

Children in museums HUB

Online training series to imagine and question new ways for children-centred museums

Imagining the future vision for 21st Century children in museums and marketing it

Historian and philosopher Harari says that in times of crisis, the crucial decisions for forming the future are taken. Will children-centred museums be part of this future? Time to ensure it is now!

*Are we still living up to our mission? Are we still able to play our role in society? Are we still able to communicate and be relevant? Are we still **social hubs for the future** of a democratic culture?*

2020 has been a critical year for all cultural institutions, as social interaction has become a health threat. Yet - with the fall - this year's harvest is ready to bring in. Although it is not possible to meet physically as we originally planned (during the NEMO conference in Rijeka, hand in hand with Children in Museums Award) there still is the need to look at what we harvesting this year:

What benefit/losses the children in museums field globally gained, what have they learned, what quality proved sustainable?

With this "harvest" there is also a time and space to think how to go on: to imagine, envision the next steps and strategy how to go on and **how to continue to be the relevant social hub and a gate to culture for children and their families**

Join our free online training series led by an international marketing and branding specialist!

- Discover and test tools to re-position your organisation as educational expert and community hub.
- Receive expert & peer-feedback
- Explore core qualities and co-create a global mission
- Become a certified pilot organisation of high-quality 21st century learning

21st Century Children

About:

The children in museums HUB training series is part of our ongoing 21st Century Children project.

The over-all objective of this project is to showcase and to tackle the potential of the unique quality and character of children-oriented museums for benefiting society as future-oriented, 21st Century learning spots.

These places are undoubtedly – with their holistic approach, natural social engagement, and practical onset – a major answer to the desperate call for appropriate 21st century education. However, up to this day, the benefits of children-centred museum work often remain invisible to the eye of the wider public, policy makers and formal education sector.

Actions of the project:

- Unite stake holders of the field to create a global mission & quality standards
- Create a global brand and marketing tools for the sector
- Map the sector and provide capacity building tools and content for professional development (publications, online & onsite training courses)

Hard Facts:

Dates: 11., 18., 25. November & 9. December 2020 14:00-17:00 CEST

Format: interactive on-line training series for 12 participants

Workload: 16h (including online sessions & assignments)

Open to: directors, CEOs, curators & educators with a leading role, who are dedicated to children-centred museum work. Representatives of museums, science centres, children's museums, and similar cultural organisations.

Representatives of long-established, recently opened and start-up organisations are welcome

Registration: Limited places available. HUB participants are chosen based on participants professional & organisational background, and motivation statements, and nationality. We aim to create a diverse panel of participants representing a wide range of organisations, approaches and nations. Register here:

https://docs.google.com/forms/d/e/1FAIpQLSeoz_IxwiOxnbjj1X8UVKNrbbFGfjdbS2Ib51MhmuWE3kvTtg/viewform?usp=sf_link

Working language: English, no subtitles available



What's included:

- Access to all live session of the online training programme
- Introduction to positioning and marketing tools to implement in professional environment
- Individual expert feedback by marketing professional
- Networking & peer learning (including a closed facebook group for all participants)

Obligations for participants:

- Attendance of all 4 live training sessions and assignments
- Active participation
- Commitment to become a certified pilot organisation of 21st century learning

Timetable:

SESSION 1: 11. November 2020

Who are children-centred museums in society now?

Covid-19 driven examination of value proposition and audience relationship of children-centred museums.

Guided panel and group work. Creating a business canvas for children-centred organisations

SESSION 2: 18. November 2020

Positioning workshop

How to position organisations as meaningful education resources and social hubs for families, schools, and other children-centred communities?

It is important to articulate clearly and well, who we are and are we in the society for - so we can play a meaningful role in the society. The process is called "positioning" in the marketing language. We will use different techniques, such as archetypical articulation and creating an onliness statement.

SESSION 3: 25 November 2020

Positioning workshop II.



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How to position children's museums as meaningful education resources and social hubs for families, schools, and other children-centred communities?

Second part of the positioning workshop, which discusses the participants' identity expressions and communication strategies.

SESSION 4: 9. December 2020

Quality indicators for children-centred museum work

Hands On! currently develops an international label of quality which can help children-centred museum organisations to measure, articulate, uplift and communicate their quality as community learning hub and resource for the future. How does it best serve you? Let's co-create!

FOLLOW UP:

- HO! goes on with developing the visual, textual identity of the label and its tools and via the FB group (or e-mail), HUB participants can preview it and provide feedback.
- The participants are the organisations to pilot the use of label of commitment and give feedback to HO!

Organisers & Speakers

Hands On! International Association of Children in Museums

Hands On! is an international network of museum & science centre professionals.

Hands On! believes that museums should encourage curiosity and imagination in the children who visit them. We strive to act as a global leader, advocate and a resource for organizations serving the learning needs of children and families. Our aim is to represent European as well as non-European organizations.

Our main goals are sharing information, exchanging expertise with our members, and influencing policy makers.

Tomáš Hrivnák

The HUB is supervised by an excellent marketing expert, who has been leading branding and positioning processes for many companies (but also a poet, philosopher, and a father of 3 kids obsessed with finding the right education for them.

Tomáš is a Czech-based consultant for brand management. For the past 27 years, he has worked in advertising, marketing, and consulting as a copywriter, creative director, company director and strategic planner.



International Association
of Children in Museums

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He has worked for small and large brands, local and international, non-profit, and commercial, in the Czech Republic and all over Europe.



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