

E5 – Week 2, Tuesday

How to reach audiences: museums, exhibitions, stakeholders and Social Media

HPAH5085/6085

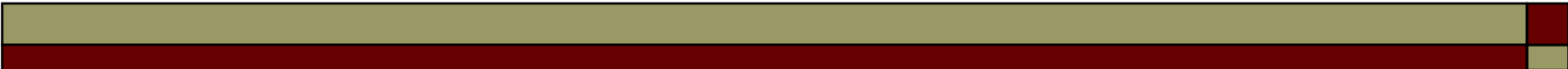
Exhibiting the Past: Ancient Egypt, death and
modern representation

Dr Katharina Zinn



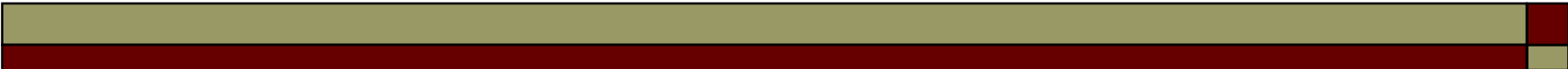
□ Museum and exhibition audiences: How do you find yours?

  
Canopic Jar Lid / Canopic Jar Lid
Cambridge University Museum 100.200



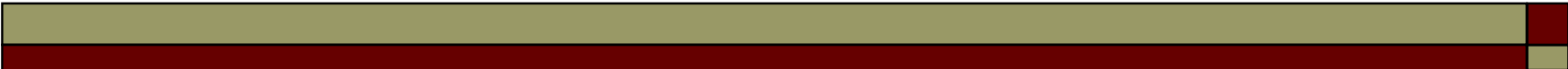
How to find your audience

- ❑ develop successful marketing strategy - identify target audience
- ❑ Who can / should benefit from your event? Who was visiting in the past?
- ❑ target audience can have multiple subsets, varying ages, interests, ethnicities, levels of engagement etc...
- ❑ If possible:
 - Evaluating existing datasets (visitor research) → create a visitor persona
 - Think customer-focused dynamic marketing – patrons and potential visitors
 - Be targeted and precise
 - Ideally: survey (but very time intense, and mostly only possible for large events / museums)



Audience engagement

- ❑ Directive and approach to look at museums afresh, focus on interaction together with audiences
- ❑ form of jumpstart for museums, adding sometimes new and alternative perspectives but most often helping to reconnect various areas our institutions and audiences together
- ❑ New positive, stimulating experiences for audiences
- ❑ ensure visitors come back again

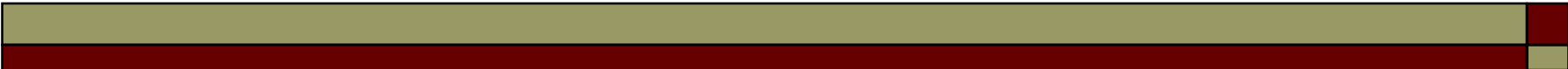


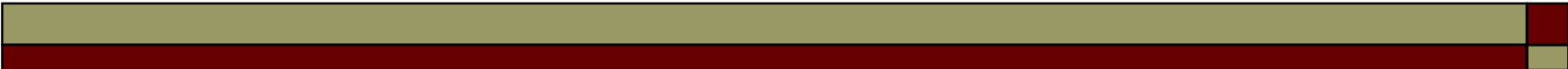
9 Creative Museum and Exhibition Marketing Ideas (ideally to be done)

- ❑ Embrace smartphone culture
- ❑ Encourage visitors to get social
- ❑ Make your website as inviting as your exhibits
- ❑ Turn your research into organic website visits
- ❑ Host unique events
- ❑ Build partnerships
- ❑ Bring exhibits to the community
- ❑ Leverage local influencers
- ❑ Put some pennies into programmatic



□ How do you promote a pop up event on social media?

