

## **MUSIS - Advanced training course for museum work 2007/08**

The management of a successful museum requires many talents, lots of enthusiasm and profound knowledge! The basis for high quality work is a well-trained team.

In September 2007 MUSIS, the Styrian Museum Association, starts with the newly conceived advanced training course for museum work. It offers an increase and diffusion of knowledge and imparts practical abilities to all central areas of the museum work.

Starting from generally valid museological considerations, all those areas of internal museum work are covered that represent a solid base for a visitor-oriented approach.

**Target group:** Managers and staff members of museums, students, all kind of trainees at museums and cultural institutions.



**Time plan:** 14 days concentrated on 7 weekends from September 2007 to June 2008

### **Training curriculum**

#### **Module 1**

##### **Basics of museum work:**

##### **Job description- place of employment - mission statement**

Mag. Evelyn Kaindl-Ranzinger and MUSIS-Team

These lectures give an insight into the world of the museum, its background, its national and international structures, museum science and the variety of the museum institution. The aims and tasks of a museum today and in future will be discussed. This module is complemented by visits to museums in Graz.

#### **Module 2a**

##### **Museum management:**

##### **New challenges and methods**

Mag. Christian Waltl

Museums are one part of the leisure industry and because of that they are exposed to increasing competition and to a high level of expectation by the visitors.

In order to compete, their managers need strategic knowledge, creative thinking as well as assertiveness and willpower.

Concepts such as "leadership" and "change management" and the challenges they pose for museum management in the 21<sup>st</sup> century will be discussed as will effective approaches for individual problems.

## **Module 2b**

### **Management of volunteers**

Univ.-Lektor Mag. Markus Pöcksteiner

Regional museum work is hardly possible without voluntary staff. How can museums successfully win volunteers today? What approaches are effective, what measures necessary? This module offers you both - the theoretical equipment and a lot of practical experience in working with volunteers.

## **Module 3a**

### **Basics of collection management and scientific museum work**

Unv.-Doz. Mag. Dr. Johann Verhovsek

Collection management regulates the guidelines, the documentation, the inventory and the administration of a collection. In this seminar the participants will be informed about the acquisition- and depositing methods, the registration, inventory, digitalization and loans. Furthermore, there is an introduction to the principle of a scientific approach.

## **Module 3b**

### **Conservation – Room conditions, illumination and security**

Dipl. Rest. Erika Thümmel

Irretrievable originals are the basis of scientific research and each museum. The use of them requires a sense of responsibility and thinking in long term periods. The ageing of different materials depending on climate, light and lack of security measure will be explained. The current museum standards of conservation will be presented. The participants' questions will be the guidelines for this seminar.

## **Module 4**

### **Visitor Orientation I and II**

Dr. Doris Prenn

People working in the field of communication for museums and exhibitions will be equipped with tips and tricks for their work. Various communication techniques and problem solving strategies when dealing with groups will be covered as well as body language, voice- and breathing techniques. The participants gain a theoretical and practical knowledge of how to create an interesting and exciting communication strategy for different target groups.

**Module 5a**  
**Legal issues in museums:**  
**Copyright - event law - building law**

Mag. jur. Barbara Simma

Exhibition and museum staff often find themselves faced with legal questions. The seminar provides an introduction to the legal basis for the three most essential areas: copyright, event- and building law, with a particular focus on questions concerning the area of copyright.

**Module 5b**  
**Exhibition: Design – text – media**

Mag. Susanne Hawlik

The seminar shows the concept of a museum from the first idea via didactics and design to the concrete realization. The fundamental concept behind the approach is the visitor orientation. Object-presentation, production, light, text and media must be coordinated in such a way that the visitor is inspired by what they see and can recognize and "feel" the message being portrayed.

**Module 6a**  
**Project management and project organization**

Mag. Thomas Jerger, MAS

Whoever has built a house or planned a celebration knows that these are special tasks with clearly defined targets of great importance that require a lot of expert knowledge. Therefore project management can be understood as the sum of all organisational procedures and techniques connected with the successful completion of a project. The seminar shows structured solution strategies for the organization and the realization of projects. This module will provide an introduction to the application of such strategies to concrete projects in the museum sector.

**Module 6b**  
**Public relations and communication in the media-age**

Beatrice Weinelt

As the saying is „Whatever does not happen in the media doesn't happen at all." The professional communication with the public is an important factor for success in museum work.

In particular, continuous contact with the press in this media age is an essential factor to be noticed at all in the dense "culture jungle". The seminar deals with the "Do's and Don'ts" of public relations. The participants will learn how to communicate with the media effectively via press handouts and other elements of communication.

## **Module 6c**

### **Finances:**

#### **Accountancy - Controlling – Benchmarking**

MMag. Markus Enzinger

In times when budgets are forever decreasing, a professional financial administration becomes more important. Among other things the following contents will be discussed: **Accountancy**: How can the accountancy of a museum be optimally organized? **Controlling**: How important are cost categories, cost centres and cost units? How can thorough planning save a lot of money? **Benchmarking**: Museum Benchmarking in Austria \ which indices make it possible to make a comparison between various museums?

**Graduation**: Write a thesis to apply the required knowledge based on the modules 1-6 to the situation in the participant's workplace or a previously selected museum.

**Graduation event**: with official handover of the certificate.

### **Costs**

Entire training course: € 1200,-  
(Styrian participants will be subsidised by € 400,-)

Graduation with certificate is only possible with the entire course!

Modules per seminar/per day: € 120,-  
(Confirmation of participation in the course available)

Costs of travelling, accommodation and food are not included.  
We live in youth and family hostels to membership fees.

### **Information and registration**

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