
Transforming Future Museums: International Museum Academy

Greece 2016

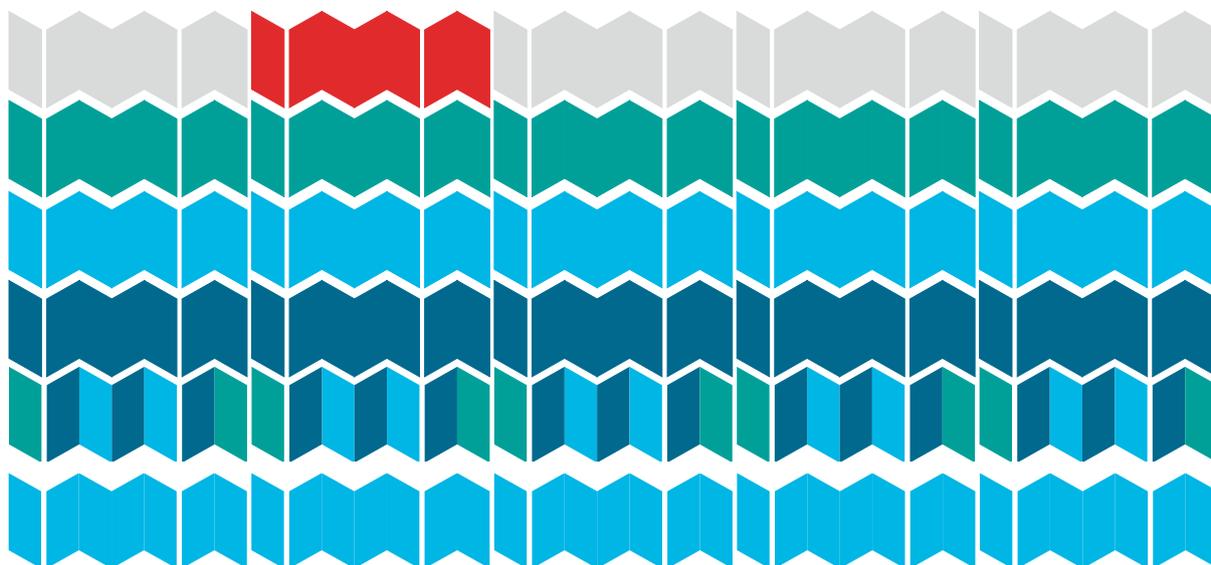
Fundraising and Income Generation
Thessaloniki, 9 – 13 November 2016

Museum of Byzantine Culture

2 Stratou Avenue, 546 40 Thessaloniki

Museum of Photography (on Thursday 10 November only)

Warehouse A', Port of Thessaloniki 3,
Navarchou Votsi str.



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Course Tutor

Henrietta Hopkins, Museum and Cultural Heritage Consultant, Hopkins Van Mil



Before setting up Hopkins Van Mil: Creating Connections with Anita Van Mil, Henrietta Hopkins was previously Head of International Issues and Strategic Marketing at the Museums, Libraries and Archives Council (MLA) where she first worked with the British Council on a range of programmes to support the museum sector to engage more effectively internationally. She led the design of the first UK museum's international strategy and the strategic marketing framework for the sector. As such she established the Museums Marketing Group (now maintained by the Arts Marketing Association). She has worked as an adviser, facilitator and trainer in the cultural and cultural heritage sectors since 1992, mainly focused on resilience programmes including fundraising and income generation. Henrietta was one of two UK representatives to the Network of European Museum Organisations from its inception in 1992 to 2000. She was also Hon. Secretary of the International Council of Museums (ICOM) in the UK from 2000 to 2007.

Henrietta has an MA in European Cultural Policy and Management from the Centre of Cultural Policy Studies, University of Warwick & an Advanced Certificate in Arts Marketing from the Chartered Institute of Marketing and the Arts Marketing Association. She is a graduate of from Oxford Brookes University (2:1 BA honours). She has a BTEC Professional Award in Train the Trainer and is accredited by the Institute of Leadership and Management as an Action Learning Facilitator trained by Action Learning Associates through the Cultural Leadership Programme. Henrietta is a Trustee of the Bexley Heritage Trust advising in particular on their marketing, audience development and fundraising work. She is also a



Trustee of WOCco, a small opera company supporting emerging artists, singers, players and designers to gain an early professional platform for their work.



