

## Managing Change: A Digital Transformation Lab for Museum Professionals

The Network of European Museum Organisations (NEMO) in collaboration with BAM! Strategie Culturali, invites museum professionals across Europe to apply for an intensive three-day workshop on digital transformation in museums.

This practice-oriented training combines sharp input with hands-on workshops to support museum staff in navigating change, shaping digital strategies, and developing new ways of working with data, audiences, and participation. Each day blends lectures with collaborative exercises, moving directly from ideas to action.

Over three days, participants will explore:

- how digital transformation is reshaping museums and professional roles
- the skills and competences needed to manage change and innovation
- data strategy and CRM as tools for building meaningful audience relationships
- digital engagement, co-design, and participation in the museum context

The BAM! workshop is designed as a shared learning space: experimental, critical, and pragmatic. It brings together peers from across the sector to exchange experiences, test approaches, and develop concrete ideas that can be translated into everyday practice. The sessions will be facilitated by Federico Borreani, BAM! Head of Strategy and Consultancy & Martino Catalani, BAM! Strategy and Consultancy.



### What?

- ✓ "Managing Change: A Digital Transformation Lab for Museum Professionals", online training
- ✓ **14, 21 & 28 September 2026, 10.00-12.30 CEST** (make sure to take part in all 3 sessions)
- ✓ **Online (ZOOM)**

### How?

- ✓ Apply until **29 June 2026**
- ✓ Send your statement of **motivation** with your organisation's NEMO membership proof, your role & your CV to: [office@ne-mo.org](mailto:office@ne-mo.org)

### Who?

- ✓ NEMO members are given priority
- ✓ Non members are eligible to participate in the training for a fee
- ✓ This open call for is aimed at museum staff working across departments who are involved in strategy, digital projects, audience development, collections, or organisational change - and who are ready to rethink how museums work in the digital dimension.



## MANAGING CHANGE: A DIGITAL TRANSFORMATION LAB FOR MUSEUM PROFESSIONALS



**BAM! Strategie Culturali** is an independent research and consultancy organisation working at the intersection of culture, participation, and social change. Based in Europe and active internationally, BAM! supports museums and cultural organisations in developing strategies that are innovative, inclusive, and future-oriented. BAM!'s work focuses on cultural policy, audience development, evaluation, capacity building, and organisational transformation, with a strong emphasis on experimentation and critical practice. Through research, training programmes, and collaborative projects, BAM! creates spaces where cultural professionals can reflect, test new approaches, and turn ideas into meaningful action.



The Network of European Museum Organisations – **NEMO** – is an independent network of national museum organisations, museum networks, individual museums and museum-related businesses representing the museum community of the member states of the Council of Europe. NEMO ensures museums are an integral part of European life by promoting their work and value to policy makers and by providing museums with information, networking and opportunities for co-operation. NEMO believes in the benefits of fostering learning exchanges and providing training for museum professionals at every level through different activities and training opportunities at the European level.

*The selection process will be carried out by NEMO's executive board and the hosting organisation.*