- 
-
- ❑ challenging for every organization: how to stay relevant with the technology of today
 - ❑ Museums with exhibitions and objects are a hotbed of content by definition
 - ❑ Use social media to pitch all of that for online consumption and visitor interaction
 - ❑ try to stay at the top of followers' minds → engage the public



Social media allows audiences to see behind closed doors

- ❑ (Relatively) new type(s) of access – social media platforms:
 - Facebook
 - Twitter
 - Instagram
 - Tumblr
 - Pinterest
- ❑ diverse opportunities to share their unique offerings to people around the world



The ability of social media

- ❑ make cultural institutions more accessible
- ❑ transformed how institutions operate
- ❑ social media blurred the lines between traditional roles of exhibition developers, designers, educators, and conservators, merging with roles previously assumed by marketing and public relations departments
- ❑ New communication strategies short- and long-term → breaking down barriers between visitors and institutions



Bamberg.Info

31. März um 07:39 · 🌐



Bamberg ist Bierstadt! 🍺

Dank etlicher traditionsreicher familiengeführter Brauereien haben wir hier bei uns eine Vielfalt an handwerklich gebrauten Bieren, die ihresgleichen sucht.

Da ist es natürlich unerlässlich, dem Thema Bierbrauen ein eigenes Museum zu widmen! 🤔

H... Mehr anzeigen



132

16 Kommentare 20 Mal geteilt



Petra Lether mit Campbell Rodger Price und Jan Koek.

16. Oktober 2018 · 🌐



Manchester Museum.

We received a warm welcome by Campbell Price and he showed us the Egyptian collection in the Manchester Museum. Moreover he took us to the museum depot, where we could view some objects from close by and even holding pieces carefully.

Campbell Price is an enthusiastic man and a passionate speaker. We really enjoyed this visit.

Again thanks a lot, Campbell!

With Mehen, Studycentre for Ancient Egypt.



👍❤️ 66

2 Kommentare 3 Mal geteilt

👍 Gefällt mir

💬 Kommentieren

➦ Teilen

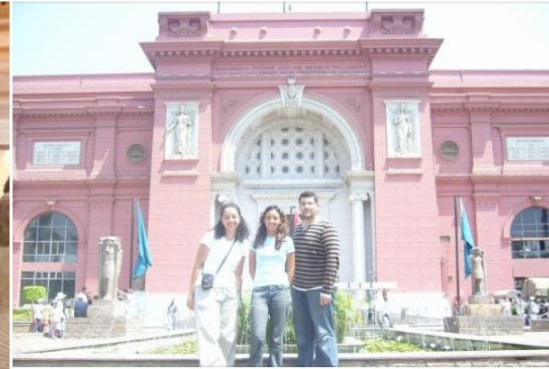


Fatma Keshk ist mit Daniel M Warne und 2 weiteren Personen hier: Egyptian Museum.



15. November 2019 · Kairo, al-Qahira, Ägypten · 🧑🏻

Today marks the 117th Birthday for the inauguration of the Egyptian Museum Cairo, the oldest museum of my dear hometown, honored to have been working there since 13 years on so many different projects, a chance to share some of my happy moments there that I cherish forever 😊



Du, Maria Carmela Gatto, Essam Nagy und 87 weitere Personen

6 Kommentare



The MET: Egyptian Art (Bot) @met_egyptianart · 25m



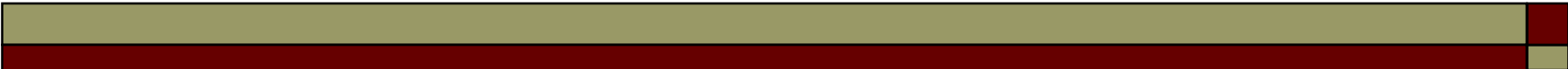
🗨️ Automated

Necklace, ca. 1981–1295 B.C. metmuseum.org/art/collection...
[#metmuseum](#) [#egyptianart](#)



