

## NEWS & EVENTS > Workshop: "Communication Strategy & Marketing for Cultural Organisations"

BY JORDI BALTÀ PORTOLÉS  
24 OCT 2017 - 26 OCT 2017

# Workshop: "Communication Strategy & Marketing for Cultural Organisations"



The **Heritage Management**

**Organization (HMO)**, a non-profit organisation under the auspices of the Greek Ministry of Culture, is organising a course entitled "**Communication Strategy and Strategic Marketing for Cultural Organisations**", which will be held in **Elefsina, Greece**, on **24-26 October 2017**. The workshop will be facilitated by **Derwin Johnson**, a professional media consultant and trainer, with a 20-year experience as a journalist for CNN and ABC News. It is part of HMO's focus on the capacity-building of heritage organisations and the empowerment of heritage professionals through training, including a MA course in Heritage Management, summer programmes and an Executive Leadership Workshop series. This 3-day interactive, content-driven course is a **focused learning experience that provides a systemic**

**approach on how to successfully attract the attention of key audiences through traditional, new and social media.** At the end of the workshop, participants will have a working guide to effectively communicate news, initiatives and announcements of their organisation. The workshop is based on the awareness that today, more than ever, it is critical that **strong messages be part of an effective communications strategy for today's leaders.** By focusing more on content, when embracing traditional as well as social media, leaders can more effectively manage and enhance the reputation of their organisations. Informing and engaging the public is a crucial process for the success and sustainability of heritage institutions. However, **heritage-related university programmes do not usually include any training in Communications,** and heritage managers who cannot afford to revert to external experts might find themselves in serious trouble when it comes to communicating and promoting what they are doing. The workshop will be provided **in English.** Participants are expected to have a reasonable proficiency in spoken and written English. Headley Trust **scholarships** (partial or full coverage towards tuition, board and accommodation) will be available for heritage managers from Balkan countries and Turkey. Scholarships do not cover travel costs nor the 2017 HMO membership fee (EUR 100) which all participants are expected to pay. The first application deadline to take part in the workshop is **15 September.** For **additional information about the workshop and details on fees, scholarships and application procedures,** please visit <http://www.inherity.org/training/workshops/> and <https://drive.google.com/open?id=0ByqNI8qeo5eYd3dkU0JmcDY5S2c>

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BY **JORDI BALTÀ PORTOLÉS**

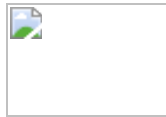
16 NOV 2019 - 20 NOV 2019

## Course: "Interpretive Writing for Natural and Cultural Heritage"

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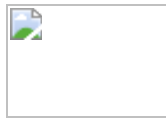
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