

Live online course

# ART GALLERY MANAGEMENT

15

LIVE  
LESSONS

7.5

WEEKS

6

ASSIGNMENTS

6

GUEST  
SPEAKERS

5

CASE  
STUDIES

# Alexandra Warder

BOSSE & BAUM

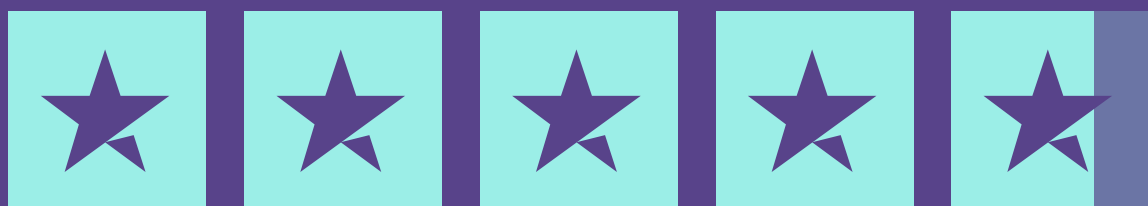
[in](#) LinkedIn





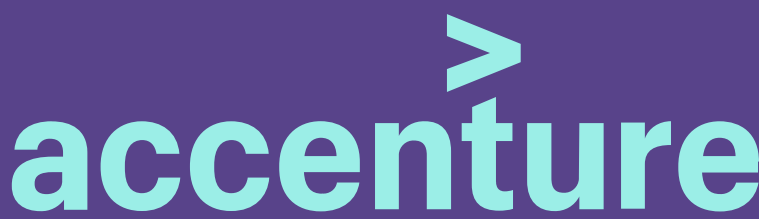
WHAT IS ELVTR?

ELVTR brings together proven industry leaders and rising stars in one virtual classroom.



TRUSTSCORE 4.6

OUR INSTRUCTORS COME FROM



ELVTR's staff is helpful and attentive, even after the class is over. If you're considering a course, I highly recommend it.

ADRIEN C.



# Say hello to a brand new way to learn online!



## 100% LIVE INSTRUCTION

Learn, engage  
and ask questions  
in real time.



## ANNUAL ACCESS

Every live class is  
recorded. Review  
the material any time  
you want for a year.



## PERSONAL FEEDBACK

Never lose your way.  
Get actionable feedback  
on every assignment  
and project.



## PRACTICAL & HANDS ON

Reinforce what you  
learn with independent  
practice after every class.

I've taken online college courses, but never anything close to this format.  
The format is scheduled, the syllabus is clear, and the teacher is wise. Triple threat.

ESTHER A.





