



CREATIVE  
GEORGIA

# Guide to Digital Transformation for Cultural Organizations

by LEPL Creative Georgia

Tbilisi  
Georgia **2024**

# Guide to Digital Transformation for Cultural Organizations

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Digital transformation is a significant component of today's world that has brought irreversible changes to various sectors, including the creative industries. Technological advancements and the development of digital media have created new opportunities.

In this guide, we will discuss the foundations of digital transformation, its importance, and its impact on cultural organizations. We will also identify the challenges that your organizations may encounter during the transformation process. Additionally, we will explore examples of successful transformations and how digital transformation can enhance the functioning and competitiveness of creative industries.

"Guide to Digital Transformation in Cultural Organizations" has been created in the framework of the "Digital Transformation" project. This initiative is implemented by the Creative Georgia and aims to increase access to digitalization for cultural organizations and develop relevant skills.

The present training module was developed based on conducted research activities and a needs analysis of the research documentation "Digital Transformation in Georgia's Creative Sector: Key Opportunities and Challenges". The aim of the training module is to raise awareness among readers about the importance of digitalization and tools in cultural organizations, as well as to develop digital competencies and skills through theoretical and practical tasks.

UNESCO funds the project.

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## Module I: Basic of Digital Transformation/ Introduction to Digital Transformation

### After getting acquainted with this module:

- You will gain specific information and knowledge about digital transformation, particularly in the context of creative industries and cultural organizations.
- You will understand how digital tools can simplify and improve communication.
- You will learn about the challenges faced by cultural organizations during the digital transformation process.
- You will become familiar with specific successful examples of digital transformation.
- You will gain comprehensive and practical knowledge about the digital transformation process, which will help you manage your organizations more effectively and make the most of modern digital technologies.

## 1. What Does Digital Transformation Mean? Term Definition and General Overview

Digital transformation is a crucial aspect of the modern world. It represents the process of integrating digital technologies into all areas of an organization, fundamentally changing how work is done. This means not only implementing modern technologies but also cultural change.

Regarding digital identity, this term refers to how your organization is represented in the digital world and its ability to adapt to a rapidly changing environment and the demands of the modern era how your organizations represent themselves online.

Over the past decade, the creative sector has also embraced the global trend of digital transformation. In addition, the transition from Web 1.0 to Web 2.0 marked a significant shift in how the internet was used and experienced worldwide. Web 1.0, which dominated the early days of the web, was primarily static and focused on providing information through simple, read-only websites. Users were passive consumers of content. With Web 2.0, the internet became more dynamic and user-driven, allowing people to create and share content through platforms like blogs and social media platforms. This shift fostered collaboration, online communities, and social networking, revolutionizing communication with the rise of sites like Facebook, YouTube, and Instagram.<sup>1</sup>

Integrating digital trends across your sector is crucial for the development of sustainable services and products. The primary goal of digital transformation is to enhance organizational efficiency, improve customer experience, and create new business models that better respond to the demands of modern society.

Digital transformation plays a significant role in improving and simplifying communication. This process involves the implementation of various digital tools, platforms, and channels that make communication within your organization and with the outside world (in public relations) more effective, faster, and flexible.

- 1. Remote Communication:** With the use of the internet and mobile devices, you can communicate at any time and from anywhere. Video calls, messaging apps, and email allow for easy and quick connections with people around the world.
- 2. Time Reduction:** Utilizing digital channels decreases the time it takes to exchange information. The widespread use of services like email, social media, and digital communication simplifies negotiation processes and decision-making in real time.
- 3. Role of social media:** It enables direct interaction with customers.
- 4. Collaboration Platforms:** Tools like Slack, Microsoft Teams, and Zoom help you work collaboratively, regardless of location.<sup>2</sup>

1 Richardson, Jim. "Museums & Web 2.0." *MuseumNext*, July 21, 2008. <https://www.museumnext.com/article/museums-galleries-web-2-0/>

2 <sup>[1]</sup> Ana George, "What is Internet Communication? Ways to Communicate Online", 16 August 2024. <https://www.calilio.com/blogs/what-is-internet-communication>

Digital transformation in communication also enhances data analysis capabilities, allowing your organizations to better understand customer needs and optimize strategic decision-making.

## Importance of Digital Transformation

Digital transformation is critically important in today's fast and technologically advanced world. It provides your organizations with the ability to:<sup>3</sup>



Remain competitive



Increase customer satisfaction



Enhance work process efficiency



Foster innovation

Nowadays **digital transformation** is not just a trend; it is a **necessity** for organizations.

