Appendix 3: HOW TO LOBBY POLITICIANS: INTERNSHIPS

**Example planning programme for the political internship**

**Planning: internship Marja Ruigrok at the Amsterdam Museum**

*Note: this example planning is for a whole day. It is also common to offer internships for half days. For example form 9 am till 2 pm, including lunch.*

**Where and when**: September 2, 2013, Amsterdam Museum (Marja Ruigrok reports at 10 am at the entrance at the Sint Luciënsteeg 27, Amsterdam).

**Who**: Marja Ruigrok, VVD (liberal) politician in the city council of Amsterdam, and the employees and
volunteers of the Amsterdam Museum.

**Contact information of the participants:**

Loes Wijnstekers, Amsterdam Museum: (phone number)

Marja Ruigrok: (phone number)

Xxx:

Start: 10.00 What does Marja Ruigrok expect from this day? Followed by a meeting with
museum director Paul Spies. What does his day schedule look like? (what does the schedule of a museum director look like in general?)

11.00-13.00: The first part of the internship is an educational tour to a group of students from secondary school (4 VWO, around 16 years old). Between 11 and 12, Marja follows a crash course from a museum educator. The guided tour takes place from 12 to 13. The students are received at the entrance together with their teacher or a museum
educator, followed by the tour through the museum, partly guided by Marja. This part of the internship is all about the educational value of the museum.

13.00-13.30: Lunch in the staff canteen (with employees and volunteers).

13.30-15.00: The second part of the internship is working at the cash and information desks of the museum, supervised by Marjan Krabben. Marja works together with the employees of public services. This includes welcoming visitors in multiple languages (ca. 50% of the visitors are tourists), informing them about the exhibitions, handing out booklets etc. This part of the internship is all about the economic value of the museum.

15.00-15.30: Tea/coffee break

15.30-17.00: The third part of the internship takes place in the “Atelier Ambachtelijke Kunst” (workshop handcrafted art) supervised by Jaap Boonstra. Together, they will work on a new frame for the painting “Intocht van Napoleon in Amsterdam” (Napoleon’s entry into Amsterdam). On the to do list for today is making copies of the frame and gilding it. One aspect of the behind the scenes work is made visible this way, namely making reconstructions.
This part of the internship relates to the collection value of the museum.

17.00-17.15: Marja Ruigrok: looking back on the day (with the director).