



دورة تدريبية في فن إدارة المتاحف ودراسة الفرص والتحديات



AGILE LEADERS
Training Center

23 - 27 Mar 2027
الدار البيضاء

دورة تدريبية في فن إدارة المتاحف ودراسة الفرص والتحديات

المرجع: 36278_20888 التاريخ: 23 - 27 Mar 2027 الموقع: الدار البيضاء الرسوم: 4100 Euro

Course Overview:

The course is an immersive training program designed to equip museum professionals with the skills and knowledge needed to excel in the dynamic world of museum management. This course covers a wide range of critical topics, including Museum Management, Museum Risk Management, and the Modern Museum Challenges. Participants will explore the intricacies of Museum Financial Management, Strategic Museum Management, and Operational Museum Management. Additionally, the course delves into Museum Research Management, Experiential Learning in Museums, and the Museum Educational Function. Through engaging Museum Case Studies, learners will gain a holistic understanding of Museum Management, including Planning Museum Activities, Organizing Museum Operations, Leading Museum Teams, and Controlling Museum Functions. The course emphasizes successful museum strategies and addresses the Museum Heritage Function, Public Institution Management, Real-World Museum Management, and Museum Planning and Control. By combining academic excellence with real-world experience from seasoned museum managers, this course provides a complete and practical approach to modern museum management.

Target Audience:

- Museum Directors
- Curators
- Museum Managers
- Exhibit Coordinators
- Museum Educators
- operational planning specialist
- Financial Managers in Museums
- Strategic Planners
- Operations Managers
- Research Managers
- Public Relations Managers in Museums

Targeted Organizational Departments:

- Museum Administration
- Curatorial Departments
- Education and Outreach Departments
- Exhibition and Program Departments
- Finance Departments
- Strategic Planning Departments
- Operations Departments
- Research and Development Departments
- Public Relations and Marketing Departments

Targeted Industries:

- Museums and Cultural Institutions
- Historical Societies
- Art Galleries
- Science Centres
- Zoos and Aquariums
- Heritage Sites
- Public Sector Cultural Departments
- Non-profit Organizations in the Arts and Culture Sector

Course Offerings:

By the end of this course, participants will be able to:

- Effectively manage museum operations using best practices in Museum Management.
- Implement robust risk management strategies tailored to museum settings.
- Address and overcome modern museum challenges.
- Execute sound financial management principles within a museum context.
- Develop and implement strategic and operational plans for museums.
- Conduct and manage museum research projects.
- Integrate experiential learning into museum educational programs.
- Apply holistic approaches to museum management.
- Plan, organize, lead, and control museum activities and teams.
- Formulate and execute successful museum strategies.

Training Methodology:

"The Art of Museum Management" employs a variety of training methodologies to ensure an engaging and effective -learning experience. Participants will engage in case studies, group work, and interactive sessions to explore real world museum management scenarios. The course includes feedback sessions to provide personalized guidance and improvement suggestions. Emphasizing experiential learning, participants will simulate museum management activities, develop strategic plans, and address operational challenges. This hands-on approach, combined with academic insights, prepares participants to tackle museum management with confidence and competence. The inclusion of Museum Management, Museum Risk Management, and Modern Museum Challenges in the curriculum ensures a complete understanding of the field.

Course Toolbox:

- Workbooks and Manuals
- Reading Materials on Financial Management
- Online Resources for Strategic Planning
- Checklists for Risk Management

Course Agenda:

Day 1: Introduction to Museum Management

- Characteristics of Museums and Starting Points for Museum Research Topic 1: •
- The Modern Museum: Its Role, Function, and Social Mission Topic 2: •
- Challenges and Opportunities of a Modern Museum Topic 3: •
- A Holistic Approach to Risks and Opportunities Topic 4: •
- Planning Museum Activities Topic 5: •
- Organizing Museum Operations Topic 6: •

Reflect on the day's learnings and review key points on museum characteristics, roles, [Reflection & Review](#): challenges, and planning. •

Day 2: Strategic and Operational Management

- Strategic Museum Management Techniques Topic 1: •
- Operational Museum Management Best Practices Topic 2: •
- Leading Museum Teams Topic 3: •
- Controlling Museum Functions Topic 4: •
- Experiential Learning in Museums Topic 5: •
- Educational Functions of Museums Topic 6: •

Reflect on strategic and operational management, team leadership, and educational [Reflection & Review](#): functions. •

Day 3: Financial and Risk Management

- Financial Management of the Museum Topic 1: •
- Risk Management in Museums Topic 2: •
- Budgeting and Financial Planning for Museums Topic 3: •
- Fundraising and Grant Management Topic 4: •
- Financial Reporting and Accountability Topic 5: •
- Managing Financial Risks Topic 6: •

Reflect on financial strategies, risk management, and financial accountability. [Reflection & Review](#): •

Day 4: Implementing Successful Strategies

- Developing Successful Museum Strategies Topic 1: •
- The Heritage Function of Museums Topic 2: •
- Public Institution Management for Museums Topic 3: •
- Real-World Museum Management Practices Topic 4: •
- Effective Museum Planning and Control Topic 5: •
- Case Studies in Museum Management Topic 6: •

Reflect on strategy development, heritage functions, and real-world practices. [Reflection & Review](#): •

Day 5: Practical Applications and Case Studies

- Integrating Course Learning into Practice Topic 1: •
- In-depth Museum Case Studies Topic 2: •
- Practical Exercises in Museum Management Topic 3: •
- Group Projects and Presentations Topic 4: •
- Final Review and Q&A Topic 5: •
- Preparing for Future Challenges in Museum Management Topic 6: •
- Reflect on practical applications, future challenges, and overall course learning. **Reflection & Review:** •

How This Course is Different from Other Museum Management Courses:

This course stands out from other similar courses due to its complete focus on both opportunities and threats in museum management. This course uniquely integrates Museum Risk Management with Modern Museum Challenges, providing a well-rounded approach to Museum Financial Management and Strategic Museum Management. The inclusion of Operational Museum Management and Museum Research Management ensures participants are well-equipped to handle day-to-day operations and long-term projects. The course emphasizes Experiential Learning in Museums and the Museum Educational Function, ensuring that educational objectives are met through innovative methods. With a strong focus on practical applications through Museum Case Studies, participants gain real-world insights and skills. This holistic approach, combined with academic rigour and practical experience, makes a premier choice for museum professionals seeking to excel in their field.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



مدن التدريب

أهستردام هولندا	أكرا غانا	أثينا اليونان
الدار البيضاء المغرب	الجبيل المملكة العربية السعودية	استنبول تركيا
القاهرة مصر	الرياض المملكة العربية السعودية	الدوحة قطر
باريس فرنسا	الهناوة مملكة البحرين	الكويت الكويت
بانكوك تايلند	بالي جمهورية إندونيسيا	باكو أذربيجان
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكرتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	حلي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجان تنزانيا
شيكاغو الولايات المتحدة الأمريكية	شرم الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية

مدن التدريب

كيب تاون جنوب إفريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماربيا اسبانيا
ميونخ ألمانيا	هيلن إيطاليا	مونترو سويسرا
نيويورك الولايات المتحدة الأمريكية	نيس فرنسا	نيروبي كينيا