



ريادة الابتكار الثقافي: مكتبات المستقبل ومساحات التفاعل



AGILE LEADERS
Training Center

12 - 23 Jan 2027
الدار البيضاء

ريادة الابتكار الثقافي: مكتبات المستقبل ومساحات التفاعل

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Course Overview

This program is designed to empower leaders in the cultural sector with the tools and strategies needed to design, lead, and sustain innovative institutions. Participants will explore how cultural institutions can evolve into community-knowledge hubs, develop cutting-edge programming, and respond to societal changes with inclusive, technology-driven solutions. Case studies from international cultural centers and London's smart libraries offer real-world insights. The program culminates in a strategic project presentation aimed at applying new knowledge to each participant's institutional context.

Target Audience

- Directors and senior managers of cultural institutions
- Program managers and curators in public and private cultural organizations
- Community engagement coordinators
- Innovation officers in libraries and museums
- Urban planners and cultural policymakers
- NGO and nonprofit leaders in arts, culture, or education
- Public sector leaders overseeing cultural development

Targeted Organizational Departments

- Cultural Affairs and Heritage
- Community Engagement and Outreach
- Library and Archival Services
- Museum Programming
- Innovation and Strategy Units in public institutions
- Education and Learning Programs in cultural centers

Targeted Industries

- Cultural institutions and foundations
- Public libraries and archival organizations
- Museums and exhibition centers
- Urban cultural development agencies
- Educational nonprofits and community organizations
- Government ministries of culture or public information

Course Offerings

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

- Lead cultural organizations with a future-oriented vision
- Develop innovative cultural programs rooted in community needs
 - Apply digital tools in library and museum settings
- Transform libraries into smart, interactive public learning spaces
- Design inclusive cultural strategies that drive social impact
- Evaluate the effectiveness of public programs using data
- Build partnerships across sectors for sustainable cultural innovation
- Develop action plans for implementation in their own institutions

Training Methodology

This course uses an immersive, application-based learning approach. Each module includes interactive workshops, live discussions, case studies, and group assignments to simulate real-world challenges. Participants will work through cultural program design scenarios, evaluate digital transformations in libraries, and co-develop engagement strategies.

Course Toolbox

- Strategic planning templates for cultural innovation
 - Program design frameworks
 - Case studies from global institutions
 - Access to digital transformation tools
 - Checklists for stakeholder engagement
- Public communication and storytelling guides
- Evaluation rubrics for program impact

Course Agenda

Day 1: Cultural Leadership Foundations

- Understanding the evolving role of cultural institutions **Topic 1:**
- Leadership models in the cultural and public sectors **Topic 2:**
- Aligning institutional purpose with community needs **Topic 3:**
- Historical context of libraries and cultural spaces **Topic 4:**
- Strategic thinking for public service leadership **Topic 5:**
- Characteristics of transformational cultural leadership **Topic 6:**
- Identify leadership challenges and opportunities in your institution **Reflection & Review:**

Day 2: Innovation in the Cultural Sector

- Drivers of innovation in cultural environments Topic 1: •
- Innovation frameworks for libraries and museums Topic 2: •
- Case studies of global cultural innovation Topic 3: •
- Digital shifts impacting arts and cultural access Topic 4: •
- The role of experimentation in public institutions Topic 5: •
- Fostering a culture of innovation among teams Topic 6: •
- Define a personal innovation challenge to work on Reflection & Review: •

Day 3: Strategic Planning for Cultural Transformation

- Setting strategic goals for cultural relevance Topic 1: •
- KPIs and performance indicators for public value Topic 2: •
- Roadmapping innovation in library services Topic 3: •
- Stakeholder alignment and strategic buy-in Topic 4: •
- Budgeting for sustainable program impact Topic 5: •
- Linking strategy to mission-driven results Topic 6: •
- Draft a strategic initiative for peer feedback Reflection & Review: •

Day 4: Designing Inclusive Cultural Programs

- Program design methodology in cultural settings Topic 1: •
- Mapping audience and community needs Topic 2: •
- Creating interactive and multi-format programs Topic 3: •
- Designing with equity and accessibility in mind Topic 4: •
- Building lifelong learning models in libraries Topic 5: •
- Co-creation with underrepresented communities Topic 6: •
- Sketch an inclusive program idea using course tools Reflection & Review: •