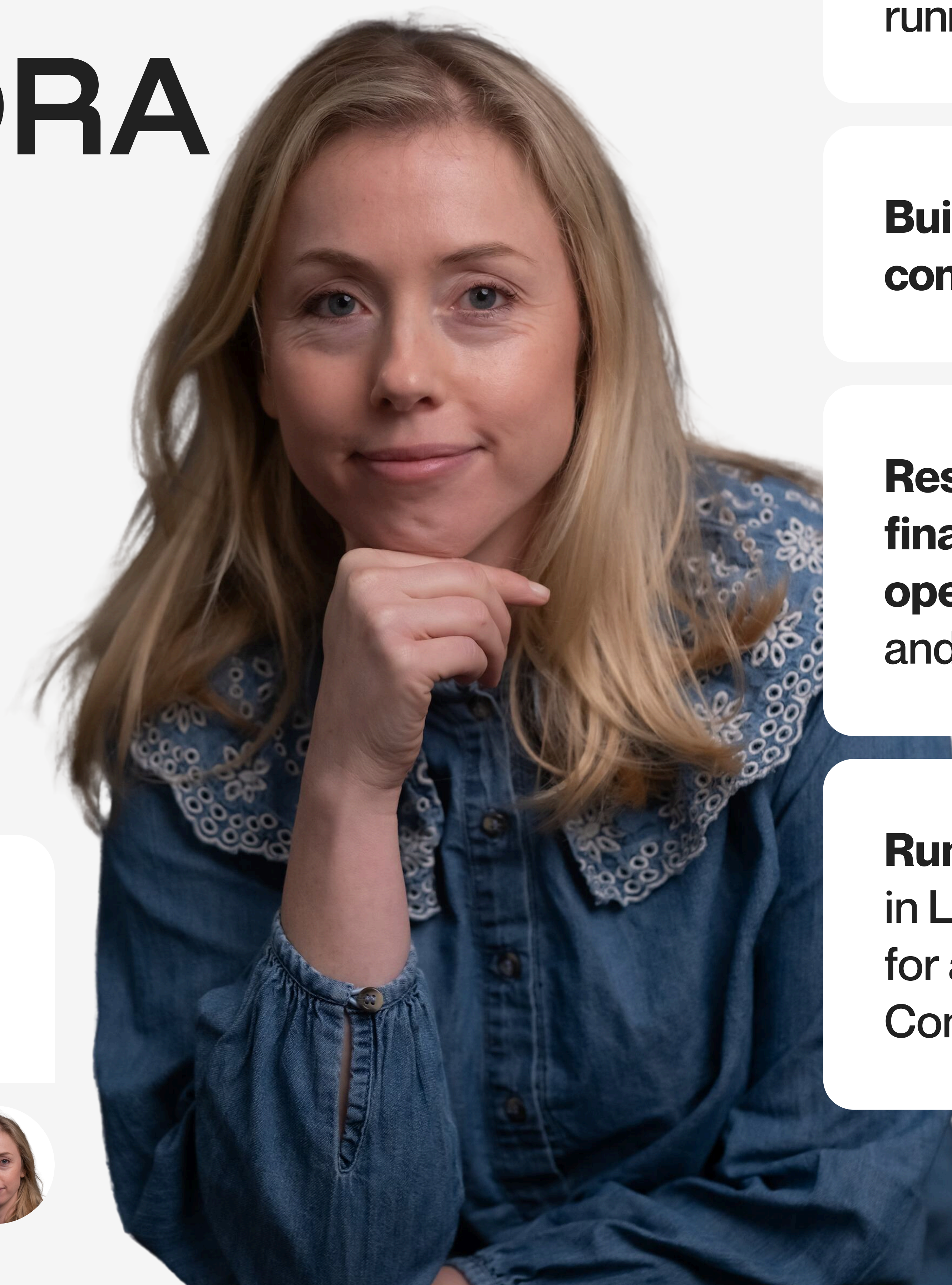
MEET YOUR INSTRUCTOR

# ALEXANDRA WARDER

FOUNDER AND DIRECTOR  
OF BOSSE & BAUM

This course is a great overview  
of how a gallery is run and all  
the elements involved in managing it.

ALEXANDRA W.



**Has over 10 years of experience**  
running a contemporary art gallery

**Built a strong network of**  
**connections** to artists and institutions

**Responsible for strategic direction,**  
**financial management, and**  
**operational oversight** of her gallery,  
and runs multiple client relationships

**Runs monthly art tour groups**  
in London & manages and advises  
for a variety of UK-based  
Contemporary Art Collections



# Plan exhibitions, manage budgets, and develop marketing strategies to step into a gallery management role.

LEARN HOW TO:

Create comprehensive exhibition plans

Including timelines, curatorial vision, and event coordination.

Design and manage budgets for exhibitions

Including cost analysis, revenue forecasting, and financial reporting.

Formulate effective marketing strategies

To promote exhibitions and support artist relationships.

Prepare professional exhibition materials

Such as proposals, press releases, and floor plans to support gallery operations.

# Full skill package delivered

CAREER SKILLS

Professional networking

Make meaningful connections and relationships within the art world to boost your career.

Portfolio development

Build a comprehensive portfolio tailored to art gallery roles to showcase your skill set.

Strategic marketing

Use effective sales and marketing strategies to attract collectors and promote artwork.

Sustainability

Explore strategies for incorporating sustainability, diversity, and community engagement into gallery operations.

SOFT SKILLS

Communication

Effectively communicate and negotiate with artists, collectors, and stakeholders to optimise gallery success.

Organisation & time management

Develop event timelines, curatorial vision, and event coordination for a comprehensive exhibition plan.

Problem-solving

Effectively balance artistic vision with commercial viability to ensure gallery success.

Collaboration & team management

Lead and coordinate with artists, curators, and gallery teams to ensure smooth daily operations.

Adapting to trends

Evaluate and adapt to current trends in the art market to sustain and grow gallery operations.

HARD SKILLS

Budget planning

Consider marketing, logistics, and financial constraints in order to design and manage a budget for gallery events.

Digital curation

Design and implement engaging virtual exhibitions and build an online presence for an art gallery.

Art handling & risk management

Use best practices for art handling, installation, and risk management in an art gallery.

