

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

The Heritage Management Organization

Training Heritage Leaders

Autumn 2019

Executive Leadership Development in Heritage Management Workshops

Communication Strategy and Strategic Marketing for Cultural Organizations

1-3 November, 2019

Location: Meropeion Foundation, Dionysiou Areopagitou 45, 117 42 Athens, Greece

Today, more than ever, it is critical that **strong messages** be part of an **effective communication strategy** for today's leaders. By **focusing more on content**, when embracing traditional as well as social media, leaders can more effectively manage and enhance the reputation of their organizations.

This 3-day interactive, content-driven course is a **focused learning experience** that provides a **systemic approach on how to successfully attract the attention of key audiences** through traditional, new and social media. At the end of the workshop, participants will have a working guide to effectively communicate news, initiatives and announcements of their organization and manage communication around a crisis or issue.

The workshop's instructor, **Derwin Johnson**, has 30-plus years of experience as a journalist for CNN, ABC News and PBS, graduate school educator, and senior communication trainer and consultant.

- For **participation costs/fees**, contact us at inherity.info@gmail.com
- **A. G. Leventis Foundation scholarships** (partial or full coverage towards tuition, board and accommodation) will be available for heritage managers working on (broadly defined) Greek cultural heritage (excluding airfare/travel expenses and our Organization's 2019 membership fee).
- **J. M. Kaplan Foundation Scholarships** (partial or full coverage towards tuition and accommodation) will be available for individuals

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actively involved in the research, study and promotion of a) the sites of **Corinth, Delos, Larisa, Olympia, Pylos, and Sparta in Greece**; b) the site of **Stobi in Republic of North Macedonia**; c) the site of **Tipasa in Algeria** (excluding airfare/travel expenses and our Organization's 2019 membership fee)

- **Various other scholarships as well as Heritage Management Organization scholarships** for participation will be available for qualified candidates (excluding airfare/travel expenses and our Organization's 2019 membership fee).

To apply for this workshop please:

- fill in and submit the [Executive Leadership Program in Heritage Management application form](#);
- 2) after receiving confirmation of receipt of your application, complete the application process by submitting your **curriculum vitae, personal statement** and **reference letter** (which may come in separately by your referee at their earliest convenience). Please submit all your application documents by email to inherity.info@gmail.com. Applications should not exceed 750 words in total and your curriculum vitae should be no more than 1000 words.
- A reasonable proficiency in spoken and written English is required to attend the course. In order to assess it, applicants will be asked to participate in a personal (spoken) interview.

After approval of their application file, participants will receive an official letter outlining in detail the conditions of participation. [Heritage Management Organization Membership](#) is required for participation in all of our Organization's Executive Leadership in Heritage Management Workshops. Recipients of scholarships for participation in this workshop are (generally) required to pay the general membership fee (100 Euros).

Spaces for this workshop are limited, so please apply early

Deadline for Applications: Tuesday, 1 October 2019

For questions regarding the application process and the administrative aspects of the course, contact Dr. Eleni Drakaki at inherity.info@gmail.com