

# cultuurmaatschappij<sup>o</sup>

helps you reach a wider audience



Cultuurmaatschappij helps cultural heritage institutions strengthen their societal position and develop a sustainably wider audience by providing interim and process management and strategic advice. Clients that Cultuurmaatschappij has worked for include museums, archives, libraries, managers of national heritage premises and local authorities.

## What does Cultuurmaatschappij do?

### Interim Management

Interim management of (part of) an organisation

### Process Management

Management of complex processes such as mergers and new-build projects

### Vision and Planning Development

- developing vision
- developing strategic business plans
- planning activities and marketing

### Concept Development

- presentation concepts and experience concepts
- formulas for programming activities
- concepts of customer-related services

## Commissioners

- Netherlands Theatre Institute: second opinion Museum for the Performing Arts
- NEMO: nationwide programming
- Netherlands Institute for Public Libraries: programme management
- Arnhem Historical Museum, Gelderland Library, Gelderland Archives: concept development Heritage Centre
- National Library of the Netherlands (KB): visitation

For more information about commissioners and projects, visit [www.cultuurmaatschappij.nl](http://www.cultuurmaatschappij.nl)



## In Person

Cultuurmaatschappij is a one-man business run by Chris Groeneveld, an executive director and a manager of over 20 years' experience in the museum and cultural heritage sector and information services, specialised in audiences and programming.

For a curriculum vitae, go to [www.linkedin.com/in/chrisgroeneveld](http://www.linkedin.com/in/chrisgroeneveld)

## Contact

Cultuurmaatschappij • Chris Groeneveld

Jacques Perklaan 8 • 2106 EP Heemstede • +31 6 51 448 000

[chris.groeneveld@cultuurmaatschappij.nl](mailto:chris.groeneveld@cultuurmaatschappij.nl)

[www.twitter.com/cultuurchris](http://www.twitter.com/cultuurchris)