3 Tomek Orzechowski, "Why digital transformation is important for remarkable business growth" <https://virtuslab.com/blog/business-insights/why-digital-transformation-important/>

**Please, answer the following questions:**

- » What specific goals do you have in the digital transformation process?
- » What types of digital tools do you use for communication in your organization?
- » Discuss specific tools and platforms that could help to improve communication.
- » How do you plan to engage customers in this process?

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## **2. Why is Digital Transformation Important for Creative Industries?**

Digital transformation plays a significant role in the development of the cultural sector. It helps achieve various goals in the field of creative industries. Its impact can be expressed in the following aspects:

### **1. Communications / Increased Awareness of Target Audience**

- » **Analysis and Data:** Digital technologies allow effective analysis. Collecting data will help you understand the interests and needs of your audience/visitors, enabling you to create more targeted and personalized offerings/content for them.

### **2. Attracting and Differentiating Your Audience**

Digitalization plays a significant role in attracting Generation Z (Gen Z). Gen Z frequently uses social media and pays close attention to video content (TikTok, YouTube, Instagram). They value mobile-optimized websites and apps. However, digitalization enables engagement not only from Gen Z but from all age and social groups, as modern consumers/audiences of any age or interest interact more with organizations through digital technologies. It’s essential that your organization’s strategies are tailored to each type of audience.

- » **Digital Marketing:** Social media platforms and online advertising will assist you in attracting your audience.
- » **Information Dissemination about Events and Programs:** Using digital channels to promote events and programs will help attract diverse audiences.

### **3. Increasing Visitor Numbers**

- » **Accessibility:** Digital platforms provide easy access to cultural events. For instance, in the case of museums, digital platforms allow you to make cultural heritage known to a broader public and give interested individuals the opportunity to view exhibits online. This is especially important for those who cannot physically attend exhibitions or cultural events.

### **4. Work Processes**

- » As mentioned, automation and the use of digital tools will allow you to optimize work processes, saving time and resources.



### 3. Challenges of Digital Transformation

Cultural organizations, including museums, encounter numerous problems and obstacles during the digital transformation process. According to the research conducted by Creative Georgia titled “Digital Transformation in Georgia’s Creative Sector: Key Opportunities and Challenges,” some digital tools are easily accessible and convenient, while others require additional financial and human resources. As a result, non-profit, self-funded, and small organizations often rely on tools that they can manage independently without hiring additional staff. These organizations typically only use more advanced digital tools when they receive funding for specific projects or when a project necessitates the use of certain technologies, allowing them to hire a technical team. However, in their daily operations, creative organizations and professionals often lack permanent websites and digital instruments such as VR, NFTs, and blockchain technologies.

The main barriers to digital transformation include a lack of staff with relevant digital skills, financial constraints, low awareness, and legislative challenges. Financial issues are particularly related to quality, the inability to hire qualified specialists, and obtaining licenses for various software.

One of the key findings of the research was the low awareness of digital transformation and its impact on developing a digital identity. According to the study, a significant barrier is the lack of knowledge about available digital tools. Furthermore, some respondents, from the traditional arts sector, question the relevance of digital transformation to their work. Many organizations face challenges due to budget constraints, which prevent them from hiring social media managers or designers. As a result, existing staff members are often responsible for managing social media.

The lack of financial resources affects organizations with small budgets. There is a significant disparity between the public and private sectors in this regard: many cultural organizations operate on limited budgets, making it impossible to acquire the technologies/tools needed for digital transformation.

The public sector is usually funded from an only source, such as state grants or budgets. Consequently, financial resources in this sector are limited. Changes in the public sector generally occur at a slow pace, impacting the integration of digital technologies.

Additionally, in certain cases, regulations also function as a hindering factor.

### Organizational Vision

- » Sometimes, the management style and culture of cultural organizations can be a barrier to implementing digital changes.

### Internet Access and Availability

- » The issue of internet access and availability is particularly prevalent in Georgia’s mountainous regions.
- » In many mountainous areas, infrastructure issues result in problems with optical network connectivity, significantly reducing internet access. The challenging terrain and small population present barriers to the development of internet networks.
- » The low income of the local population also serves as a hindrance to investment in internet infrastructure.
- » Internet speed and quality often do not meet modern demands, which is a significant problem.



