



Why an internship?

- The aim of organizing political internships at museums is to build a sustainable relationship with stakeholders, by offering them an unique experience
- On an average day politicians have to answer emails, read legislative draft proposals, participate in meetings. And when they do work visits, they often have to attend at presentations or do ceremonial activities. So basically they are always aware of the fact that they are a guest – and they behave like that. When you offer them a unique experience to do an internship in a museum, to them it feels like a day off. Because they are in a different environment, and don't have to do the things they normally do on a work day. So that makes it an attractive offer.
- By making the internship fun, you lay a good basis for a good relationship in the future. And that is what you want. If two persons try to make an appointment with you and you can only choose one, you're more likely to choose the person with whom you have a good experience. So basically it is spawning.

What is it about?

- It is very important to Let the intern work. They are an intern, so take them serious in their role. That means:
 - Do not give them a private tour, and above all don't give a PowerPoint presentation.
 - Instead.. let them sell tickets at the entrance, or ask them to make a condition report of an object.
 - Obviously under supervision of your educator or curator. In real life interns also need some guidance.
- Further... Make sure you are 'feeding' the politician throughout the day with interesting facts and figures on visiting numbers, educational programmes or volunteers.
 - And you don't need PowerPoints to do this. You can just tell them.
 - After all, you want them to understand the influence from policy, which is based on facts and figures, on the daily work.
- But remember: not approach the politician with financial requests or issues. You may do that some other time.
- The aim of the internship is to have a pleasant day.

How does it work?

- Select a politician from a local or national level and determine why you select him or her. Ask yourself the questions:
 - Why is this politician in particular important for this museum? Does he or she have a lot of influence in the city or country? Can his or her attention create a spin-off for your museum? Think about why you want to select this politician in particular for an internship
 - Most important, you should know some details about his/her political background. What do you know about his/her political background. How powerful is the political party and what issues do they address?
 - What do you already know about this politician? Do you know personal details, like his/her family, and any sportive, cultural or other interest he or she might have. Do some investigation if you do not already have this information. Search on the internet. For example Twitter or a personal website.
- Select a museum of your choice
 - Select a museum that fits the politician (matching interests or his/her bio, constituency, home town)
- Determine which values are the most significant for the museum of your choice. Discuss with the other participants in your team why these values are the most significant for your museum. These values are your Unique Selling Points. What are the values?
 - collection value
 - social value
 - educational value
 - economic value.

Always incorporate at least 2 of the values into the internship programme. As long as you always incorporate the collection value. Because our message to our stakeholder is: that no museum exists without a collection.

After the Internship:

Don't forget the aftercare:

- Share photo's on social media
- Consider making a video. This is good for the PR of the museum and the politician.
- Invite the politician personally for the next event or exhibition opening.