PROJECT MUS.NET.
Museum Network (607340-CREA-1-2019-1-IT-CULT-COOP1)
– WP 5. A.14 TRAINING OF TRAINERS (Phase 1)

PLEASE NOTE, THIS MEETING IS BEING RECORDED.

PARTICIPATING ORGANIZATIONS

- *Provincia di Padova*
- *Museum of Lebork*
- *Butterfly Arc S.r.l.*
- *RIS Dvorec Rakičan*
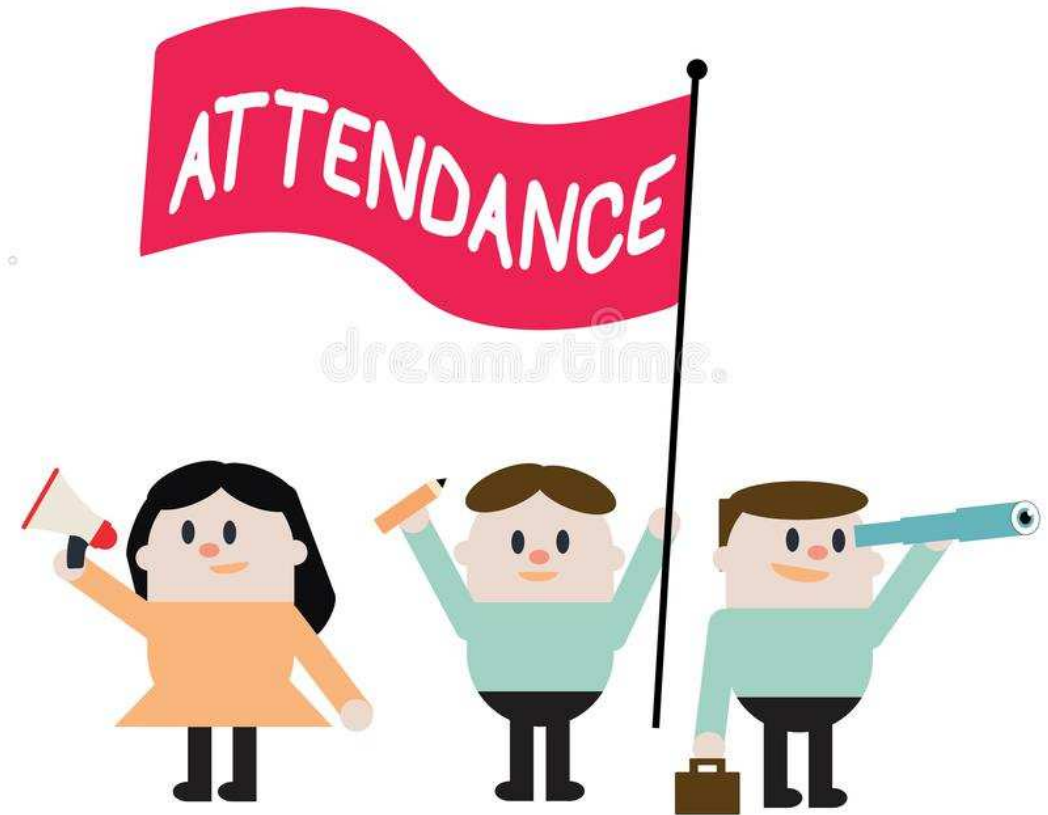- *Fundacio Santa Maria La Real Centro de Studios del Romanico*

REGISTRATION

- Please, fill in the registration form.

(The link is also available in the chat area)

- Thank you ☺

Training overview

- partners will organize **2 webinar trainings** for at least 2 operators, working in each partner organization.

✓ 1st training will be held on 28.5.2021.

✓ 2nd training will be held on 21.6.2021.

- Trainers will transfer basic information about ICT tools, used in the project, Museum in the Pocket, Draw Alive and social media.

- In the training, partners will receive additional information and guidelines on how to handle, disseminate and use them efficiently.

- Partners will learn how to use an interactive application Draw Alive that will be localised by each partner organization.

- Lastly, partners will learn how to use different social media, used in the project, effectively in order to maximize their potential.