**Please, answer the following questions:**

- » How do you think you can improve your organization’s staff’s skills in using digital tools?
- » How capable is your organization of ensuring internet accessibility?
- » What shortcomings might arise during the digital transformation process, and how will you address them?

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**Solutions to These Challenges**

The research conducted by Creative Georgia titled "Digital Transformation in Georgia’s Creative Sector: Key Opportunities and Challenges" identified that focusing on the following aspects can support the implementation of digital transformation in creative industries.

1. **Establishing a Clear Digital Identity** - Cultivating a unique and genuine image of the organization on various social media platforms is essential. The organization’s digital identity should be consistently reflected across its website, social media channels, and physical spaces.
2. **Aligning Digital Strategy with Mission and Vision** - Ensuring that the organization’s mission, vision, and core values are reflected in its digital strategy. This helps maintain consistency across all online communications and strengthens brand identity.
3. **Understanding Digital Possibilities and Raising Awareness** - Attending workshops or training sessions will enhance staff awareness on modern digital platforms, tools and trends. Staying updated on digital advancements will allow the organization to leverage opportunities for growth and engagement.
4. **Developing a Digital Identity Strategy** - Conducting a SWOT analysis to assess organization’s internal strengths and external opportunities. Using this analysis to clarify messaging and determine unique offerings for each online platform.
5. **Using Budget-Friendly Digital Tools** - Exploring simple and affordable digital tools to streamline content creation, social media management, and audience engagement.
6. **Addressing Challenges with Strategic Responses** - Identifying specific digital challenges faced by the organization and developing tailored solutions, such as creating flexible online engagement plans or enhancing social media presence to better connect with target audiences.
7. **Embracing Innovation** - Overcoming hesitancy to innovate by taking small, confident steps toward digital transformation. Leveraging an organization’s heritage as a foundation for embracing change while keeping traditions alive.





**TASK:** Conduct a SWOT analysis for your organization regarding the direction of digitalization. What are your strengths and weaknesses, what opportunities and challenges do you have?

## SWOT

Strengths

Weakness

Opportunities

Challenges

## 4. Successful Examples of Digital Transformation

In the process of digital transformation, many museums and cultural organizations are successfully implementing innovative projects that enhance their roles and improve visitor experiences.

For example, **the National Museum of Bulgarian History** plays a significant role in preserving the country's cultural and historical heritage. In recent years, the museum has launched various digital projects aimed at improving accessibility and engagement with its extensive collection. It features virtual exhibitions that allow online visitors to explore historical displays from anywhere, providing global audiences with insight into Bulgaria's rich cultural heritage.

**the National Museum of Bulgarian History**  
<https://en.historymuseum.org/godishni-otcheti/>

Similarly, **the National Museum of Ukrainian History** has initiated several digital projects, including the digitization of artifacts and the creation of virtual exhibitions, allowing visitors to view the museum's extensive collection online. This initiative brings Ukrainian history to a global audience.

**the National Museum of Ukrainian History**  
<https://nmiu.org/en/exhibits/museum>

**The Latvian National Museum of Art** employs virtual reality (VR) and augmented reality (AR) applications in its digital initiatives, enabling visitors to not only view the museum's exhibits but also deeply explore the architecture and space. This interactive application allows visitors to "touch" various exhibits virtually and learn about their histories, creating a new level of audience engagement.

**The Latvian National Museum of Art**  
<https://www.vr-in-he.eu/museum-of-art/>



## Module II: Digital Technologies in the Cultural Sector

### After getting acquainted with this module:

- You will learn how digital technologies (website, social media, VR/AR, and 3D printing) can be used to enhance your activities.
- You will be able to develop effective communication strategies on social media platforms.
- You will familiarize yourself with virtual (VR) and augmented reality (AR), which can help you offer unique and interactive experiences to the audience.
- You will understand the role of 3D printing in improving the accessibility of exhibits and the visitor experience.

## 1. Most Effective Digital Technologies for Cultural Organizations<sup>4</sup>

### a. Websites and Internet Platforms



- Websites represent the “face” of cultural organizations and allow visitors to easily find information, view events, purchase tickets, and explore collections.
- **Why it is important:** A well-designed website plays a crucial role in increasing the organization’s visibility.