Guest Speaker

Tamalie Newberry Executive Director, Association of Independent Museums



Tamalie Newberry is a trained fundraiser who started her career in the arts and has been working with museums since 2000. She was deputy director of The Lightbox during its initiation and development through to the opening of the new museum and gallery and during this period she created a fundraising strategy for an organisation with no fundraising track record, and raised £4m personally of the £7m total project cost. The Lightbox won UK museum of the year when it opened in 2008. She has worked as a consultant supporting small and large organisations to prepare for fundraising and implement their fundraising campaigns. Since 2013 she has been Director of the Association of Independent Museums (AIM), a membership organisation supporting over 1100 members in all areas of running successful, sustainable museums without long-term government support. At AIM she has increased the organisation's earned income by over 100% and raised over £2m for core costs and projects to enable it to better support members. She is a member of the UK heritage sector Funding Advisory Group, holds the certificate in Fundraising Management from the Institute of Fundraising and has spoken on and delivered training on fundraising for arts and heritage organisations. Outside of work Tamalie has two children, three chickens and a river boat - all of which keep her busy.

Guest Speaker

Richard Evans, Director/ CEO, Beamish Museum



Richard Evans has been Director of Beamish since 2008. He leads a team of more than 400 staff, 450+ volunteers and is supported by more than 4000 Friends and business partners as well as the region's Local Authorities.

Beamish uses its outstanding collections to tell the story of the North East region through time. Since 2008 visitor numbers have increased from 297,000 to nearly 700,000. More than 200 new jobs have been created and the charity is now entirely self-sufficient with a turnover of c. £11 million. A major capital development is due to start next year, including the reconstruction of a 1950s Town and overnight accommodation in exhibits.

Richard is the Chair of the Association of Independent Museums and a member of the National Museum Directors Council/Advisory Group and the North East Committee of the Heritage Lottery Fund. He is also on the Board of Association of European Open Air Museums.



Guest speaker

Agathoniki Tsilipakou, Director, Museum of Byzantine Culture (Thessaloniki).



Agathoniki graduated from Ioannina University (Faculty of Philosophy, School of History and Archaeology) with a degree in Archaeology and also from Aristotle University of Thessaloniki, Faculty of German Literature. She has a masters degree in Byzantine Archeology (Aristotle University, Faculty of Philosophy, School of History and Archaeology) and she also obtained her PhD at the same School, specialized in Post Byzantine art (wall paintings). From 1990 till 2010 she has been working, after national competition, as archaeologist at the 11th Service of Byzantine Antiquities of Ministry of Culture. Since 2008 she has received a position as Head of its Archaeological Department. From 2011 to 2012 she has been Director of the 18th Service of Byzantine Antiquities of the Ministry of Culture and Sports, while from 17.2.2012 till now is Director of the Museum of Byzantine Culture (Thessaloniki). She is a member of the Greek Committee for Byzantine Studies, of the Christian Archaeological Society, of the History and Culture Research Society at Imathia Prefecture, of the Association of Greek Archaeologists. She has published three books, more than fifty publications in scientific journals and participated in national and international scientific conferences. Her research interests include Byzantine and Post Byzantine art and Archaeology, Museology and Cultural Management.

Network Coordinator

Sophia Handaka



Holding a Dphil from the University of Oxford, Sophia Handaka is a Social Anthropologist specialised in museums and material culture with over 15 years of experience working at the Benaki Museum.

In her capacity as Curator of World Cultures, she manages, studies and enriches the collections, and works towards raising awareness on world cultures in Greece through exhibitions, publications and public activities. Her résumé includes research and publications, exhibitions, university teaching (2006-2008 Department of History, Archaeology and Social Anthropology of the University of Thessaly) and public lecturing.