CRM system & inventory management

Utilise CRM systems to track gallery clients, sales, and events, while managing inventory and artwork records efficiently.

Drafting contracts, agreements, & consignments

Create professional contracts, agreements, and consignment documents to ensure legal clarity and smooth gallery operations.

# See yourself below?

THEN THIS COURSE IS FOR YOU



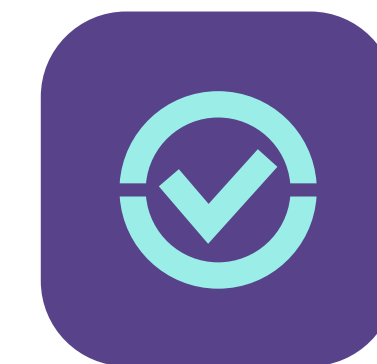
## YOU ARE WORKING AS A GALLERY INTERN

Dream of running your own gallery one day? This course covers the most critical elements of managing and running a successful gallery, from budgeting to exhibition plans. Across practical assignments and workshops, you'll gain the business acumen you'll need to achieve your goals.



## YOU ARE A RECENT GRADUATE WITH A RELEVANT DEGREE

Turn your passion for art into a flourishing career. If you have a Fine Arts, Art History, or related degree, this art gallery management course will show you how to monetise your skills. Learn the ins and outs of running a gallery, gain real-world skills, and explore this as an exciting new career path in the art world.



## YOU HAVE A FEW YEARS OF EXPERIENCE WORKING IN A GALLERY

Level up your career! Learn the best practices in gallery management from a pro who started and runs their own successful gallery. Explore marketing techniques, digital curation, and building industry relationships so you can step up into a managerial role.



TUE (29/4)

5 PM BST

00

Welcome Lesson

Instructor introduction

General housekeeping

Assignment overview

Final project plan: Exhibition proposal

THU (1/5)

5 PM BST

01

Introduction:  
Key Stakeholders

Types of art galleries & manager roles

The financial model & the gallery business

Case Study: Analysing different business models

Stakeholders & artists: Negotiation and relationships

Art market and trends

Building relationships with collectors

Fieldwork: Gallery Analysis

Visit 2–3 local galleries (in person or online) and evaluate their type, focus, and presence in a concise written analysis.



TUE (6/5)

5 PM BST

## 02

## Introduction: The Artistic Vision of the Gallery

Understanding the artistic vision

Developing a curatorial vision

Research &amp; documentation

Gallery priorities

**Discussion:** Balancing artistic merit and commercial viability

Impact of relationships with artists on gallery business model

THU (8/5)

5 PM BST

## 03

## Exhibition Planning: Building a Vision

Time planning with artists

Organising art openings &amp; events

Event budget management

Exhibition documentation

**Workshop:** Creating an exhibition proposal

Exhibition details planning

**Assignment #01: Exhibition Plan Draft**

Outline your exhibition concept in 500 words, including project idea, artist list, and selected works — this will serve as the foundation for your project.



TUE (13/5)

5 PM BST

04

Financial Planning & Fundraising  
+ Guest Speaker

Budgeting & financial reporting

Cost analysis & revenue streams

Price setting

Developing a fundraising strategy

Corporate sponsorship opportunities

Assignment #02: Exhibition Budget

Create a detailed budget for your exhibition, covering key expenses and financial planning.

THU (15/5)

5 PM BST

05

Legals & Compliance  
+ Guest Speaker

Intellectual property rights in art

Artist contracts & agreements

Art insurance & risk management

Ethical considerations in art sales

Case Study: Writing a consignment agreement

Guest Speaker: Art lawyer on common legal disputes

Assignment #03: Consignment Agreement

Complete a consignment agreement worksheet outlining terms between the gallery and the artist.



TUE (20/5)

5 PM BST

Art transport

Safe & secure art handling practices

Art installation techniques

Packing, shipping, client delivery, insurance

Guest Speaker: Navigating consignments

06

Art Installation, Handling, and Conservation + Guest Speaker

THU (22/5)

5 PM BST

Exhibition development

Planning & producing exhibition literature

Writing the floor plan

Press release

07

Exhibition Planning:  
Fine-Tuning & Curating Events

Assignment #04: Press Release

Refine your exhibition plan and craft a press release to promote the event.