Training schedule – 1st training

10.00 am CET – 12.00 pm CET (moderator: RIS Mansion + all partners participating)

• introduction of the training session, general layout of the training, attendance check

• evaluation of the questionnaires filled prior the session

• presentation of the ICT Tool Museum in the Pocket

• presentation of different solutions regarding its localisation

12.00 am CET – 12.30 pm CET

• e-Coffee break

12.00 am – 14.00 pm CET (moderator: RIS Mansion + all partners participating)

• presentation of different solutions regarding its localisation;

• testing different Museum in the Pocket applications

• Q&A, final assessment and evaluation

Questionnaire

- A questionnaire was created in the framework of the training proposed

- Aim:

1. *to assess the current state of the application Museum in the Pocket*

2. *to assess the knowledge and use of ICT Tool Draw Alive*

3. *to assess the knowledge and use of social media in each organisation in order to plan the next steps*

- Questionnaire was created in English in Google Docs and distributed to all project partners via email to be completed by 17.5.2021

- 11 questions were posed

Participating organizations in the survey

- Provincia di Padova

- Museum of Lebork

- Butterfly Arc S.r.l.

- RIS Dvorec Rakičan

- Fundacio Santa Maria La Real Centro de Studios del Romanico

- The number of completed questionaires was 6.

1. Approximately, how long have you been using the ICT Tool Museum in the Pocket in your organization?
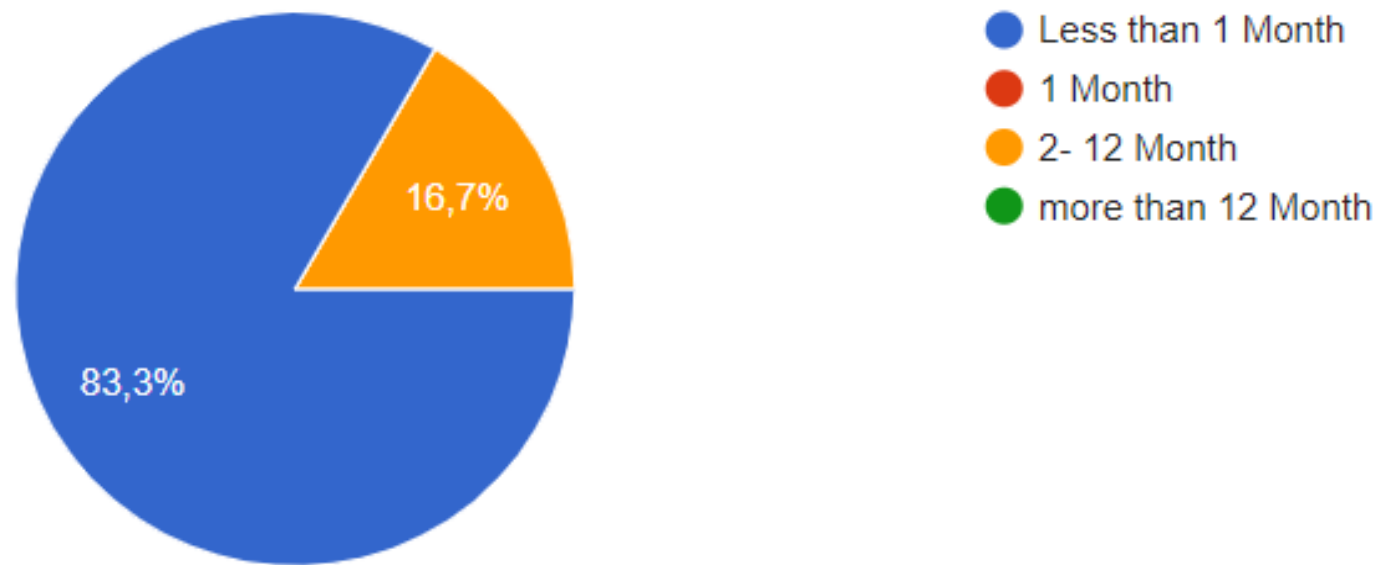
2. In your opinion, how developed is the Museum in the Pocket application in your respective organization? (1- poor, 2- weak, 3- good, 4- very good, 5- excellent)

