ReInHerit Training Webinars

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Type of best practice
Cooperation between Museums and Heritage sites

Keywords
Webinars, Training, Networking, Cooperation, Communication, Management

Webinars have emerged as a preferred tool for guidance and training, well known for their easy accessibility, especially since the pandemic. Webinars stand out as a best practice for training professionals on digital tools and related issues. ReInHerit project conducted primary and secondary research with interviews, focus groups, and surveys with museum and cultural heritage professionals to identify tools and activities to be developed. This approach enabled the Consortium to achieve its goal of developing valuable tools and essential resources for inclusion in the online platform (Digital Hub). The results suggest that small and medium-sized organisations are more likely to adopt digital tools with adapted documentation and guidance.

Organisation in charge of best practice
MICC - Media Integration and Communication Center - UNIFI / ReInHerit Consortium

Location
Online - Florence ITALY

Dates
The webinars were delivered from November 2022 to September 2023.

Description
YouTube Playlist:
https://www.youtube.com/playlist?list=PLUekJ7cIDbhwnv43Tb6Kaoj0jrLfmLUP5

Webinars facilitate knowledge exchange and collaboration. Those developed within ReInHerit are related to cultural heritage management, technology and tourism and are aimed at cultural professionals. They consist of a "how to guide" for small and medium-sized museums and cultural heritage organizations that documents processes, provides instruction, and technical requirements. The webinars include various material produced by different consortium partners such as video recordings, presentation slides, and useful references. The objective is to foster knowledge exchange, collaboration, and networking

among professionals in the museum and cultural heritage sector, leveraging the expertise and experiences of project partners and external experts. Webinars were conducted by project partners and invited experts, focusing on the specific topics identified through the research conducted. Drawing on the insights and expertise gained in the project, the webinars covered a diverse range of topics, ensuring a comprehensive and enriching learning experience for participants. The ReInHerit project identified several macro topics and themes to guide the webinars and discussions. These topics included various aspects of technology, management, and tourism in relation to cultural heritage

Training Area for CH Staff identified in the "D2.6 - A Sustainable CH Management Model: State of the Art Report"

The macro topics and themes formed the basis for the webinars conducted within the ReInHerit project, providing participants with valuable insights and knowledge in their respective areas.

- **Digital and Emerging Technology:** Exploring the use of innovative digital tools and emerging technologies for Cultural Heritage.Gamification and Immersive
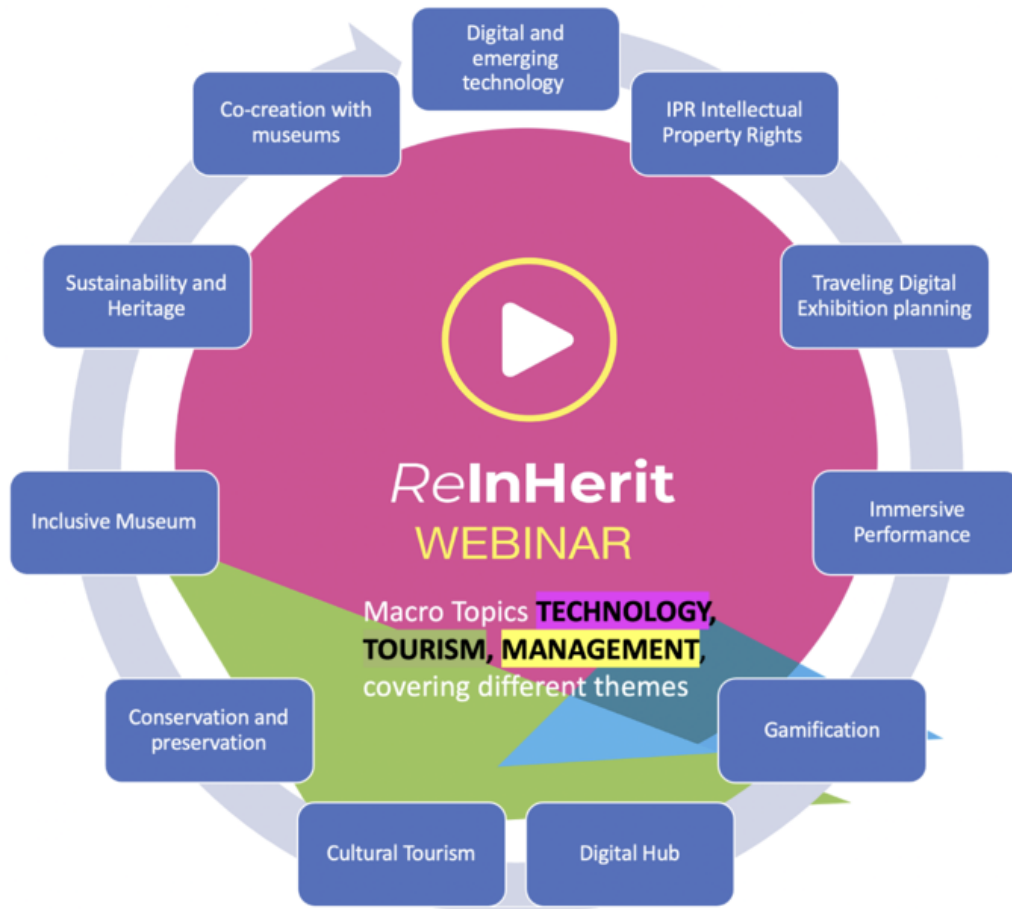
Performances: Examining the application of gamification techniques and immersive experiences to enhance visitor engagement and understanding of cultural heritage.

