



Museum Management Training at the Fine Arts Zanabazar Museum II

UNESCO-Zanabazar Museum National Training Workshop – Ulaanbaatar, Mongolia, 8- 23 October 2007

COURSE OUTLINE

Museum Directors (8-9 October 2007)

OPENING CEREMONY

[Monday, 8 October]

Introduction

Module 1 Working in teams

Module 2 ‘Walking’ through the training workshop

UNIT 1 MUSEUM MANAGEMENT

- Teamwork, Leadership styles of directors and other senior staff
- Building a mission statement, Financial management, Museum ethics and management, Performance measurement for museums
- Communication, Administrative procedures, Staff procedures, The planning process
- Monitoring & review of Unit 1

UNIT 2 MARKETING

- Marketing and Marketing Communications
- Building a museum ‘brand’, Strategic Communications planning
- Monitoring & review of Unit 2

UNIT 3 MUSEUM SECURITY

- Risk analysis and the security plan, implementing the strategic plan for museum protection, financing, political issues

MONITORING & REVIEW

Conclusion: monitoring and review of the training course (Unit 1 to 3)

CLOSING CEREMONY

Hand-over of the certificates