Throughout her career, she has actively engaged in diverse Benaki renewing processes, both scientific and administrative, including setting new Benaki departments (Copyrights 2003, Fundraising and Development 2011, World Cultures 2011, Travelling Exhibitions 2016). She has also implemented and managed cross-departmental onsite and online development projects and regularly represented the Benaki in building networks that bring about collaborations with varied cultural and educational entities. Since 2011 she has been in the Organising Committee of a series of museums conferences that the Benaki Museum organises together with the US Embassy and the British Council, featuring experts from internationally acclaimed institutions.

For 2016-2017 she has also designed and runs the pilot audience engagement project What is Home? Collecting and sharing expressions of identity, an awareness campaign on cultural diversity realised and implemented collaboratively by the Benaki Museum and Segni d'Infanzia (Mantova, Italy), in the framework of the cultural exchange programme Tandem Europe. In 2016, she also participated in the British Council's Audience Development Cultural Skills Academy workshop in Athens, including the train-the-trainer session; as well as the Culture Shift Athens! hackathon.



Wednesday 9 November

What is fundraising and income generation?

16.30-17.00	Arrival, registration and set up
17.00-17.45	Welcome from British Council Introductions from course leader and course participants
17.45-18.15	Museum Network Launch in Greece Presentation by network coordinator, Sophia Handaka <i>What is it with networking? Why should we share our knowledge and skills? How do we ensure long-term and healthy collaborations? What does it take to change entrenched attitudes, ours and others? Emerging from its Alumni, the IMA peer network aspires to empower and engage museum professionals in a journey of personal and collective professional development for the future wellbeing of museums and their people.</i>
18.15-19.00	Introduction to fundraising 1 What is fundraising/ income generation? UK context + group discussion similarities / differences between Greece and UK.
19.00-19.15	<i>Comfort Break</i>
19.15-21.00	Introduction to fundraising 2 What needs money? Funding mix: trusts/ foundations, individual/ corporate donors, community fundraising Introduction to a Tool for sharing the learning

Thursday 10 November

Please note change of venue: Photography Museum of Thessaloniki, Port of Thessaloniki (Warehouse A)

Planning for fundraising

16.45-17.00	Arrival
17.00-17.15	Welcome and warm-up
17.15-18.45	Planning for fundraising 1 Developing a fundraising strategy



	<p>Fundraising Strengths, Weaknesses, Opportunities and Threats</p> <p>Setting objectives and monitoring progress</p>
18.45-19.15	<i>Comfort Break</i>
19.15-21.00	<p>Planning for fundraising 2</p> <p>Where do you excel?</p> <p>Communication for fundraising</p> <p>Fundraising techniques & UK case study donation boxes</p> <p>Completing the Tool for sharing the learning</p>

Friday 11 November

Fundraising from trusts and foundations

16:45-17.00	Arrival
17:00-17.45	<p>Warm-up and opening</p> <p>What it takes to be a fundraising organisation – Talk by Tamalie Newbery followed by Q&A</p>
17.45-18.45	<p>Researching funding opportunities</p> <p>Opportunities for Greek museums</p> <p>Tapping into your museum's networks</p> <p>Individual giving: membership schemes, Led by Tamalie Newbery</p>
18.45-19.15	<i>Comfort Break</i>
19.15-21.00	<p>Developing the case for support</p> <p>Telling your museum's story</p> <p>Tailoring approaches</p> <p>Workshop applying for funding from trusts and foundations</p> <p>Completing the Tool for sharing the learning</p>