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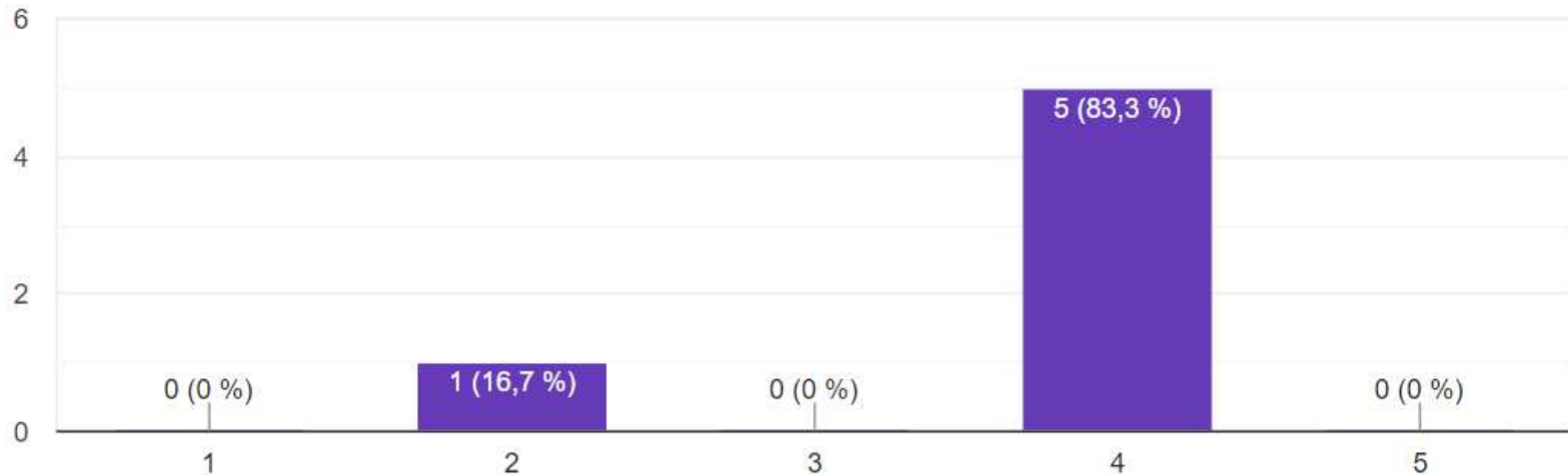
3. Please, briefly describe the content of your Museum in the Pocket application.

- *Carriages are presented in the form of mobile application.*

- *Horses & carriages*

- *Our application, in addition to the typical information of interest, develops three tours (one of them to learn about the history and art of our center, the second that discovers some of the most unknown aspects of our center. While the third is specific to a child and youth audience). Each tour has several explanatory points of the most interesting aspects of our museum.*

- *The application contains the most interesting artefacts of our museum, including archaeological, ethnographic and historic. The app contains pictures, short films and links to the press reliases conected to the museum collections.*

- *The Esapolis' Museum in the Pocket is an easy-to-use application, with an innovative approach that offers sensory and emotional information, created in compliance with the canons of accessibility, to access all the contents, integrating the visit with images, videos, comments, referable to the themes on display in the museum rooms. The application allows the visitor to enjoy curiosities, special contents and discover exceptional moments in the life of the museum and its living inhabitants.*