2





Common goals that museums /exhibitions may want from social media

- ❑ Increase brand awareness: many people should know about you
- ❑ Increase admission: returning visitors / on vacation in your city
- ❑ Educate: include wider audiences into learning
- ❑ Promote other features: special events, talks



7 Ways To Promote Your Pop-Up Event

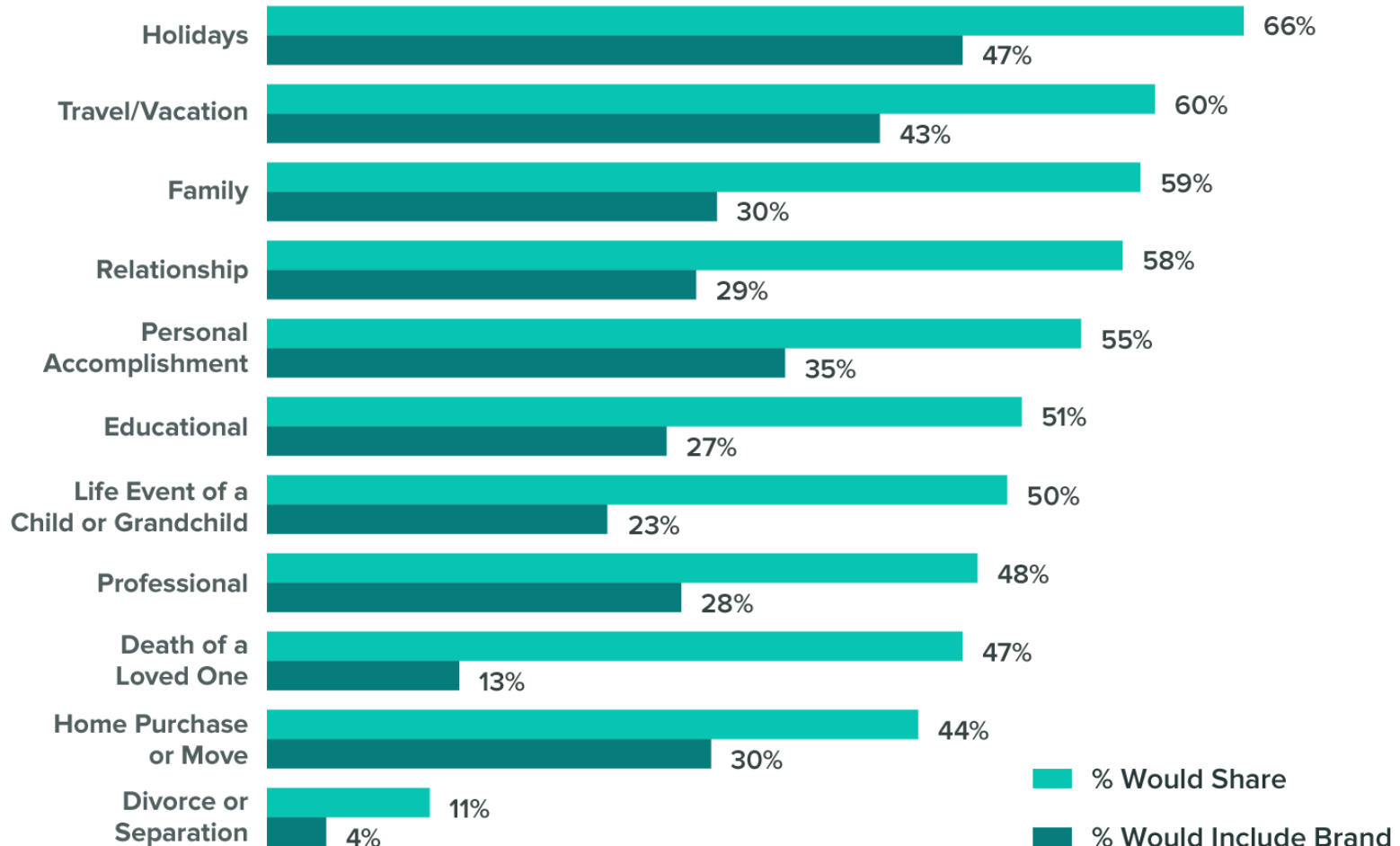
- ❑ Create Digital Flyers For Your Pop-Up Event. ...
- ❑ Publish a Dedicated Events Page. ...
- ❑ Publish Event Banners On Your Website. ...
- ❑ Write A Press Release. ...
- ❑ Share The Pop-Up Event In Your Facebook Groups. ...
- ❑ Email And Text Your Community And Customers. ...
- ❑ Share Your Pop-Up Event On Social Media.

