

# THE INCUBATOR DIGITAL PROGRAMME GROWING NEW TRUSTS

## PRE-COURSE PREPARATION

Please make sure you have completed the following before attending.

- [Register to become an INTO member \(if you are not already registered\)](#)
- [Read the INTO handbook.](#)

Think back to your application and motivations for attending the Incubator. Reflect and make notes on the following:

- Why are you interested in the programme?
- What do you feel you have to learn from the National Trust model?
- What is your organisational vision? How does it relate to questions one & two?
- What is your existing strategic plan and how do you hope participating in the Incubator will influence your current strategy?
- What does your organisation hope to achieve in the next three years?
- What is your organisation's first priority for the next twelve months?

## DAY 1

28.9.20 12:30 - 14:30 GMT + 1

### REQUIRED PREPARATION

- [Please ensure you have read the INTO handbook.](#)
- [Read about who the National Trust England Wales and Northern Ireland are.](#)
- [Watch the 125th Anniversary video for the National Trust EWNl.](#)

### TIMETABLE

12:30 - 12:50

#### INTRODUCTIONS

An introduction to INTO and our team and an opportunity to meet other participants.

12:50 - 13:35

#### ELEVATOR PITCHES

One minute pitches introducing your organisation based on the following:

- What does your organisation do?
- What would you like to do more of?
- Why are you interested in the National Trust model?

13:35 - 13:50 - BREAK

13:50 - 14:20

#### THE NATIONAL TRUST MODEL

Hear about five case studies from Secretary General Catherine Leonard.

14:20 - 14:30

#### INTRODUCTION TO DAY 2 - 125 days in to the future

An introduction to the themes for day 2 and distribution of preparatory materials.

# DAY 2

28.9.20 12:30 - 14:30 GMT + 1

## REQUIRED PREPARATION

- Watch the video case study about the National Trust EWNI.
- Complete the accompanying worksheet.
- Meet with your partner to discuss your responses to the video.

## TIMETABLE

12:30 - 13:00

### REFLECTIONS ON THE NATIONAL TRUST MODEL

Group discussion about the video case study.

13:00 - 13:30

### ASK THE EXPERT

How does it work in practise? An opportunity to talk to our National Trust experts about the example you have seen.

13:30 - 13:40

### BREAK

13:40 - 14:15

### ADAPTING THE MODEL

There is no one-size-fits-all approach, how to adapt the model for your organisation. An opportunity to interview INTO members.

14:15 - 14:30

### INTRODUCTION TO DAY 3 - Adapting the model internationally.

An introduction to the themes for day 3 and distribution of preparatory materials.

# DAY 3

30.9.20 12:30 - 14:30 GMT

## REQUIRED PREPARATION

- Watch the video case study about INTO member Herita.
- Complete the accompanying worksheet.
- Meet with your partner to discuss your responses to the video.

## TIMETABLE

12:30 - 13:00

### ASK THE EXPERT

How does it work in practise? Quiz our National Trust experts about the example you have seen.

13:00 - 13:30

### ASK THE EXPERT

How does it work in practise? An opportunity to speak to Herita experts.

13:30 - 13:40

### BREAK

13:40 - 14:15

### INSPIRATION SESSIONS

Small group discussions. Present an idea that you would like to adapt, identify your barriers and problem solve within the group.

14:15 - 14:30

### LOOKING AHEAD

What tools are available to you? Staying in touch after the Incubator.

# DAY 4

27.10.20 13:00 - 14:00 GMT

## OPTIONAL PREPARATION

Prepare a project plan for adapting the National Trust model for your organisation. There will be an opportunity for some projects to receive up to £1000 of funding.

## INTO CONTACTS

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