4. Approximately, how long have you been using the ICT Tool Draw Alive in your organization?
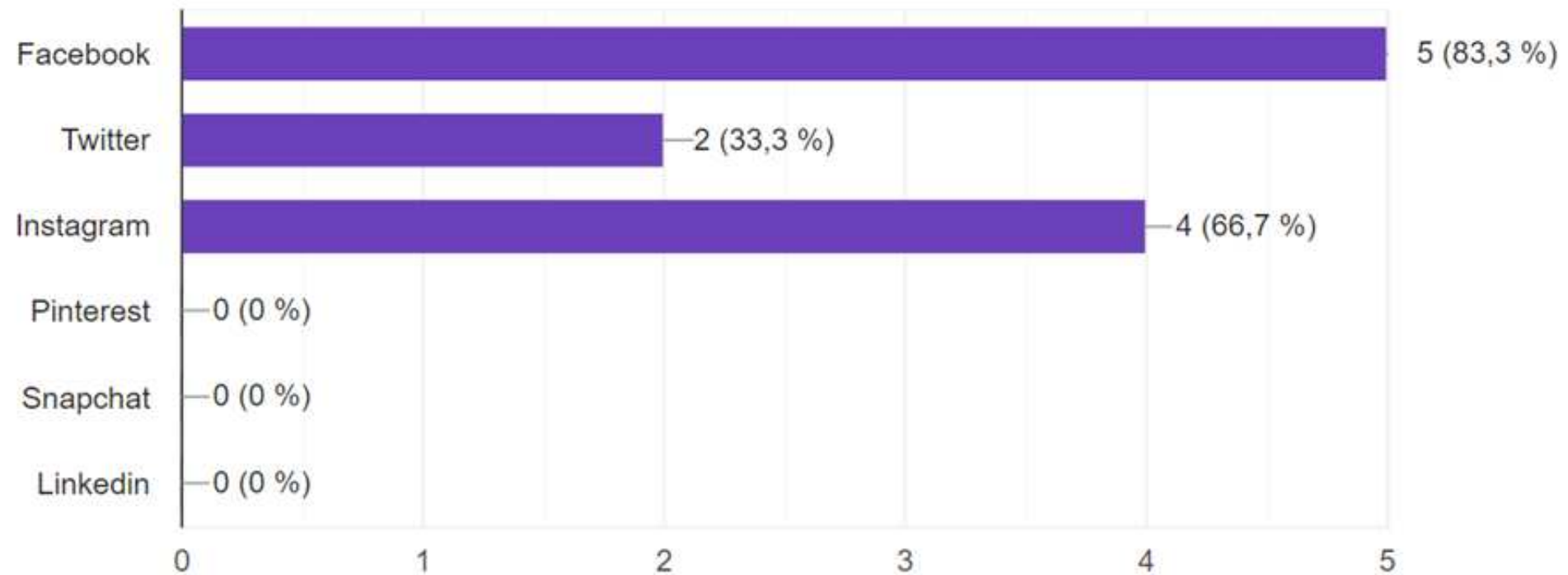

- Less than 1 Month
- 1 Month
- 2- 12 Month
- more than 12 Month
- not applicable
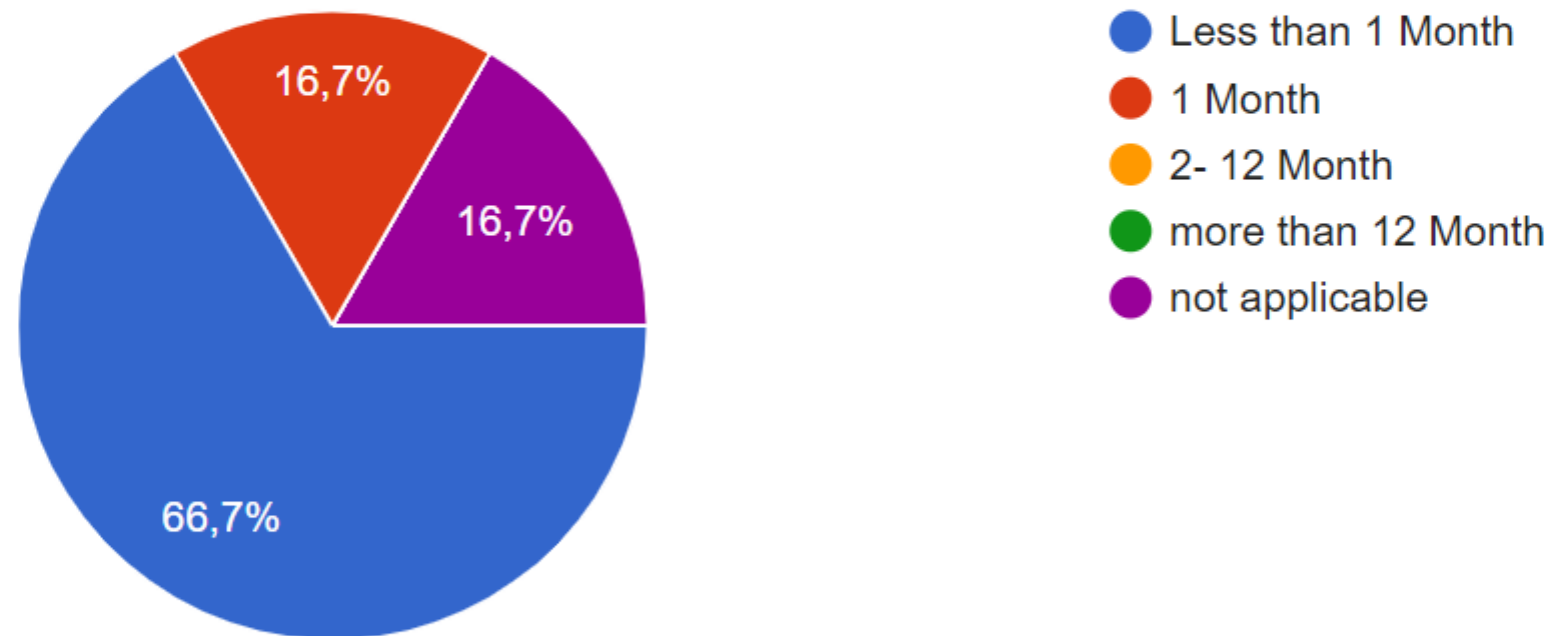
5. Please, evaluate your prior knowledge in using Draw Alive in your organization (circle: 1- poor, 2- weak, 3- good, 4- very good, 5- excellent) ?