Saturday 12 November

Becoming an entrepreneurial museum

09.15-09.30	Arrival
9.30-10.00	Warm-up and opening Income generation as part of the funding mix Increasing independence from Government funding – Talk by Richard Evans followed by Q&A
10.00-10.30	Income generation at the Museum of Byzantine Culture – Talk by Mrs Agathoniki Tsilipakou Director of the Museum of Byzantine Culture in Thessaloniki – followed by Q&A
10.30-10.45	<i>Coffee break</i>
10.45-12.30	Becoming an entrepreneurial museum UK case studies Assessing innovative ideas Aptitudes and skills required
12.30-13.30	<i>Break – free time</i>
13.30-15.00	Workshop and surgeries in two groups A. Testing case for support/ Writing successful applications - Led by Tamalie Newbery B. Managing organisational change – from aspiration to reality – Led by Richard Evans
15.00-15.15	<i>Comfort break</i>
15.15-16.45	Workshop and surgeries in two groups A. Testing case for support/ Writing successful applications - Led by Tamalie Newbery B. Managing organisational change – from aspiration to reality – Led by Richard Evans
16.45-17.15	Applying the learning to the Greek context Discussion led by Henrietta Hopkins
17.15-17.30	Wrap up and close Completing the Tool for sharing the learning



Sunday 13 November

Fundraising from individual and corporate donors

09.45-10.00	Arrival
10.00-12.00	Guided tour at the Museum of Byzantine Culture
12.00-13.00	<i>Break – free time</i>
13.00-15.30	Developing Relationships with individuals and corporate donors Matching donor needs The ladder of giving Donor engagement UK/ Greek case studies
15.30-16.00	<i>Comfort break</i>
16.00-18.00	Doing ‘the ask’ Role play: making an approach based on scenarios Completing the Tool for sharing the learning
18.00	Close



Useful and Emergency Phone Numbers

British Council

Chrysoula Melidou, Programmes and Partnerships Coordinator,

Office number +30 2310 378 314

Mobile number +30 6978484525

Museum of Byzantine Culture

2 Stratou Avenue

546 40 Thessaloniki

(+30) 210 345 3111

How you can get there:

From the east towards the centre of the city

Lines 7, 10, 11, 12, 31, 58

Bus stop “Stratigio” – Museum of Byzantine Culture

Line 8

Bus stop Museum of Byzantine Culture

Lines 3, 5, 6, 33, 39, 78

Bus stop City Hall

From the centre of the city towards the Museum

Lines 3, 10, 11, 12, 31, 39

Bus stop “Stratigio” – Museum of Byzantine Culture

Line 3

Bus stop Museum of Byzantine Culture

Museum of Photography (for Thursday 10 November only)

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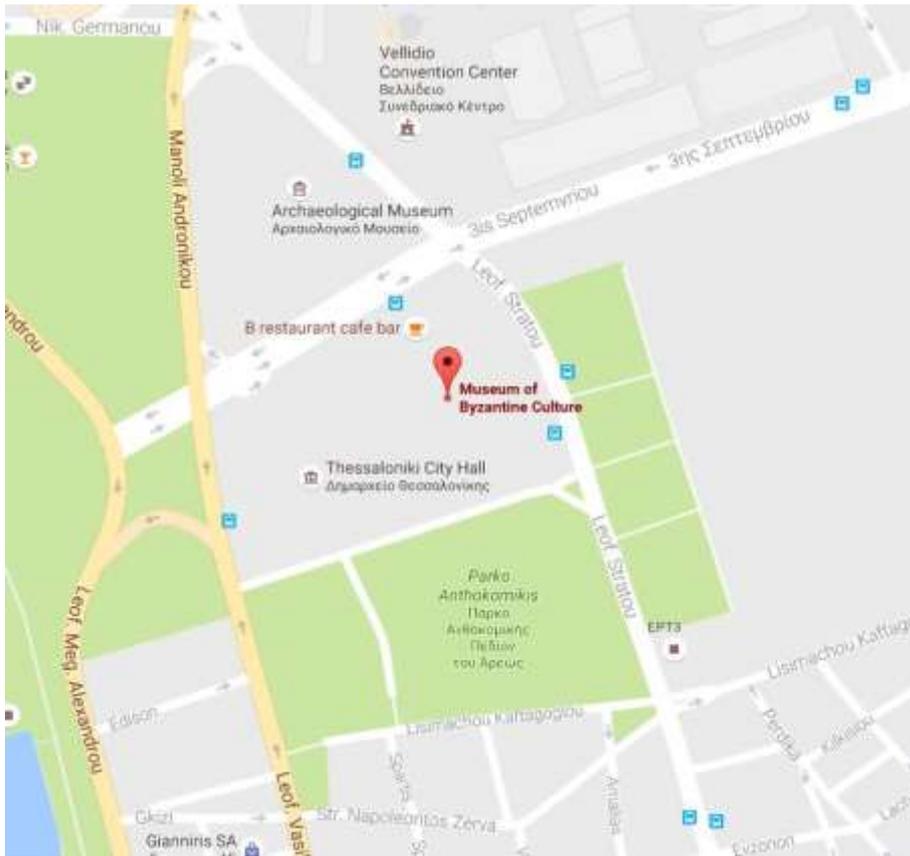
Navarchou Votsi str.

