

KNOWLEDGE CURATION

Knowledge Curation is designed to do two things:

- Provide ongoing advisory services for CEOs and senior staff, helping you serve your audiences and community more meaningfully...and with more impact •
- Reduce your “content clutter” by sifting through research studies, data sets, and other information on your behalf...so you can focus on what matters •

COSTS:

\$3,500 - \$10,000+ per year,
depending on:

- frequency of calls •
- number of staff participating •
- desired on-site visits •

While Knowledge Curation includes participation in the Annual Survey of Museum-Goers, it cannot take the place of deep, custom research. Think of it as a constant resource that helps you fulfill your mission and plans more effectively...while custom research helps you plan your long-term future.

KNOWLEDGE CURATION INCLUDES:

- Regularly scheduled calls to:
 - Discuss challenges, opportunities facing your museum
 - Explore external trends, shifts, and research that may affect your museum
 - Talk through new research findings of Wilkening Consulting, and why they may matter to your museum
- Constant scanning of a wide variety of external and internal resources on your behalf, reducing your “content clutter” and enabling you to focus on what really matters to you and your museum
- Quick research dives to answer defined questions as they arise
- Participation in the *Annual Survey of Museum-Goers*

**To understand how Knowledge Curation can benefit you,
get in touch.**