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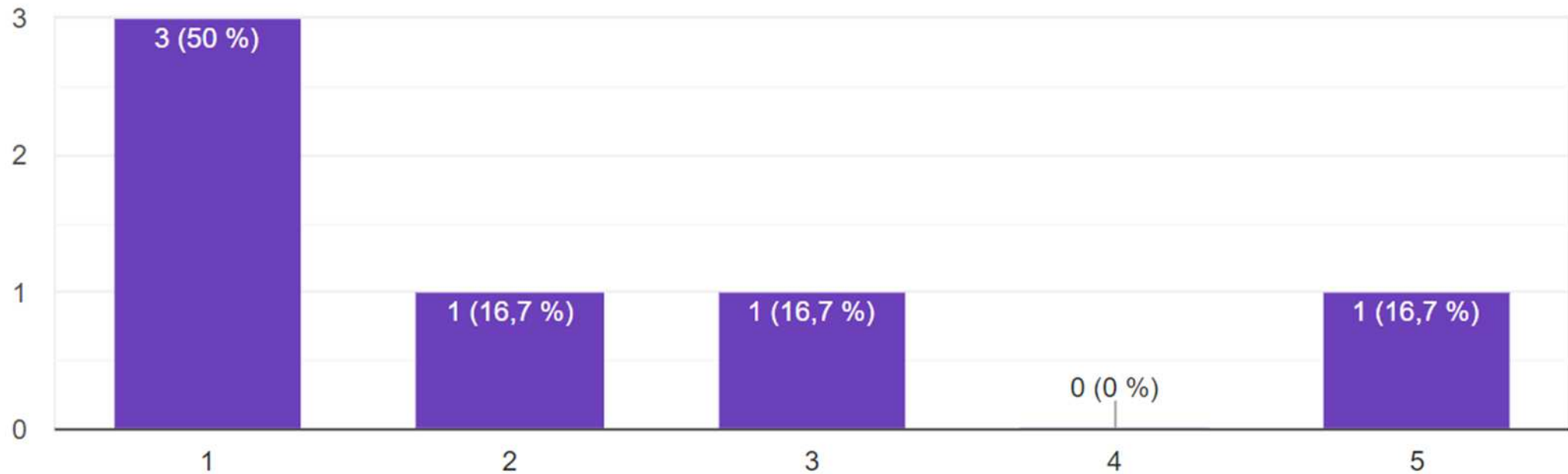
6. Please, briefly describe the content of your Draw Alive application.

- *Lynx and horse*

- *Animals*

- *We have not received the application yet*

- *Museum in Lębork has choosen archaeological objects (the man with bronze kettle decorated with Sweb warriors headsbecause and the woman with the glass fish), because the biggest department of the Museum in Lębork is the archaeological one. The collection has over 11.000 archaeological artefacts which are being explored,worked out and finally presented on permanent exhibitions. Promoting the heritage of culture of our region, the Museum in Lębork presents the most valuable artefacts. There are only three utensils of this kind in the world, as far.*

- *It's easy to understand that "The Silhouette of the Butterfly" represents Butterfly Arc and its Butterfly House, the first created in Italy. The butterfly with its graceful flight, also represents the fantasy and magic of the Fairy's Wood. "The Silhouette of the Chamaleon" represents the Naturalistic Museum Esapolis. Not only living insects, but nature in all its wonderful and special features, from biggest to smallest world.*

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7. Please, name all social media used in your organization.