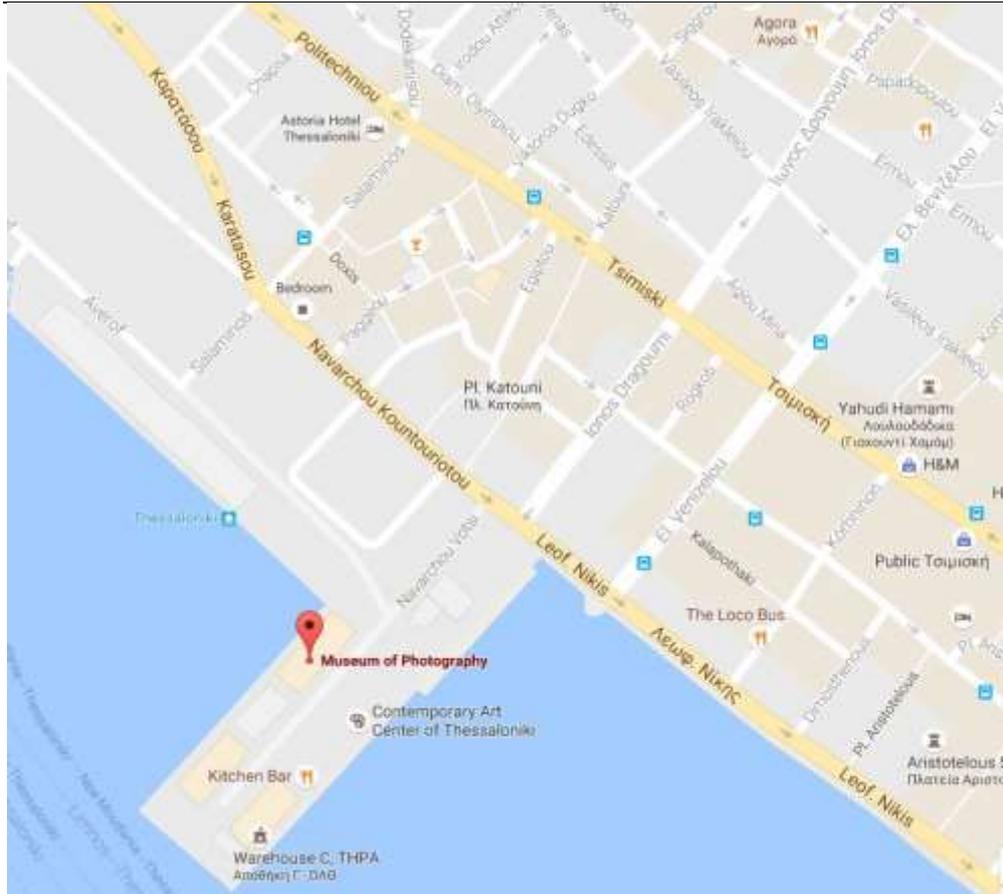
54624, Thessaloniki

+30 2310 566 716



Map





For Thursday 10 November only!

Social Media

We encourage participants to use Facebook, Twitter and other social media platforms to raise awareness about the courses.

Please use the following hashtags:

#IMAGreece #britishcouncil #britishcouncilgreece

Twitter handle:

@culturalskills

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