



INTERNATIONAL MUSEUM ACADEMY

UK 2016



Contents

Welcome	1
Programme	2
Commercial Enterprise	3
Tyne & Wear Archives & Museums	5
Audience Engagement	7
National Museums Liverpool	9
Developing Digital Content	11
Culture24	13
Creating Contemporary Art Exhibitions	15
Whitechapel Gallery	17
Fees	19
Eligibility	20
About the British Council	21

Welcome

Welcome to the International Museum Academy: UK 2016.

Museums and galleries around the world are experiencing unprecedented growth and rapid change. These changes increase the need to train a new generation of museum leaders. In response to this need, the British Council is working with some of the UK's leading museums, galleries and arts organisations to launch the International Museum Academy.

The mission of the International Museum Academy is to provide emerging museum and gallery leaders from around the world with the knowledge and skills necessary to increase the growth and sustainability of galleries and museums in their countries.

The alumni of the International Museum Academy join an international network of museum and gallery leaders who together demonstrate the value and need for cultural engagement among all segments of society.

We invite you to apply to be part of this exciting programme.

A handwritten signature in black ink, appearing to read 'Simon Dancey', with a long horizontal stroke extending to the right.

Simon Dancey
Director, Cultural Skills Unit

Programme

The International Museum Academy: UK 2016 will comprise four courses in:

- **Commercial Enterprise**
- **Audience Engagement**
- **Developing Digital Content**
- **Creating Contemporary Art Exhibitions**

The week-long courses will run consecutively in leading galleries and museums across the UK in August 2016.

Participants will gain unique access to world class collections, network with museum and gallery directors and develop strategic plans for their institutions.

Courses will offer an innovative mix of seminars with leading UK museum professionals, creative workshops, hands on sessions and 'behind the scenes' tours.

The programme provides a collaborative and supportive environment conducive to sharing best practice and exploring common challenges, and an opportunity to participate in a global network of alumni.

Participants will receive expert support through one-to-one mentoring.

Commercial Enterprise

Monday 1 - Friday 5 August 2016 **Tyne & Wear Archives & Museums, Newcastle**

Participants will deepen their understanding of commercial enterprise and learn how to identify and achieve new income streams.

They will develop a sustainable business plan for their organisation.

Sessions will include:

- Market identification and visitor segmentation
- Maximising retail income
- Catering and venue hire
- Business planning and key performance indicators
- Building a brand

This course will equip participants to:

- Identify and market to target audiences
- Identify and exploit new income streams
- Confidently develop business strategies for their organisation



All profits from
The Lightbox
Gift Shop
support our
education,
exhibition and
outreach
programmes

Tyne & Wear Archives & Museums

Tyne & Wear Archives & Museums is a major regional museum, art gallery and archives service that manages a collection of nine museums and galleries across Tyne and Wear.

It holds collections of international significance in archives, archaeology, art, fashion, natural sciences, military and social history, as well as science and technology.

twmuseums.org.uk

Newcastle

United by seven bridges across a spectacular riverscape, Newcastle and Gateshead form a single, diverse and extremely vibrant visitor destination.

World-class culture, vibrant nightlife, award-winning dining, inspiring heritage, fantastic shopping and acclaimed architecture are linked here, as nowhere else, by the famous Geordie spirit.



Audience Engagement

Monday 8 - Friday 12 August 2016
National Museums Liverpool, Liverpool

Participants will develop their understanding of how to identify and more deeply engage with new audiences. They will establish an audience engagement plan for their institution.

Sessions will include:

- Establishing strategic context
- Developing a public programme
- Marketing and insight
- Media and online engagement
- Access and social inclusion
- Interpretation and sustainability

The course will equip participants to:

- Identify the needs of their audiences
- Develop and market new programmes
- Address ethical considerations in public engagement
- Confidently develop an audience engagement strategy



National Museums Liverpool

National Museums Liverpool comprises eight venues, including some of the most visited museums in England outside of London.

Their collections contain everything from Impressionist paintings and rare beetles to a lifejacket from the Titanic.

liverpoolmuseums.org.uk

Liverpool

With its unique attractions, exciting events, world class sport offerings, unrivalled musical heritage and famously warm welcome, Liverpool is a popular destination for international visitors.

Boasting the largest collection of museums and galleries anywhere outside of London, Liverpool's culture and heritage is at the very heart of the city.



MUSEUM OF LIVERPOOL

Developing Digital Content

Monday 15 - Friday 19 August 2016
Culture24 and Royal Pavilion & Museums,
Brighton & Hove

Participants will develop their strategic thinking and receive practical advice to enhance their institution's digital content and digital engagement with audiences.

They will be supported to devise and plan a digital content project to implement in their institution.