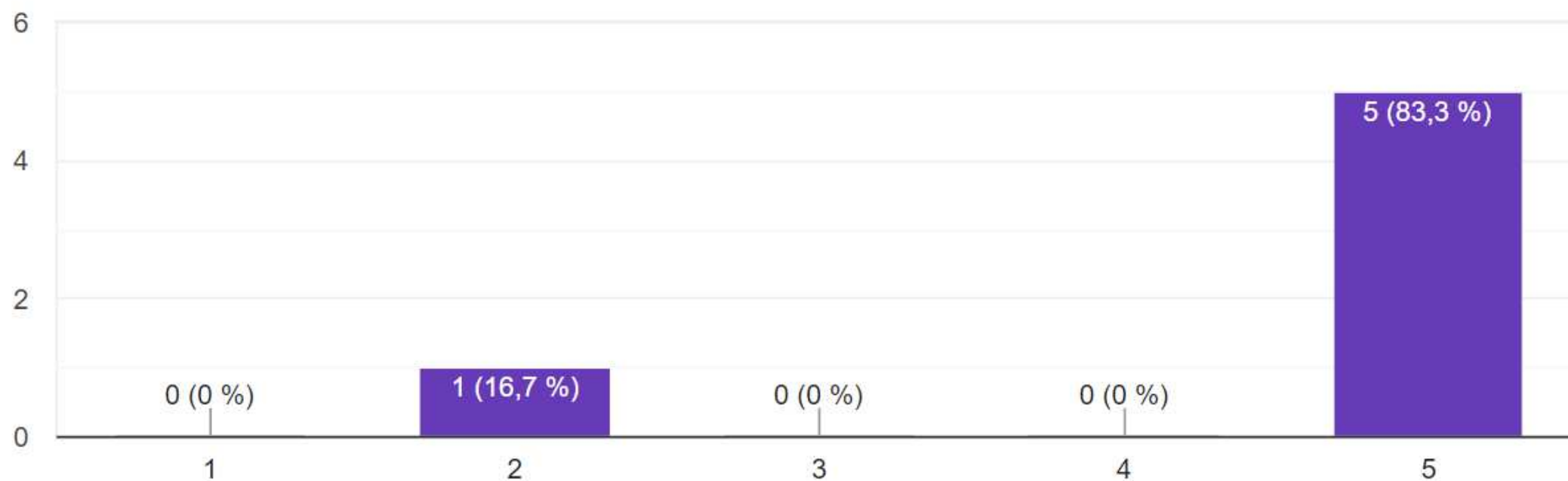| Social Media	Value
Facebook	5 (83,3 %)
Twitter	2 (33,3 %)
Instagram	4 (66,7 %)
Pinterest	0 (0 %)
Snapchat	0 (0 %)
Linkedin	0 (0 %)

