Programme

Venue: Hosted by State Historical-Architectural Reserve Icherisheher, Azerbaijan Facilitated by Björn Stenvers

Date and place: 25-26 November 2017, Baku, Azerbaijan

9th International Training Course:
"Museum Marketing is Business: How to set it up, considering international experiences, knowledge and models"

25th Nov

10h00 – 10h30 Welcome & general introduction to the Global Museum Community, the latest Trends

10h30 – 12h00 First session: looking into the Definition of Marketing & Business for Museums and Heritage, the Structure of a Business and a Marketing Strategy, how to implement for your institute (Museum, Heritage, Library or other), how to develop a Mission Statement though examples, what is the main Literature on Non-Museum Activities.

   During the whole session, we will fill the situation in for our own institutes.

   Main Deliverable of this session: Understanding all Basics of a Marketing Strategy, how to develop in the right order and knowledge of Global Trends and the Museum Community.

12h00-13h00 Lunch

13h00 – 17h15 Second session: looking into the first 5 Models of Marketing via Examples and Cases. We also will look at the History of Marketing.

   During the whole session, we will study your situations in for our own institutes. Best is to bring some issues, challenges, questions with you.

   Main Deliverable of this session: Understanding more about the implementing of Strategic Marketing within your institutes.

17h15-17h30 Summery of the Day

17h30- end of first day (facultative we can go on 😊)

*Coffee breaks are when you need them 😊
26th Nov

10h00 – 10h30 Welcome everybody again, and summery of the 25th.

10h30 – 12h00 Third session: looking the relation of Museums, Heritage and City (Regio, and Country) Marketing.

During the whole session, we will also involve your institute situation.

Main Deliverable of this session: Understanding the importance of our museums, heritage and libraries in the Urban Strategic Studies environment.

12h00-13h00 Lunch

13h00 – 17h15 Fourth session: looking into the next 7 Models of Marketing via Examples and Cases.

During the whole session, we will study your situations in for our own institutes. Best is to bring some issues, challenges, questions with you.

Main Deliverable of this session: complete the set of Basics (models, terms, definitions) of Strategic Marketing,

17h15-17h30 Summary of the two Days

17h30- end of second day (facultative we can go on 😊)

*Coffee breaks are when you need them 😊