- **Digital Strategy and Audience Research**: Discussing strategies for developing effective digital strategies and conducting audience research to optimize digital experiences and reach wider audiences.
- **IPR (Intellectual Property Rights)**: Addressing the legal and ethical considerations related to intellectual property rights in the context of cultural heritage preservation, dissemination, and access.
- **Co-creation and Prototyping in Museums**: Exploring collaborative approaches to museum practices, including co-creation and prototyping, to enhance visitor experiences and foster community engagement.
- **Inclusive and Green Museums:** Highlighting the importance of inclusivity and sustainability in museum management, focusing on accessibility, diversity, environmental practices, and social responsibility.
- **Sustainability and Cultural Heritage:** Examining sustainable practices and approaches in the conservation, management, and promotion of cultural heritage, considering environmental, economic, and social dimensions.
- **Cultural Tourism**: Discussing the intersection of cultural heritage and tourism, exploring ways to leverage cultural assets to promote sustainable and enriching tourism experiences.
- **Smart Tourism:** Investigating the application of smart technologies and approaches in enhancing the visitor experience, destination management, and tourism services.
- **Smart Destinations:** Examining the concept of smart destinations, which utilize technology and innovation to provide personalized, seamless, and sustainable experiences for tourists.
- **Sustainable Cultural Tourism:** Addressing the challenges and opportunities of sustainable cultural tourism, considering environmental, socio-cultural, and

economic aspects.

Macro Topics and all Themes Identified by the ReInHerit Project

TECHNOLOGY
Digital and Emerging Technology
Gamification and Immersive Performances
Digital Strategy and Audience Research
3D Modelling

MANAGEMENT
IPR Intellectual Property Rights
Co-creation and Prototyping in Museums
Inclusive and Green Museums
Sustainability and Cultural Heritage

TOURISM
Cultural Tourism
Smart Tourism
Smart Destinations
Sustainable Cultural Tourism

Webinar Schema with related Themes

Links
https://reinherit-hub.eu/webinars

Resources needed
For webinar training, ClickMeeting (monthly fee) was used for its visual customisation, although free alternatives exist. ClickMeeting offers advanced appearance customization, waiting room, and login page customization. The platform includes interactive features, video recording, participant statistics, and is familiar to cultural professionals. Widely known in the cultural sector, NEMO - Network of European Museum Organisations uses. ClickMeeting. Interdisciplinary experts were involved, guided and followed by a system expert in the testing phase and during the webinar sessions, monitoring the production of the material, the speakers' practice quizzes and the post-webinar learning content.

Challenges encountered
The work to research and identify the topics was challenging but critical to create an effective program. The preparation of each webinar required constant effort in managing all the activities of the single sessions: trial-training sessions with speakers, collection of materials for publishing news and registration forms, creation of graphical interface of the single webinar rooms, collection of material to be published.

Evidence of success
The success of the ReInHerit project is also linked to the central role played by webinars in creating a dynamic and inclusive learning environment. Leveraging the potential of digital platforms, these webinars not only fostered collaboration and disseminated knowledge but also played a crucial role in building a robust network of experts within the museum sector. One of the primary achievements of the webinars was the creation of a comprehensive list of registered professionals and webinar participants. This list serves as a valuable resource for promotion and dissemination, showcasing the extensive network of over 200 museum professionals who actively engaged in multiple online webinar sessions. The diversity of participants from different institutions enriched the collaborative spirit of the project, contributing to an interdisciplinary perspective on the challenges and opportunities of the museums and cultural heritage sectors. The webinars focused on macro-topics such as technology, management, tourism, and other relevant issues aligned with the activities of the ReInHerit project. Consortium experts and cultural heritage professionals led these sessions, providing in-depth insights and addressing the specific interests of the participants. This approach not only facilitated knowledge sharing but also ensured that the content remained tailored to the needs of the museum professionals. The recorded webinar sessions, accompanied by training materials, stand as enduring resources for professional development in the museum sector. These recordings, published online, enable interested professionals to revisit the content and derive ongoing benefits from the valuable insights shared during the live sessions. The accessibility of these resources extends the impact of the webinars beyond the live events, creating a repository of knowledge that continues to contribute to the growth and development of museum professionals. The material from all webinars was used to develop a comprehensive curriculum document and training syllabi. This document serves as a structured guide for further learning and development in the museum sector, capturing the essence of the experience shared during the webinars. The evidence of success lies not only in the numbers and the vast network of professionals involved, but also in the lasting impact created by the webinars. Through the innovative use of digital platforms, the ReInHerit project has fostered collaboration, knowledge dissemination and the creation of a network of experts that will continue to shape the future of the museum sector.

Potential for transfer
More than 250 experts were involved and participated in various online webinar sessions. Webinars played a crucial role in fostering collaboration, disseminating knowledge, and building a network of experts within the context of the ReInHerit project. By exploiting the potential of digital platforms and involving professionals from various institutions, a dynamic and inclusive learning environment was created. The recorded webinar sessions, together with the accompanying training material, will continue to be valuable resources for professional development in the museum sector.

Further Information
n/a