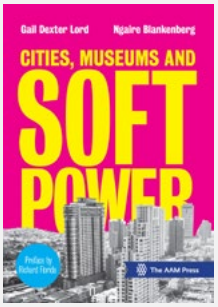
SOFT POWER STARTER KIT

Soft Power is the ability to influence behavior through persuasion, attraction or agenda setting. Download the resources below to learn more about Cities, Museums and Soft Power.



CITIES, MUSEUMS & SOFT POWER FIRST CHAPTER

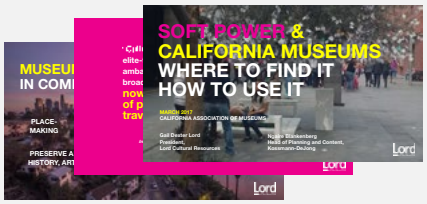
In Cities, Museums and Soft Power, respected museum planners Gail Lord and Ngaire Blankenberg demonstrate why and how museums and cities are using their soft power to address some of the most important issues of our time.

READ THE FIRST CHAPTER

32 WAYS TO ACTIVATE YOUR SOFT POWER

How can your institution tap into its soft power potential? This infograph condenses the 32 ways you can activate your soft power, as described in *Cities, Museums, and Soft Power* by Gail Lord and Ngaire Blankenberg.

DOWNLOAD THE INFOGRAPHIC



SOFT POWER & CALIFORNIA MUSEUMS

On March 30th, 2017, Gail Lord kicked off the 2017 California Association of Museums conference in Sacramento with a presentation on Soft Power and California Museums – Where to find it, how to use it.

DOWNLOAD THE PRESENTATION

SOFT POWER DESTINATIONS

Soft Power Destinations have influence because they operate in a way that is accountable and transparent, and they seek to be excellent, relevant and sustainable in all that they do. The Soft Power Destinations Awards recognize soft power best practice in cultural destinations.

VISIT THE WEBSITE

lord.ca softpowerdestinations.ca calmuseums.org

Lord Cultural Resources

CAM CALIFORNIA ASSOCIATION OF MUSEUMS