Day 5: Future-Ready Library Models

- Transitioning from traditional to smart libraries Topic 1: •
- Integrating technology into public knowledge spaces Topic 2: •
- Spatial design for flexible, multi-use libraries Topic 3: •
- Data-enabled service personalization Topic 4: •
- Smart systems and digital access trends Topic 5: •
- London's experience in library innovation Topic 6: •
- Redesign a space or service using smart library principles Reflection & Review: •

Day 6: Community Engagement and Outreach

- Role of libraries as community anchors Topic 1: •
- Outreach strategies for different population segments Topic 2: •
- Building trust through long-term cultural partnerships Topic 3: •
- Designing events and campaigns with impact Topic 4: •
- Collaborative engagement with local networks Topic 5: •
- Evaluation tools for outreach effectiveness Topic 6: •
- Outline a community engagement plan for your context Reflection & Review: •

Day 7: Communication and Cultural Storytelling

- Storytelling frameworks for institutional branding Topic 1: •
- Creating narratives that resonate with communities Topic 2: •
- Visual and digital media for cultural communication Topic 3: •
- Managing public perception and dialogue Topic 4: •
- Communication crisis and reputation strategies Topic 5: •
- Digital advocacy and social media campaigns Topic 6: •
- Develop a storytelling piece or campaign draft Reflection & Review: •

Day 8: Governance, Ethics, and Cultural Policy

- Overview of governance models in public culture Topic 1: •
- Ethical leadership in inclusive programming Topic 2: •
- Policy analysis for culture and knowledge equity Topic 3: •
- Regulatory frameworks and public accountability Topic 4: •
- Building transparent decision-making systems Topic 5: •
- Role of leadership in ethical dilemmas Topic 6: •
- Analyze an ethical case study and propose solutions Reflection & Review: •

Day 9: Measuring Impact and Program Evaluation

- Evaluation frameworks for cultural institutions Topic 1: •
- Data collection tools and impact metrics Topic 2: •
- Qualitative vs. quantitative impact analysis Topic 3: •
- Feedback loops and real-time improvement Topic 4: •
- Reporting outcomes to funders and the public Topic 5: •
- Benchmarking and international comparisons Topic 6: •
- Apply an evaluation model to your own institution Reflection & Review: •

Day 10: Final Integration and Project Presentations

- Synthesis of learning from across the program Topic 1: •
- Final presentations of strategic program designs Topic 2: •
- Peer and expert feedback for refinement Topic 3: •
- Institutional action planning Topic 4: •
- Building post-program partnerships and collaborations Topic 5: •
- Next steps: funding, scaling, and implementation Topic 6: •
- Consolidate takeaways and align action plans for your institution Reflection & Review: •

FAQ

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants do not need formal qualifications, but a background in cultural programming, library development, public administration, or nonprofit leadership will be highly beneficial. Experience in managing or planning community-based or educational programs will enhance the learning experience.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans ten days, approximately 40-45 hours of instruction.

What is the difference between a smart library and a traditional one?

A smart library integrates digital infrastructure, interactive technologies, and community-driven design to provide personalized and multifunctional learning services. Unlike traditional libraries that focus primarily on physical collections, smart libraries offer real-time digital access, participatory programs, and flexible spaces to adapt to user needs.

How This Course is Different from Other Cultural Innovation Courses

The Cultural Leadership and Innovation Program stands apart from other training courses by focusing on the intersection of leadership, design thinking, and digital transformation in libraries and cultural centers. Instead of teaching abstract theory, this course provides actionable strategies drawn from real case studies—such as London's smart libraries—and offers templates, evaluation tools, and public communication techniques grounded in practice.

Participants will not only explore future-oriented cultural trends but will also apply what they learn through a capstone project. The course is designed for immediate application in public and nonprofit institutions. Unlike other offerings, this program equips cultural leaders to co-create inclusive spaces and to strategically lead institutional change with measurable community impact.

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	



معدن التدريب

أكرا غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بانكوك تايلند	باكو أذربيجان	باريس فرنسا
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكارتا 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 افريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماربيا اسبانيا
ميونخ ألمانيا	ميلان إيطاليا	مونترو سويسرا
	نيويورك الولايات المتحدة الأمريكية	نيروبي كينيا