



Museum Studies Program: Marketing & Revenue Generation

Format: Online (Zoom)
Facilitator: Carrie Lunde
Enrolment Limits: 30 participants

**For 2022 all workshops will be offered online
Fridays from 2-4pm (May 13, 20, 27 & June 3, 10)**

Learning Outcomes

This course will explore the basic tenants of marketing and communications to best position your museum within the market and raise the profile of your institution as well as the different ways in which museums generate revenue.

Key content/subject areas:

- Gain an understanding of marketing in museums
- Learn to develop an effective marketing and communications plan and tactics
- Digital and inbound marketing
- Social media
- Customer service
- Basic fundraising methods
- Identifying, assessing and capitalizing on public and contributed funding opportunities
- Best practice examples

The workshop will combine formal instruction, group discussion, hands-on exercises and a graded take-home assignment.

Registration Information

- **ANSM Members:** \$100.00
- **Non-Members:** \$150.00
- **Registration Deadline:** By 5pm on May 6, 2022

Registration opening will be announced on Facebook, in the Beacon, and in the Events section of the ANSM website. To register online, please follow links in the Events section.

Participants can register online by [visiting this link](#).

Participants can also register by sending in a completed registration form with payment by cheque to: Association of Nova Scotia Museums, 1113 Marginal Road, Halifax, NS, B3H 4P7

*This workshop can be taken as part of the ANSM Museum Studies Program or on its own

**For more information call (902) 423-4677 or email
services@ansm.ns.ca**