



## Business Skills for Cultural Heritage Professionals

- How to Set Up A Business
- How to Run a Business
- Estimating and Quoting for Work
- Business Planning
  - *Developing your business strategy and plan*
- Tools for Goal Setting
- Time Management
- Engaging with the Media
- How to Write a Press Release
- Public Relations
- Marketing
- Introduction Social Media
- Guide to Choosing the Right Social Media for Your Business
- Social Media Basics
- Social Media Strategy
- Blogging
- Presentation Skills
  - Overcome Your Fears of Public Speaking
- Running effective meetings
- Creative Problem Solving

All training is available:

- Face to face or online
- Bitesize = half an hour to 45 minutes
- Half day = three hours
- Full day

© Lorraine Finch ACR

Twitter: @conserve\_lfcp

Instagram: @thecaringconservator

14.02.22