

NATIONAL FOOTBALL MUSEUM

Dr Kevin Moore
Director

How to succeed
overseas:
31 quick lessons
from the
National Football
Museum



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Lesson 1

Your museum doesn't have to be open to the public to make an overseas loan.

Lesson 2

Always charge costs and a fee!

Lesson 3

**Find out what sort of a budget they have got
first, they might have more than you think!
Don't state your charge first. Play a poker hand!**

Lesson 4

Say no if they won't even cover costs!

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2002
FIFA WORLD CUP
KOREA JAPAN

Lesson 5

**Major events overseas connected with your
subject can be an opportunity**

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Awaji World Park, Japan



Lesson 6

Relatively small places may find the means to work with you, if it gives them the national and international profile they crave

Lesson 7

**You have to act quickly to seize opportunities –
and it CAN be done**

Lesson 8

**Best division of labour is you provide objects
and exhibition content only**

Lesson 9

Always get all costs agreed at the start – no grey areas

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Lesson 10

**You can benefit by fulfilling the political needs
for organisations on a project – the exhibition
can be a vehicle for something completely
different**

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Lesson 11

Overseas projects can have a delayed benefit back home, as part of relationships developed

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Lesson 12

**The best laid plans can come to nothing – or very
little**

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Lesson 13

There can be unexpected silver linings...

Lesson 14

**You don't even have to own an object to
benefit!**

Lesson 15

It's better if you can speak their language!

Lesson 16

Expect the unexpected

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Lesson 17

**What you have done overseas can come back
and have a real impact at home!**

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Lesson 18

You can have a major impact elsewhere in the UK, from something you have done overseas

Lesson 19

**If two major organisations are behind it,
it is more likely to happen**

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Lesson 20

**There will always be setbacks and uncertainty
in overseas work**

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هنا Hëy'Ya

النساء العربيات في الرياضة Arab Women in Sport
صور فوتوغرافية بريجيت لاقومب Photographs by Brigitte Lacombe
أفلام فيديو ماريان لاقومب Videos by Marian Lacombe

12 July- 13th October 2013

Mon - Sat 10:00am - 5:00pm

Sun 11:00am - 5:00pm

National Football Museum
Urbis Building, Cathedral Gardens,
Manchester M4 3BG

Free admission



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تكم
Qatar UK 2013



متحف قطر الأولمبي والرياضي
Qatar Olympic & Sports Museum



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Lesson 21

80% of success is turning up

We Speak Football

LOGO CORPORATE APPLICATION
COMPLEMENTARY APPLICATION USES



Lesson 22

**It's great if the Chair of a major national
museums service loves your project**

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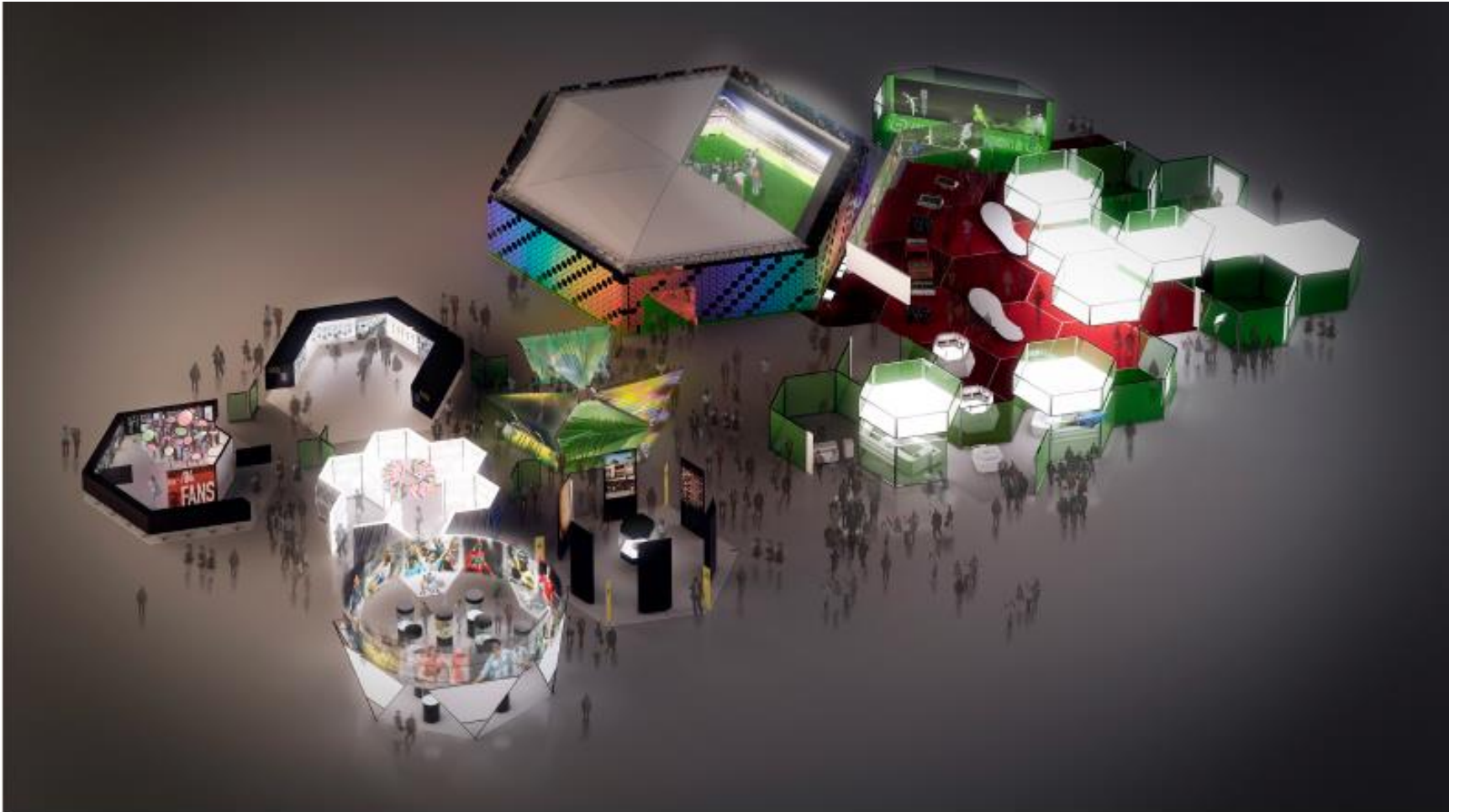


Lesson 23

**You can also get additional benefits outside the
main project**

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We Speak Football



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Lesson 24

**Unexpected political change can cancel a
project at short notice**

Lesson 25

Always get paid as you go along, in monthly instalments!

Lesson 26

If at first you don't succeed

Lesson 27

You make your own luck!

Lesson 28

**What might seem a very tentative email from
someone overseas could be nothing**

... it could be a scam

**Or it could be the best overseas business deal
you have ever done.**

Harvey Nichols Dubai



Harvey Nichols Dubai



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Harvey Nichols Manchester



NATIONAL FOOTBALL MUSEUM

Malaysia



NATIONAL FOOTBALL MUSEUM

Malaysia



Lesson 29

Don't just think about museums – there are other kinds of partners, such as tourism and retail.

Lesson 30

Britain's heritage is our greatest asset overseas

Lesson 31

**There are opportunities for many UK museums.
Yes, you can!**

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F2 Footballers at The National Football Museum Harvey Nichols Dubai

<https://www.youtube.com/watch?v=emJ-MINVCT8>