions and international projects. Based in Dublin, Ireland, she is Professional Development Manager, trainer and mentor for TEG (Touring Exhibitions Group) and part-time Executive Director of ICOM UK (International Council of Museums UK). Supporting museums, galleries and cultural organisations to develop successful projects and programmes with impact, and having the vision, structure and processes in place to do this, is the main focus of Dana's consultancy and training work. Dana is co-author and co-editor of the *Principles & Guidelines for Lending & Borrowing* (2021) published by NMDC and TEG, and author of the International Touring chapter of the *TEG Manual of Touring Exhibitions* (2017). Prior to going freelance in 2014, Dana spent 14 years

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successfully delivering UK and international exhibitions and projects for several museums, galleries and cultural organisations. I

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 17 January 2025.**

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