Appendix 1: HOW TO LOBBY POLITICIANS: INTERNSHIPS

In this assignment you are going to develop a programme for a local or national politician who is invited to perform an internship in a museum of your choice.

1. Select a museum of your choice.
2. Determine which three of the societal 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 and write them down.
3. Select a politician from a local or national level and determine why you select him or her. 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.
4. 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. Most importantly, you should know some details about his/her political background. What do you know about his/her political party, how powerful is it. Is it in government right now (local/national), what are its main issues?
5. Make sure that your programme reflects the personality and political interests of the politician who is going to do an internship at your museum.

Now design a programme and use the example programme for inspiration (see: appendix 3). Select someone from your team who will report on the discussions you had and who will present your internship programme to the rest of the participants.