4 Tekla Balogh Bodor & Ketevan Epadze, Digital Transformation in Georgia’s Creative Sector: Key Opportunities and Challenges, 2024

### b. Social Media



- Platforms such as Facebook, Instagram, and Twitter allow you to provide information more actively, share visual content, and capture the audience’s attention.
- **Why it is important:** social media gives you the opportunity to engage directly with your audience, which promotes active community involvement.

### c. Virtual and Augmented Reality (VR/AR)



- Virtual reality (VR) and augmented reality (AR) are modern digital technologies that enhance our perception of the world.
- **Why it is important:** By using VR/AR, it’s possible to digitally reconstruct historical sites and museums, providing the audience with a unique experience. For example, visitors can “virtually visit” lost cultural heritage or live versions of historical periods.

### d. 3D Printing



- 3D printing is revolutionizing the presentation of exhibits in museums. This technology is known for its speed and accessibility, allowing for the creation of accurate replicas of exhibits, increasing accessibility, and enabling visitors to explore detailed reproductions without the risk of damaging originals.

Please, answer the following questions:

- » Please outline the digital tools used by your organization.
- » Which of the listed digital tools do you think is the most important for your organization and why?
- » For what purpose would you use the selected digital tool/how?

Dotted lines for writing answers.

2. The Role of Social Media in Cultural Organizations

a. Audience Engagement

- » Social media increases audience engagement, fostering active dialogue and interactive relationships.

b. Information Dissemination

- » You can quickly and effectively spread information about cultural events, exhibitions, and other activities.

c. Brand Awareness

- » Social media platforms allow you to create and share your brand's story, thereby enhancing visibility.

d. Access to Diverse Target Audiences

- » Through social media, your organization can deliver information to a wide range of audiences.



What You Should Know:

Digital technologies are critically important for the success of cultural organizations. They help not only in increasing audience engagement but also in boosting awareness about the organization. Social media, as one of the most effective platforms, activates these processes, creating a favorable environment for promoting cultural events and activities.

**Please, answer the following questions:**

- » What could your organization’s social media campaign plan look like?
- » Who is your target audience and how do you differ them?
- » What type of content would you offer to your audience?
- » What strategy would you develop for engaging the audience during an event or exhibition?

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## Module III: Digital Transformation of Cultural Organizations

**After getting acquainted with this module:**

- » You will learn how to conduct the digital archiving of cultural specimens to preserve and disseminate historical and contemporary materials.

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- » You will explore technologies that can protect cultural heritage from negative environmental factors, which are particularly important for museums.

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- » You will understand the potential of digital archiving in the context of research and education.

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- » You will get acquainted with internet platforms and websites that provide audience access to collection data and exhibits.

### 1. Digital Archiving and the Protection of Cultural Heritage

**a. The Importance of Digital Archiving**

- Cultural organizations such as theaters, music groups, museums, etc. archive to preserve and/or disseminate various events, such as concerts, historical and contemporary works (art pieces, audio and video recordings, documents).
- In the case of museums, digital archiving is the process of converting physical and documentary heritage specimens into digital formats. This process plays a significant role in preserving creative products, as digitized materials ensure effective protection and accessibility.

**b. Protection and Accessibility**

- Remember that digital archiving protects cultural specimens from negative environmental factors such as heat, light, and mechanical damage. Digital formats also ensure accessibility to



## Module IV: Digital Inclusivity and Accessibility

### After getting acquainted with this module:

- You will learn how to create digital content that encompasses diverse cultures.
- You will discover digital platforms that allow everyone, including people with disabilities, to virtually explore exhibits and other cultural content.
- You will study the planning of online events, such as virtual seminars and lectures, which will help engage a broader audience.
- You will learn how to use social media to promote culture.

### 1. Strategies for Inclusivity<sup>5</sup>

#### a. Diversity of Digital Content

- Your cultural organizations should create and share content that includes various cultures, stories, and experiences. This will promote the engagement of a diverse audience.

#### b. Accessibility

- You must ensure that your digital platforms are accessible to diverse types of users, including individuals with disabilities, so that they can virtually view exhibits, be engaged, etc.

#### c. Using Social Media

- Social media platforms such as Facebook, Instagram, and Twitter facilitate maximum audience engagement. You can use these

5 Ruby Saha, "Emerging Technology, Audience Engagement" April 29, 2019.  
<https://amt-lab.org/blog/2019/4/digital-engagement-strategies-for-the-21st-century-museum>

platforms to provide information to your audience and enhance interactivity.

