JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Museum and Heritage Institution Management Training Course

12 – 16 July 2027
Casablanca

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Museum and Heritage Institution Management Training Course

Ref: 2973_112685 **Date:** 12 – 16 July 2027 **Location:** Casablanca **Fees:** 4900 GBP

Museum and Heritage Institution Management is a 1-week training course for museum directors, heritage site managers and senior cultural institution staff, ending with an institutional development plan each participant takes back. Public expectations, tighter funding and ageing buildings now test how cultural organisations steward collections and welcome visitors. Jupiter Prime Training runs Museum and Heritage Institution Management for leaders of galleries, historic houses and archaeological sites.

Why Museum and Heritage Institution Management Matters Now

Three pressures shape museum and heritage leadership today. Visitors expect interpretation that is accessible, digital and relevant to their own communities, not only glass cases and labels. Funders ask for evidence of reach and stewardship before renewing support. Historic buildings and fragile objects face climate stress and rising energy costs. An institution that balances these pressures earns trust, footfall and lasting support; one that drifts sees deteriorating collections, falling attendance and lost grants. The course draws on widely accepted museum ethics and collections care practice, described in plain terms.

Who Gains Most from Museum and Heritage Institution Management

- Leaders accountable for the strategy, budget and reputation of a museum or gallery
- Managers responsible for the daily running and conservation of a heritage site
- Heads of collections who decide on acquisitions, loans and storage priorities
- Leads for learning, exhibitions and audience engagement
- Officers who handle sponsorship, grants and partnerships with tourism bodies

Senior teams from one institution gain most when they attend together.

Museum and Heritage Institution Management Capabilities

Participants learn to connect the care of objects and places with the needs of audiences and the people who pay for both.

- Assess the significance and condition of a collection or site — acquisition, disposal and conservation priorities
- Design a visitor journey that serves families, scholars and tourists — exhibition and interpretation choices
- Build a mixed income model from admissions, retail, membership and grants — trustees and finance committees
- Weigh partnership offers from universities, sponsors and tourism operators — reputation and mission fit
- Specify board, director and curatorial roles in a clear scheme of delegation — accountability to funders
-

Communicate an institutional development plan with measurable milestones — staff, volunteers and patrons

Key Museum and Heritage Institution Management Terms

- Statement of significance — a written account of why an object, collection or place matters, and to whom.
- Collections stewardship — the long-term care, documentation and responsible use of objects held in trust for the public.
- Interpretation — the ways an institution explains objects and places so visitors find meaning in them.
- Deaccessioning — the formal, ethical process of removing an object from a permanent collection.
- Carrying capacity — the number of visitors a site or gallery can receive without harm to fabric or experience.
- Scheme of delegation — a document setting out which decisions belong to the board, the director and staff.

Museum and Heritage Institution Management Day by Day

Day 1: The Changing Role of Cultural Institutions

- Mission and Public Value Statements — Defining Who the Institution Serves
- Audience and Community Trends — Shifting Expectations of Relevance and Access
- Museum Ethics Codes — Boundaries for Acquisition, Display and Sponsorship
- Stakeholder Mapping for Heritage Sites — Owners, Communities, Funders and Regulators
- Institutional Self-Assessment — Baseline Strengths, Gaps and Risks

Day 2: Collections and Site Stewardship

- Statements of Significance — Ranking Objects and Places for Care
- Collections Documentation and Inventory — Knowing What Is Held and Where
- Preventive Conservation and Environmental Control — Protecting Fragile Material Cost-Effectively
- Acquisition, Loan and Deaccessioning Policies — Shaping the Collection Responsibly
- Historic Building Maintenance Plans — Prioritising Repairs Against Budget

Day 3: Visitors, Interpretation and Learning

- Visitor Journey Mapping — Arrival, Orientation, Galleries and Exit
- Interpretation Planning — Choosing Stories, Media and Voices
- Exhibition Development Cycle — From Concept to Opening and Evaluation
- Carrying Capacity and Timed Entry — Balancing Footfall With Preservation
- Learning and Outreach Offers — Schools, Families and Community Groups

Day 4: Funding, Partnerships and Governance

- Mixed Income Model — Admissions, Retail, Membership and Venue Hire
- Grant and Patron Cultivation — Building Cases That Funders Renew
- Partnership Agreements With Universities and Tourism Bodies — Sharing Benefit and Risk
- Board and Director Scheme of Delegation — Clarifying Who Decides What
- Performance Indicators for Cultural Institutions — Reporting Reach and Stewardship

Day 5: Practising the Institutional Development Plan

- Significance and Condition Review — Applying Stewardship Priorities to a Case Institution
- Visitor Offer Redesign — Testing Interpretation Choices With Peers
- Income and Partnership Scenario — Stress-Testing the Funding Mix
- Presenting to a Mock Board — Defending Priorities Under Questioning
- Institutional Development Plan — Goals, Milestones, Owners and Resources

Applying Museum and Heritage Institution Management After the Course

- Lead a statement of significance review for one gallery or site zone and use it to rank the next year's conservation spending.
- Run a visitor journey walk-through with front-of-house and learning staff, then agree three changes to orientation and interpretation.

Museum and Heritage Institution Management Questions FAQ

What is museum and heritage institution management and why does it matter now?

Museum and heritage institution management is the leadership of collections, sites, visitors and funding as one whole. It matters now because audiences expect relevance, funders want evidence and historic fabric faces rising costs and climate stress.

Which roles gain most from museum and heritage institution management training?

Museum directors, heritage site managers and heads of collections gain most. Leads for exhibitions, learning and sponsorship also benefit.

How does museum and heritage institution management differ from a conservation course?

Museum and heritage institution management looks at the whole organisation: strategy, visitors, income and the board. A conservation course goes deep into treating objects and materials.

What do you bring back from museum and heritage institution management training?

You bring back an institutional development plan for your own museum or site. You also gain a significance ranking method, a visitor journey map and a clearer scheme of delegation.

Museum and Heritage Institution Management: The Way Forward

The institutional development plan links stewardship, visitor and income goals to named owners and milestones. Its first use is deciding which collection, gallery or building receives attention and money in the coming year. Directors, trustees and department heads use it together. After its first review, revisit the balance between preservation and access, as audiences and funding conditions change.