



Medieval Mile Museum - Project Management

Client: Kilkenny County Council
Location: Kilkenny City
Type of Study: Project Management
Length of Assignment: 18 months
Budget: €6 million

Description: following successfully completing a business development plan for the project and assisting with securing the funding package. Sherwood and Associates were employed to assist with the project management of the roll out of the plan. Key areas of responsibility included procurement of the exhibition design company and management of their engagement.

- Development of an operating structure.
- Negotiations with National Museum to secure the loan of exhibition artefacts.
- Recruitment of branding consultants and development of the core brand.
- Development of a prelaunch marketing approach, provision of strategic inputs to the overall project delivery programme.
- Liaison with key stakeholder.

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- 1 South Cross Ahenny
- 2 The Watchful Knight
- 3 Joannes Shee Graveslab
- 4 The Medieval Mile Museum