#### d. Research and Surveys

- You can conduct research and surveys to understand the needs and desires of your audience. This will help you tailor your offerings to audience interests.

## 2. Digital Innovations in Promoting Culture

#### a. Online Events

- Utilizing digital platforms for online events, such as virtual seminars and lectures, is a wonderful way for your organization to engage a broader audience.

#### b. Virtual Exhibitions

- A virtual exhibition will help your organization introduce its collections to people who, for several reasons, cannot physically attend the exhibition. This is a good opportunity to present cultural works to a wider audience.

#### c. Sharing via Social Media

- By using social media, you can announce events, which will enhance audience awareness and subsequent engagement.

#### Remember:

Digital inclusivity and audience expansion are essential for the success of cultural organizations. Organizations that have well-developed strategies to engage diverse audiences will significantly improve their public relations. Digital innovations promote culture and audience engagement, creating a more sustainable and diverse cultural environment.



**Please, answer the following questions:**

- » Think about your organization’s inclusive strategies.
- » Create a plan for an online event and virtual exhibition that considers the needs of diverse audiences.
- » How do you think you can identify your audience’s interests and needs?

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## Module V: Guide of Using Social Media Platforms

**After getting acquainted with this module:**

- » You will learn how to create a website using no-code technologies, such as the Wix platform.
- » You will become familiar with managing social media channels, including Facebook, Instagram, TikTok, and others, to increase user engagement and visibility.
- » You will study how to use search engine optimization (SEO) and content strategies to make your online content more accessible and appealing to your audience.



### 1. Website

- » **Creation:** To create a simple and flexible website without programming knowledge, you can use platforms like Wix, Webflow, or WordPress. This allows you to easily arrange your content and add necessary functionalities, such as contact forms, blogs, and more.
- » **Considerations:** Keep in mind that the website should be mobile-friendly and optimized for search engines.



### 2. Facebook

- » **Page Creation:** Creating an organizational page on Facebook allows you to find users and understand their opinions. You need to create a personal or business page, upload images, information, and search for potential or active customers.
- » **Content Sharing:** Regularly post updates that may include images, videos, events, and polls to engage your audience.



## Module VI: Raising Digital Awareness for Cultural Institutions

### After getting acquainted with this module:

- Participants will learn how to leverage digital transformation to advance their cultural institutions and understand its significance for the creative industries.
- They will become familiar with various digital platforms designed for museums and cultural organizations and develop skills to effectively manage these platforms to enhance audience engagement.
- Participants will gain practical knowledge on creating and developing websites using “no-code technology,” enabling them to produce digital products without requiring programming expertise.



### GOALS

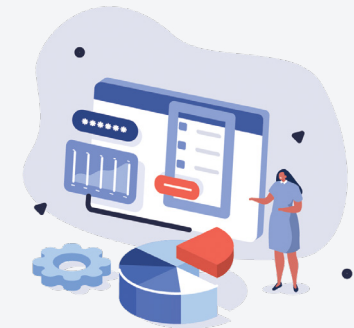
- 1 Understanding Digital Transformation:** Participants will gain comprehensive knowledge of digital transformation and its significance for cultural institutions.
- 2 Familiarization with Digital Platforms:** Participants will explore various digital platforms, and their functions tailored specifically for museums and cultural organizations.
- 3 Utilization of Digital Tools:** Participants will develop practical skills necessary for creating and enhancing digital products using “**No-code technology**,” enabling them to build websites without any programming knowledge.

## Expected Outcomes



- 1 Significance of Digital Strategies:** Participants will fully understand the essence of digital transformation and be able to define relevant strategies for their institutions.

- 2 Navigation of Digital Tools:** Participants will become familiar with various digital platforms and be able to demonstrate their functionality within the context of cultural organizations.



- 3 Creation of Simple Websites:** Participants will acquire practical knowledge in website creation, allowing them to develop the digital platforms of their organizations.

## Training Module Content

### Day I

#### Session 1: What Does Digital Transformation Mean? Why is Digital Transformation Important for Creative Industries?

**Duration:** 1 hr.

**Objective:** Introduce the foundations of digital transformation to the audience.

**Content:**

- » Basics of digital transformation
- » Importance of digital transformation for creative industries

#### Session 2: Challenges of Digital Transformation; Solutions to These Challenges; Successful Examples of Digital Transformation

**Duration:** 40 mins.

**Objective:** Equip the audience with knowledge about the challenges that may arise during the transformation process and how to address them.