TUE (3/6)

5 PM BST

Creating engaging virtual exhibitions

Demo: Online art platforms &amp; marketplaces

Case Study: Curating online exhibitions using Vortic

08

## Digital Curation & Online Galleries

THU (5/6)

5 PM BST

Artist talks

Group visits

Workshops, reading groups, etc.

Workshop: Brainstorming events for a gallery exhibition

09

## Exhibition Events

### Assignment #05: Marketing Strategy

Develop a targeted marketing strategy to generate buzz and attract attendees.



TUE (10/6)

5 PM BST

10

Marketing  
+ Guest Speaker

Successful marketing & E-commerce strategies

Social media marketing

Workshop: Developing publicity materials

Guest Speaker: Sam Talbot

Assignment #06: Sales Strategy

Create a strategic sales plan to maximise exhibition exposure and revenue.

THU (12/6)

5 PM BST

11

Sales  
+ Guest Speaker

Effective sales techniques for art

Guest Speaker: Sales strategy

TUE (17/6)

5 PM BST

12  
Art Fairs

Art fairs within a gallery programme

Applying to art fairs

Preparing for art fairs

Case Study: Art fair application

THU (19/6)

5 PM BST

13  
Staff Management &  
Daily Operations for Galleries

Hiring & building a good team

Staff & inventory management

Organisational skills & supervision tactics

Recordkeeping & administration

Demo: CRM systems for art galleries

Case Study: Successful PR strategies in the art world



TUE (24/6)

5 PM BST

14

Sustainability &  
Social Responsibility  
+ Guest Speaker

Planning for growth & longevity

DE&I practices for galleries

Programs, external events, community

Workshop: Collaborative event proposal development

Guest Speaker: Gallery Climate Coalition

THU (26/6)

5 PM BST

15

Career Advice  
+ Guest Speaker

Career advice

Resume review

Portfolio tips

Guest Speaker: Director of Art Recruitment

# Here's a few of student testimonials



**COURTNEY FULTON**

WOMEN IN LEADERSHIP

I enjoyed the structure of the class. I like how we learned about a topic and practiced it in the workshops. It's helped me to apply what I learned!



**CARLOS ANDRES**

BECOME AN ART DIRECTOR



The group activities, they allow us to interact and exchange ideas, plus the way it is structured is challenging and mind twisting as we collaborate in different parts of the ideation.



**HAYLEY SMITH**

BRANDING 101



Overall I'm impressed with the level of detail and explanation around particular topics and subjects. There's a real depth to each module which for learning allows the information to stay in your brain.



**REBECCA KOUWE**

HUMAN RESOURCES ANALYTICS



I really enjoy the format of the course. Lectures with real life examples and an ongoing case study. Also built in 20 minutes at the end of each class for questions is helpful.



# Stand out within your network

Want to show you're for real?  
Verify your skills to recruiters with an Art  
Gallery Management certificate.

To earn a course certificate, complete the  
course assignments with a cumulative score  
of at least **80 out of 100 points**.

\* All assignments come with specific due dates. Please make sure  
to submit them on time so that we can review and grade them for you.

|elvtr|

## CERTIFICATE OF COMPLETION

This certifies that  
**Your Name**

has achieved exceptional performance in  
**Art Gallery Management**

The recipient has consistently demonstrated excellence in fulfilling all  
coursework and assignments, thereby earning this distinction.

Issued on 26th June 2025



Roman Peskin,  
CEO

Alexandra Warder,  
Instructor



# Get funded by your employer!

HERE ARE A FEW TIPS TO MAKE THEM SAY YES:

01

## HAVE A DETAILED ACTION PLAN

Show your commitment by letting your employer know how you will apply your new skills in your current role.

02

## TELL THEM WHAT'S IN IT FOR THEM

Will you be able to take some responsibilities off their plate? Can you put financial value on the skills you'll gain? Answer those questions and you'll get to "yes" a whole lot faster.

03

## PITCH THE INSTRUCTOR LIKE THE SUPERSTAR THEY ARE

After all, getting direct access to the leaders behind brands like Google and Netflix doesn't happen everyday.

04

## CONSIDER USING THE CONFERENCE BUDGET

If your company sets aside money for development or networking, tap into those funds. You'll be doing plenty of both!

05

## USE SOCIAL PROOF

Ping your boss our [Trustpilot](#) reviews and let other ELVTR students do the talking.

55%

OF UK EMPLOYERS INVEST IN PROFESSIONAL DEVELOPMENT

Is yours one of them?

Ask your learning advisor about how to get your course sponsored.



|elvtr|

SEE YOU  
IN CLASS