How do you attract customers to a pop-up?

1. Choose the Right Time & Location For Your Pop-Up. ...
2. Use Social Media Before, During, & After Your Pop-Up Event. ...
3. Hold Special Events. ...
4. Use Creative Online Marketing Techniques. ...
5. Don't Forget About Traditional Offline Marketing.

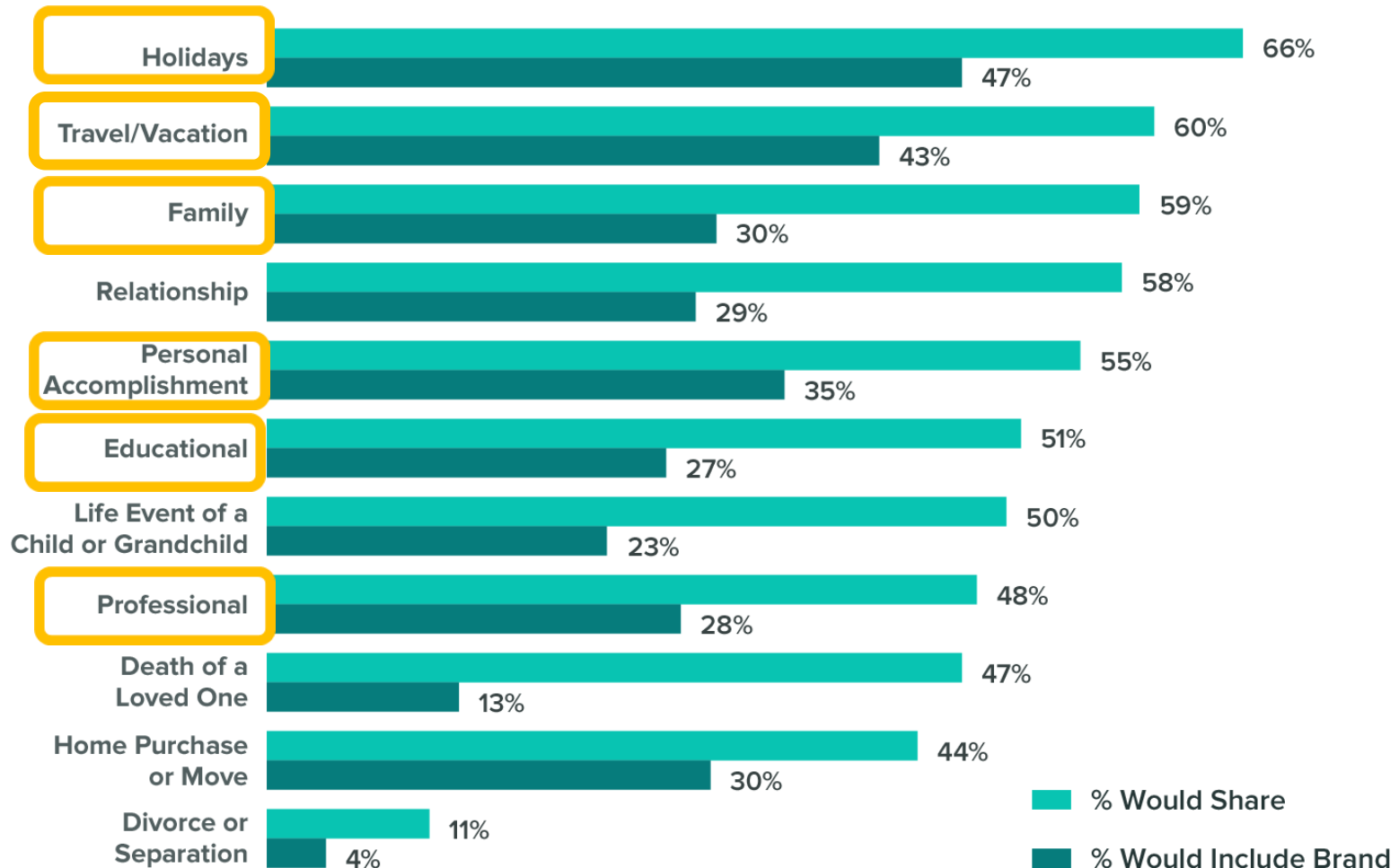
Types of Milestones Consumers Would Share on Social Media & When They're Most Likely to Mention a Brand

