

National Services Te Paerangi

Developing a public programme

Public programmes might be talks or lectures, children's activities, tours or events. They are opportunities for active engagement with the communities museums and galleries serve. They are often associated with an exhibition or commemorative occasion.

Use this checklist to ensure you've thought of everything you need for the event.

Public programme title

Select the essential drawcard for the title.

Staff member organising the programme

Also note the key liaison person on the day.

Target audience

Outline whom the programme seeks to attract. For example, it may target women, particular community groups, families, students, specialists in the field, etc.

Why

What are the key objectives of the programme? What is it expected to deliver for the museum and the community? How does it tie in with the museum's mission and purpose statements? Is it interesting?

When

Include proposed date(s), times, and venue(s). Check with other community organisations or institutions to see if there might be other events scheduled that might clash or could be held in partnership. How long will it take to set up and pack down?

Who

If there are key personnel, note if they are a performer, poet, artist, academic, etc. Note who they are (preferred form of name for promotional material). Provide a brief biography (50 words) for promotional material and speaker introductions. Who will introduce the speaker or MC the event?

What

Subjects covered and programme type: floortalk, workshop, education programme, family activities, tours, online, participatory activity, etc.

Partnerships

Think about maintaining the relationship with external partners (cultural groups, visual artists, other institutions, etc) beyond the event. Describe how their support might be acknowledged. Might this or a similar event be held again?

Objects

Does the programme relate to collection objects, taonga, or exhibitions? Should collections staff, curators, or kaitiaki Māori be informed about the programme to mediate risk or to place objects on temporary display? Are all the activities (eg food and drink) appropriate around certain taonga?



National Services Te Paerangi

Museum of New Zealand Te Papa Tongarewa

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- **Support material**
Labels, images, handouts, art materials.
- **Venue and space**
Outline how the space will be used (eg seating requirements, tables, AV equipment).
- **Refreshments**
Tea/coffee, food options.
- **Staffing**
Hosts, AV tech, security or cleaning staff.
- **Marketing and communications**
Describe how you will promote the exhibition. For example: online, story in local newspaper, radio, museum newsletter, posters, flyers. Are promotional images available and who should be credited for those images?
- **Evaluation**
Explain how you will assess the success of the programme: visitor numbers, anecdotal comments, feedback forms, etc.

Public programmes budget example

EXPENSES

	Hours (@\$/hr if in paid employment)
Programme personnel	
Eg Speaker or performer	
Hosting staff	
AV tech	
Security	
Cleaning staff	
Collection objects/taonga	
Eg Moving, interpretation, care	
Materials	
Eg Signage	
Resources (pens paper, paints, hand-outs)	
Refreshments for performer/speaker and audience (food, drinks, tea/coffee)	
Marketing (flyer or newspaper advert, etc)	

TOTAL Expenses _____

INCOME

Internal funds	
Eg Public programmes budget	
Community Board grant	
Sponsorship	

TOTAL Income _____