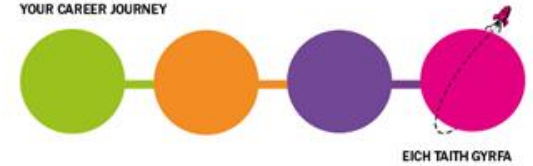


# How to Save your Museum

# Agenda

<b>17:15 – 17:30</b>	<b>Introductions</b>
<b>17:30 – 19:00</b>	<b>Team challenge</b>
<b>19:00 – 19:30</b>	<b>Team pitches</b>
<b>19:30 – 19:45</b>	<b>Winners announced and close</b>





# Learning outcomes

Demonstrate effective teamwork and collaboration

Demonstrate effective communication skills

Articulate the core components of business models

Evaluate and interpret information relating to business operations

Apply creative problem solving skills



# Downton Museum







**Local council budget cuts**





**Restructure the museum**





**Increase number of visitors**





**Generate more income**

**CRUICKSHANK  
RAILWAY**  
GREETINGS CARDS  
VARIOUS DESIGNS  
£1.75

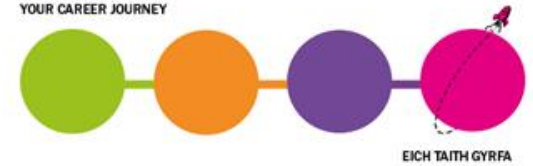
PIN BADGES  
£1.50

**DURACELL**  
PLUS POWER

CRUICKSHANK RAILWAY  
POSTCARDS  
20

CRUICKSHANK RAILWAY  
POSTCARDS  
20





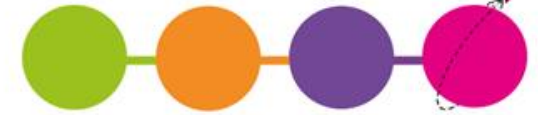
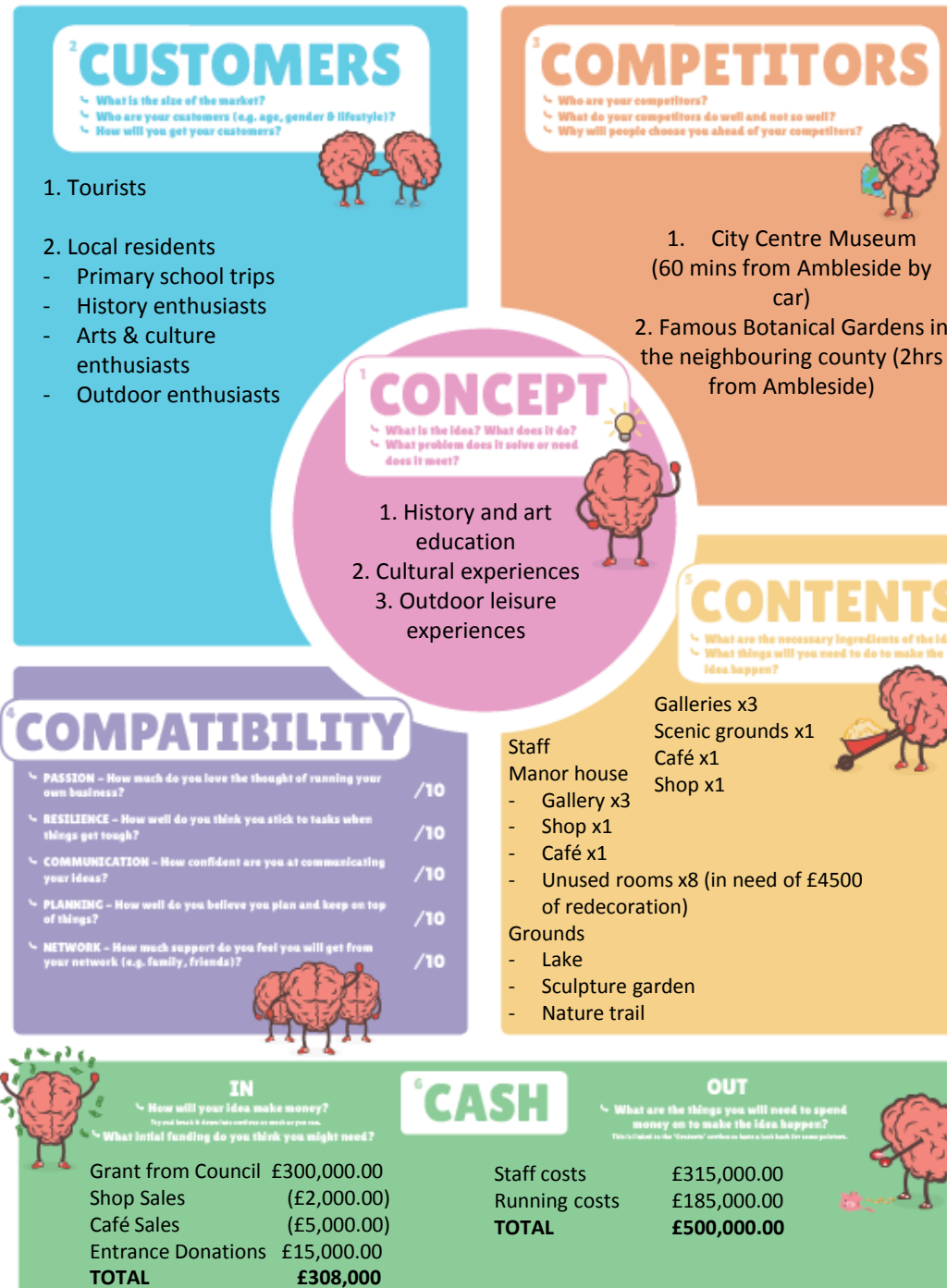
# You will be judged on:

- Developing a Concept Canvas for Downton Museum which will illustrate new structure and initiatives.
- A pitch to an expert panel





# Downton's Concept Canvas





# 15 minutes: teamwork time



15:00



# Time to invest

- Your consultancy has a budget to invest in further information. You can only afford one of these services. As a team you must decide which of these services to invest in:
  1. Commission a customer survey
  2. Pay for consultation with a specialist Business Advisor

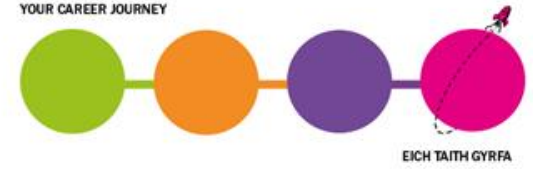




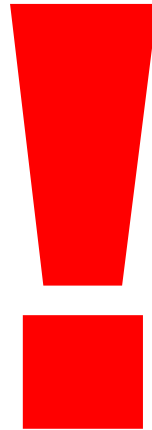
# 10 minutes: teamwork time



10:00



# BAD NEWS





# 10 minutes: teamwork time



10:00

# Get more funding: How will you use £90k for community cohesion?



**THE  
NATIONAL  
LOTTERY®**





# Pitching structure

Choose your strongest idea and prepare a short pitch.

**The idea is...**

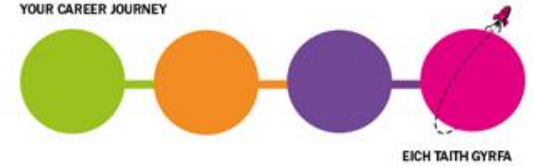
**The target customers are...**

**They will want it because...**

**It's different, because....**

**As a result, the value is...**





# Pitching structure

Here's a ready made example:

**The idea is... fun nature trail through the museum grounds**

**The target customers are... families from nearby low income post codes**

**They will want it because... it's a free experience for families who normally don't come to the museum.**

**It's different because... it's a fun, unconventional way of experiencing the museum**

**What they will get... is a sense of being included and more confidence to return for more visits.**



# Pitch with confidence

Choose only one thing to work on or improve:

- Start and Finish (introduce yourself and thank the audience)
- Project your voice more loudly than usual
- Speak a little more slowly than normal
- Look up and make eye contact
- Demonstrate passion and enthusiasm for your idea
- Practice



# ↓ What to say in your final pitch

Your name....

What you do....