Q4 2017



Types of Milestones Consumers Would Share on Social Media & When They're Most Likely to Mention a Brand

Q4 2017



**How to convince
stakeholders:
applying for a pop-up
space for your
exhibition**

A manifesto for the object?

(Following O. Pamuk's *Manifesto for Museums*)

WE HAD

Epics
Representations
Monuments
Histories
Nations, Groups,
Teams
Large and expensive

WE NEED

Novels
Expression
Homes
Stories
Persons, Individuals
Small and Cheap

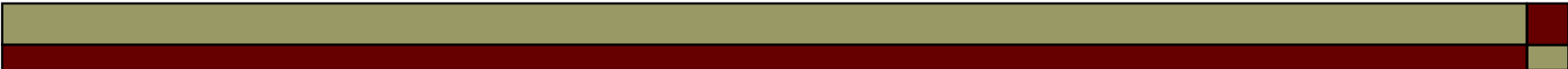
OBJECTS NEED

Stories
Attention
Awareness for
materiality
Identity (receiving
and giving)
Any scale



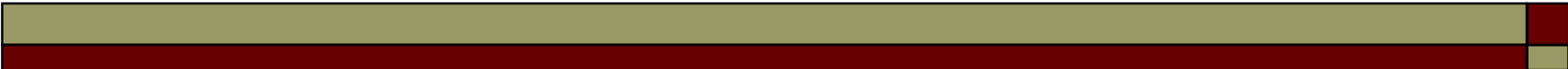
Hearing all this

❑ **WHAT DOES IT MEAN FOR
YOUR PLANNED
EXHIBITION?**



Writing an Exhibition Proposal

- ❑ Do your Research!!!!!!
 - make sure you have a look at the website of the museum / gallery / space you want to use and their previous events
- ❑ Follow the Rules. ...
- ❑ Explain What It is about. ...
- ❑ Explain What It Looks Like. ...
- ❑ Use Simple Language. ...
- ❑ Include Great Images. ...
- ❑ Ask for Advice. ...
- ❑ Support the place / website / organisation who runs the website.



<https://artsworcester.org/wp-content/uploads/2020/06/Example-Proposals.pdf>

Exhibition Proposal: This should tell us what the physical work is, what the general theme is, and give a sense of scale of the exhibition (how many pieces, what sizes, etc.).

What 1-3 ideas, concepts, or experiences does this body of work communicate? This should tell us what the work gives the viewer.

What inspirations or traditions guided or influenced this body of work? Tell us about the influences or inspirations behind this work.

How are the methods or techniques you use important to this body of work? Tell us how, or what, the choice of medium or process contributes to this work.

Any special installation needs or requirements? If your work requires specific installation techniques or equipment, let us know what those are. For example, numerous electrical outlets, audio-visual equipment, or specialized wall mounts.