Sessions will include:

- Vision and strategy
- Audience needs and motivations
- Content strategies
- Measuring and analysing engagement

The course will equip participants to:

- Develop innovative digital programmes
- Deepen engagement with their museum's audiences
- Confidently implement a digital project in their organisation



Culture24

Culture24 is a Brighton-based, independent charity that supports museums and galleries to reach audiences.

They have a strong history of creating successful digital content and meaningful engagement for a range of audiences, working with museum collections and listings.

WeAreCulture24.org.uk

About Royal Pavilion & Museums

The Royal Pavilion & Museums operates five museums in Brighton and Hove. These include the Royal Pavilion, George IV's exotic seaside palace, and Brighton Museum & Art Gallery, the city's largest museum.

Its collections range from local history to world art, and include three designated collections of national importance.

brightonmuseums.org.uk

Brighton

From iconic tourist attractions to beachfront cool, Brighton is a treasure trove of things to do and places to go, from Brighton Palace Pier to the famous 'Lanes' shopping district.

Vibrant, colourful, fun and free, Brighton offers the energy of the city and freedom of the sea.



Creating Contemporary Art Exhibitions

Monday 22 - Friday 26 August 2016
Whitechapel Gallery, London

Participants will learn how to develop and deliver dynamic contemporary art exhibitions.

They will curate and install a temporary exhibition using the British Council's world famous Collection as a case study.

Sessions will include:

- Curatorial work
- Loans and commissions
- Installation logistics
- Interpretation
- Legacy and evaluation

The course will equip participants to:

- Curate a contemporary art exhibition
- Confidently plan and install a contemporary art show
- Develop and implement industry leading exhibition policies



Whitechapel Gallery

For over a century the Whitechapel Gallery has premiered world class artists from modern masters such as Pablo Picasso, Mark Rothko and Frida Kahlo to contemporaries such as Sophie Calle, Gilbert & George and Mark Wallinger.

It is a touchstone for contemporary art internationally and is pivotal to the continued growth of the world's most vibrant contemporary art quarter.

whitechapelgallery.org

London

London, England's capital, set on the River Thames, is a 21st-century city with history stretching back to Roman times.

The world's most visited city, London is a world cultural capital, containing four World Heritage Sites, numerous museums, galleries, libraries, shops, and 40 West End theatres.



WHITECHAPEL ART GALLERY

THE PASSMORE EDWARDS LIBRARY

ALDGATE EAST STATION

WHITECHAPEL

© CityMontaguPhoto @ Arcadia

Fees

Dates	Course	Partner	Location	Fees
1-5 August	Commercial Enterprise	Tyne & Wear Archives & Museums	Newcastle	£900
8-12 August	Audience Engagement	National Museums Liverpool	Liverpool	£900
15-19 August	Developing Digital Content	Culture24 and Royal Pavilion & Museums	Brighton	£900
22-26 August	Creating Contemporary Art Exhibitions	Whitechapel Gallery	London	£900

Course fees cover:

- course participation
- off-site visits
- learning materials
- lunches
- refreshments

Payment for course fees will be due six weeks prior to commencement of the first course on 24 June.

Certification

On completion of the course, participants will be given an International Museum Academy certificate confirming their participation.

Accommodation, Travel and Visas

Participants are responsible for arranging their accommodation and travel.

A list of recommended hotels will be provided.

Upon request, the British Council will provide a visa invitation letter.

Networking

Participants will have numerous opportunities to network during the course and at optional social evenings.

Eligibility

The following criteria apply:

Candidates must be:

- Mid-career museum or gallery professionals with a minimum of 3 years' experience
- Able to speak and write English fluently or to IELTS Level 5.5 (or equivalent)
- Comfortable with public speaking
- Able to work in teams and diverse groups
- Open to new experiences
- Able to have an impact on their institution's strategy and/or programming

Apply

Applicants can apply online at:

britishcouncil.org/cultural-skills-unit/projects/international-museum-academy

The deadline for applications is **Monday 2 May 2016**.

Applicants will be notified of the outcome of their application by **Friday 13 May 2016**.

Applicants are welcome to apply to one, two, three or all four courses.

Applicants who speak English as a second language will be required to undertake a short informal telephone interview to confirm their English proficiency.

Contact

For more information or any questions, please contact:

Nathan Tregarvan | IMA UK 2016 Programme Manager |
British Council | nathan.tregarvan@britishcouncil.org

About the British Council

The British Council is the UK's international organisation for cultural relations. We build engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide.

The British Council's global arts team works with the best of British creative talent to develop innovative, high-quality events and collaborations that link thousands of artists and cultural institutions around the world.

britishcouncil.org

BRITISH COUNCIL

COLLECTION



MUSEUM WITHOUT WALLS

INTERNATIONAL MUSEUM ACADEMY

UK 2016