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**ARTS COUNCIL
ENGLAND**

BOOKINGS NOW OPEN

What's your story?

Is your museum looking to increase visitor numbers to help build resilience?
Have you thought about how the media can help to promote your museum?
Do you have a communication plan in place?

If you have taken the time to answer these questions and regardless of whether you have answered yes or no - then our Media Training Programme is for YOU!

A series of four workshops will take place in association with Firebird Public Relations, who will help to:

- Dispel the myths around 'the media'
- Provide practical and comprehensive guidance
- Build confidence to help you tell your story

11 May The Birmingham Repertory Theatre Introduction to the UK Media

This practical course is aimed at museum staff who want to develop a closer relationship with the media or those with external facing roles. It will provide a broad understanding of how the media works, offering tips, building confidence and providing insight.

Places on all courses are limited and will be based on a first come first served basis.

All courses will run from 10.00am – 5.00pm with refreshments included.

Course materials, including a 'How to Guide' will be available.

Although the courses are free of charge as part of the WMMD programme funded through Arts Council England, the value of this particular course for each delegate is in the region of £300.

**Book your
place here**

Dates for your diaries:

6 July Venue to be confirmed Media Interview Skills

Aimed at more experienced museum staff and key spokespeople, this course will build skills, confidence and interview techniques through interactive sessions. It will inform attendees on what to expect in press, radio and TV interviews and provide the tools to help 'control the interview'

14 Sept Venue to be confirmed Crisis Media Management

This advanced course will work with senior staff and managers, Trustees and CEO's to combine theory and practical sessions to establish how a museum should plan to respond in a crisis situation. From developing a crisis communications strategy to implementation when things go wrong.

12 October Venue to be confirmed Strategic Communication Planning

This practical course is aimed at anyone faced with developing a communications strategy; remembering that good communication is as important internally as externally! Attendees will develop skills and knowledge to develop a strategy by exploring the benefits of market research, understanding competitors (and who they are) and identifying USP's (unique selling points).

3 November Venue to be confirmed If you missed out attending in May you will have a second chance to attend...Introduction to the UK Media

This practical course is aimed at museum staff who want to develop a closer relationship with the media or those with external facing roles. It will provide a broad understanding of how the media works, offering tips, building confidence and providing insight.

If you require any further information on this programme please don't hesitate to contact the team.

Kind regards

West Midlands Museum Development Team

Tel: 01952 435 900

email: wmmmd@ironbridge.org.uk



West Midlands Museum Development
c/o The Ironbridge Gorge Museum Trust
Coalbrookdale
Telford
Shropshire
TF8 7DQ
Tel 01952 435900
wmmd@ironbridge.org.uk

As an Accredited Museum (or one working towards Accreditation) you have received this e-newsletter as part of the new West Midlands Museum Development Programme. To unsubscribe from this mailing list please click 'unsubscribe' below.

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