**The idea is...**

**The target customers are...**

**They will want it because...**

**It's different, because....**

**As a result, the value is...**

**Thank you....**





# 5 minutes: How will you use £90k for community cohesion?



05:00

# 60 Second Pitches



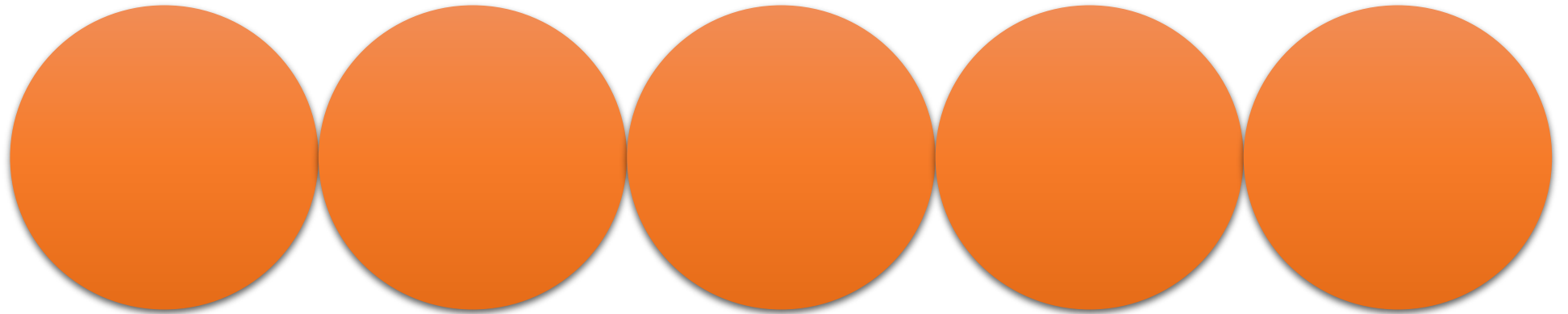
# 15 Minutes to go!

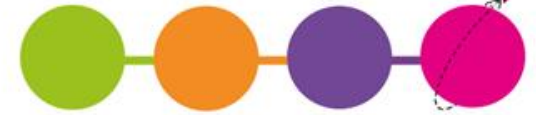


15:00



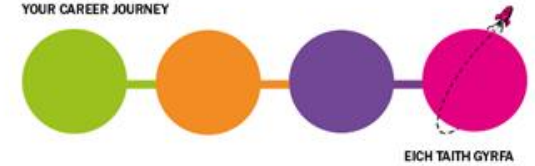
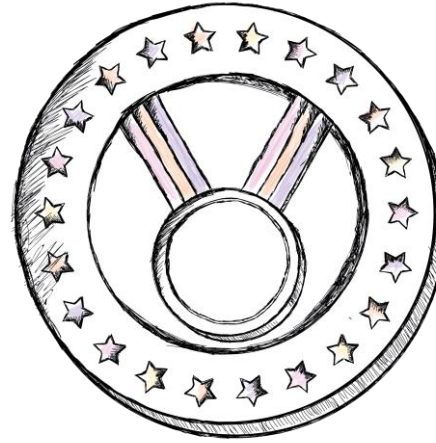
# Final pitches (5 minutes)





# CONGRATULATION!





## 5 SIMPLE STEPS TO COMPLETING THE CARDIFF AWARD



**Gain recognition for activities you're already doing.  
It's never been so easy to join and complete the award.  
Complete the award on your terms, at your pace, tailored to your interests and development.**

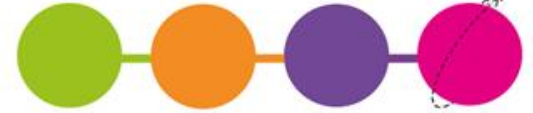
**Search 'Cardiff Award' on the Intranet**





# SYNIAID

YOUR CAREER JOURNEY



EICH TAITH GYRFA



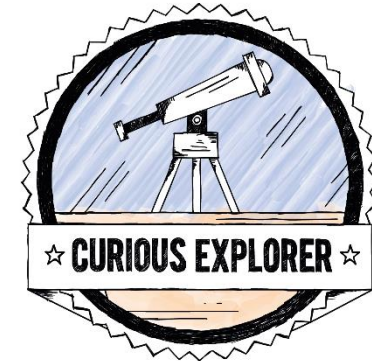
# DECHRAU BUSNES

Mentora  
Gweithdai sgiliau a  
busnes  
Cystadlaethau  
Ariannu hadau  
Gweithle



# START A BUSINESS

Mentoring  
Skills and start-up  
workshops  
Competitions  
Seed-funding  
Workspace



Chwiliwch 'DECHRAU BUSNES' ar y fewnrwyd

Search 'START A BUSINESS' on the intranet

[intranet.cardiff.ac.uk/students/your-future/start-a-business/advice](http://intranet.cardiff.ac.uk/students/your-future/start-a-business/advice)





Careers and  
Employability  
Gyrfaoedd a  
Chyflogadwyedd

# Thank you