**Content:**

- » Discussion of challenges related to digital transformation
- » Ways to tackle these challenges
- » Examination of successful examples of digital transformation

#### Session 3: The Importance of Digital Transformation and Media Literacy

**Duration:** 30 mins.

**Objective:** Familiarize participants with the significance of digital transformation, media literacy, and digital products, especially for cultural institutions.

**Content:**

- » Definition of digital transformation in the context of museums and cultural organizations
- » Media literacy, ways to discern fake information, and improving critical evaluation skills through digital platforms
- » Importance of digital products for museums and the necessity of implementing digital technologies in the operations of museums and cultural organizations

#### Session 4: Using Social Media and Discerning Fake Information

**Duration:** 1.5 hr.

**Objective:** Teach participants how to use social media, particularly Facebook, for promoting museums and improve skills for discerning fake information.

**Content:**

- » Use of social media, especially Facebook, for museums and cultural organizations
- » Strategies for discerning fake information—using Brexit as an example and attempts to spread fake information on Facebook
- » Activities on how to critically evaluate information and protect the organization from the spread of fake information

## Day II

### Session 5: Most Effective Digital Technologies for Cultural Organizations; The Role of Social Media in Cultural Organizations

**Duration:** 1 hr.

**Objective:** Familiarize the audience with effective digital technologies for cultural organizations and the role of social media.

**Content:**

- » Overview of various digital technologies
- » Review of social media platforms
- » Discussion on the importance of social media in cultural organizations

### Session 6: Digital Archiving and Protection of Cultural Heritage; Digital Inclusivity and Accessibility

**Duration:** 45 mins.

**Objective:** Educate participants about the possibilities of digital archiving, technologies needed for digital archiving, and digital inclusivity and accessibility.

**Content:**

- » Importance of digital archiving for cultural organizations
- » Overview of technologies designed for digital archiving
- » Review of digital inclusivity and accessibility

### Session 7: Summary of the Importance of Digital Transformation and Media Literacy

**Duration:** 30 mins.

**Objective:** Review the materials covered on the first day.

**Content:**

- » Recap of the significance of digital transformation in the context of museums and cultural organizations
- » Ways to discern fake information and improve critical evaluation skills through digital platforms
- » Discussion on the importance of digital products, what should be implemented, improved, and eliminated in the context of cultural organizations' activities with digital technologies

### Session 8: "No-code" Technologies and Website Development

**Duration:** 1.5 hr.

**Objective:** Provide participants with theoretical knowledge and practical opportunities to create a website for cultural museums using "No-code" technologies.

**Content:**

- » Overview of website builder platforms (e.g., WordPress, Wix, Web-flow) and their practical applications
- » Discussion and practical implementation of the final components of a website and its structure
- » Completion and launch of key components of a museum website, including homepage design, exhibition pages, and contact information.

\* The working version of the agenda below serves as an example to help our guide's readers compile the schedule for sessions and training. It is important that the format is interactive, providing participants with assignments (both individual and group) after each theoretical section. Additionally, it is desirable to integrate icebreakers, various fun exercises, and tasks throughout the agenda.

## Draft Agenda

### Session I: 1 hr. What does digital transformation mean? Why is digital transformation important for creative industries?

#### Definition and Importance of Digital Transformation (10 minutes)

- » The role of digital technologies
- » Digital identity

#### Trends in digital transformation (10 minutes)

- » Web 1.0 and Web 2.0
- » Impact of Social Networks

#### Optimizing Work Processes and Collaboration (10 minutes)

- » Advantages of remote communication
- » Collaboration platforms

#### Exercise: Defining Specific Goals in groups or individually (15 minutes)

- » Engaging team members
- » Sharing outcomes

#### Q&A, Evaluation (10 minutes)

### Session II: 1 hr. Challenges of Digital Transformation; Solutions to These Challenges; Successful Examples of Digital Transformation

#### Overview of Challenges (15 minutes)

- » Financial constraints
- » Lack of digital skills
- » Regulatory challenges
- » Infrastructure issues

#### Group Exercise (15 minutes)

- » Divide participants into groups
- » Identify problems and develop corresponding strategies

#### Ways to Address Challenges (10 minutes)

- » Understanding digital opportunities

#### Review of Successful Examples (10 minutes)

- » Brief discussion of several successful examples

#### Questions and Answers (10 minutes)

- » Discussion

### Session III: 30 min. Definition of Digital Transformation, Importance of Digital Products, Media Literacy, Discussion of Fake Information

#### Definition of Digital Transformation (10 minutes)

- » Importance and objectives of digital transformation.
- » The role of digital transformation in the context of museums and cultural organizations.

