

The INTO Incubator

A virtual learning lab for
international heritage organisations

Digital Programme

27-29 September 2021

HT THE HELEN HAMLYN TRUST

I **N** INTERNATIONAL
T **O** NATIONAL TRUSTS
ORGANISATION



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)

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 the Incubator might influence your current strategy?
- What does your organisation hope to achieve in the next three years?





Mon 27.09.21

12:30 – 14:30 GMT+1

Get to know your fellow participants and take a first look at the National Trust approach.

Required preparation for day one

- [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

Short 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 two - 125 days in to the future

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



Tues 28.09.21

12:30 – 14:30 GMT+1

Dig deeper into the National Trust approach and explore what makes a successful model.

Required preparation for day two

- 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.

Preparatory materials for day two will be provided on day one.

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 practice? 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.



Weds 29.09.21

12:30 – 14:30 GMT+1

Now familiar with the model, we'll look to see how we can map it internationally.

Required preparation for day three

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

Preparatory materials for day three will be circulated to participants on day two.

Timetable:

12:30 - 13:00 - Reflections on the model in an international context

A group discussion about the example you have seen.

13:00 - 13:30 - Ask the expert

How does it work in practice? 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.

Contact

Alexander Lamont Bishop
Deputy Secretary-General
alexander.bishop@nationaltrust.org.uk

Catherine Leonard
Secretary-General
catherine.leonard@nationaltrust.org.uk

Emma Taylor
Communications and Projects Coordinator
emma.taylor1@nationaltrust.org.uk

Follow us at **@intoheritage** across Twitter, Facebook and Instagram

Want to keep the conversation going?
Use our hashtag **#GrowingNewTrusts**