#### Importance of Digital Products (10 minutes)

- » The necessity of implementing digital technologies in the activities of museums and cultural organizations.

#### Media Literacy (10 minutes)

- » Ways to address fake information.
- » Improving critical evaluation skills through digital platforms.

### Session IV: 1.5 hrs. Use of Social Media, Discussion of Fake Information, Activities to Protect Against Fake Information

#### Use of Social Media (30 minutes)

- » The importance of social media for promoting museums and cultural organizations.

*Strategies for Addressing Fake Information (30 minutes)*

- » The example of Brexit and attempts to spread fake information on Facebook.

*Activities (30 minutes)*

- » How to evaluate critical information.
- » How to protect against and prevent the spread of fake information.

## Session V: 1 hr. Most Effective Digital Technologies for Cultural Organizations; The Role of Social Media in Cultural Organizations

*Most Effective Digital Technologies for Cultural Organizations (15 minutes)*

- » Websites and Internet Platforms
  - › Role and significance
- » Social Media
  - › Audience engagement and information sharing
- » Virtual and Augmented Reality (VR/AR)
  - › Unique experiences and the role of 3D printing

*Group Exercise (15 minutes)*

- » Discuss questions:
  - › What digital tools are you using?
  - › Which tool is the most important and why?

*The Role of Social Media in Cultural Organizations (15 minutes)*

- » Audience Engagement
- » Information Dissemination
- » Brand Awareness
- » Access to Various Target Audiences

*Social Media Campaign Plan (15 minutes)*

- » Group exercise
  - › Develop a social media campaign plan
  - › Define target audience

## Session VI: 1 hr. Digital Archiving and Protection of Cultural Heritage; Digital Inclusivity and Accessibility

*Digital Archiving and Protection of Cultural Heritage (15 minutes)*

- » Importance of Digital Archiving
  - › What is digital archiving and its role for cultural organizations?
- » Protection and Accessibility
  - › How digital archiving protects cultural artifacts
- » Technologies and Methods
  - › Overview of various technologies (scanners, 3D modeling, etc.)
  - › New Opportunities

*Digital Collection Management (15 minutes)*

- » Collection Management
  - › Digital collection management systems (CMS)
- » Data Management
  - › Importance of data accuracy and management
- » Public Accessibility
  - › Internet platforms and websites

*Exercise: Digital Archiving Tools (10 minutes)*

- » Participants discuss:
  - › Which tools will they use for their organization and why?

*Digital Inclusivity and Accessibility (10 minutes)*

- » Inclusivity Strategies
  - › Diversity of digital content
  - › Accessibility
  - › Use of social media
- » Digital Innovations in Cultural Promotion
  - › Online events
  - › Virtual exhibitions
  - › Sharing through social media

*Exercise: Inclusivity Strategies (10 minutes)**Group exercise:*

- » Develop inclusivity strategies for the organization
- » Plan for online events and virtual exhibitions.

**Session VII: 30 min. Practical Review of Theory Studied on the First Day: Definition of Digital Transformation, Importance of Digital Products, Media Literacy, Discussion of Fake Information**

*Overview of the Topic (10 minutes)*

- » Importance of digital transformation in the context of museums and cultural organizations.
- » Brief discussion on ways to address fake information.

*Group Activity (20 minutes)*

- » Participants will be divided into groups and tasked with researching examples of digital transformation practices in other countries, particularly in the context of museums and cultural organizations.
- » Each group will prepare a brief presentation (3-4 minutes) on the examples they find.

*Discussion (10 minutes)*

- » Groups will collectively discuss their presentations.

**Session VIII: 1.5 hrs. Website Builder Platforms, Structural Components of a Website, Project Implementation and Launch**

*Discussion of Website Builder Platforms (30 minutes)*

- » Overview of features of WordPress, Wix, and Webflow
- » Practical applications and comparison of platforms

*Components of Website Structure (30 minutes)*

- » Discussion of key components
- » Main page design
- » Exhibition pages
- » Contact information

*Project Implementation (30 minutes)*

- » Participants will work practically to design and implement the main components of a museum website
- » Completion and launch of the website

*Evaluation and discussion.*