8. Please, assess the effectiveness of the social media used in your organization (circle: 1- poor, 2- weak, 3- good, 4- very good, 5- excellent)
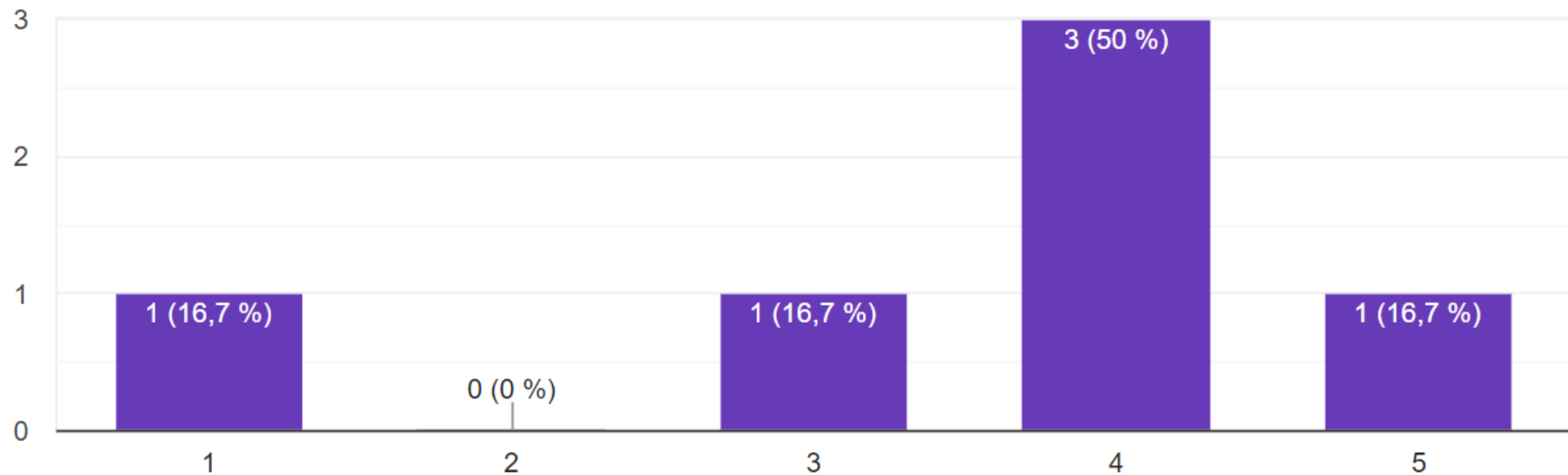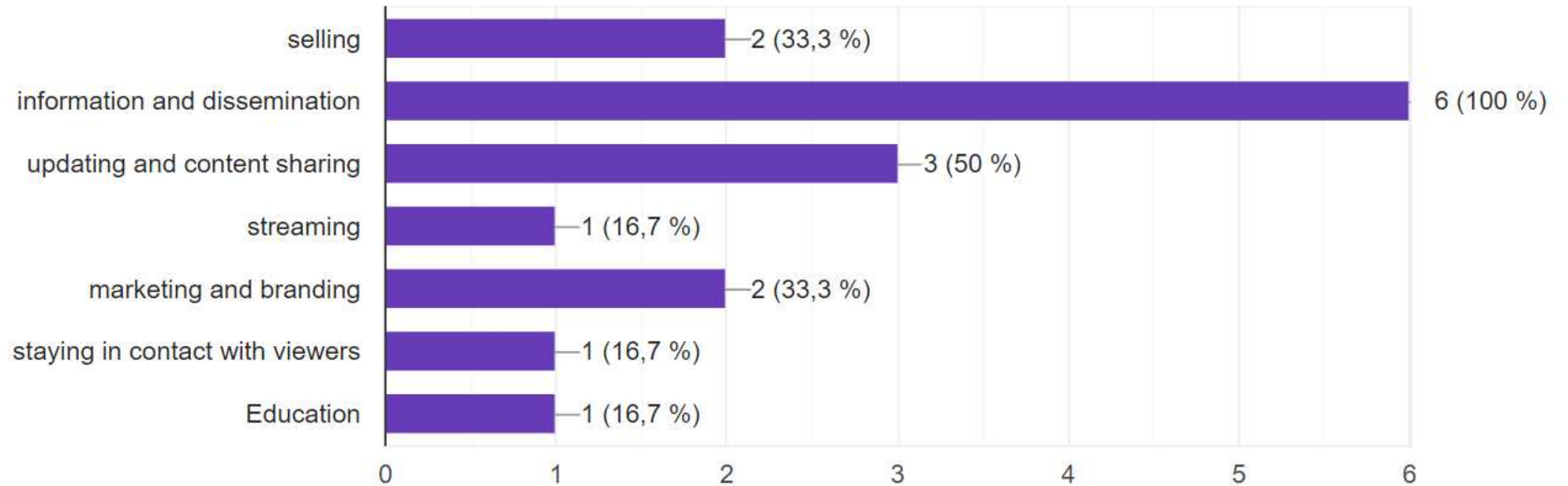
9. How would you evaluate your personal knowledge and skills in using social media in marketing and branding (circle: 1- poor, 2- weak, 3- good, 4- very good, 5- excellent)?
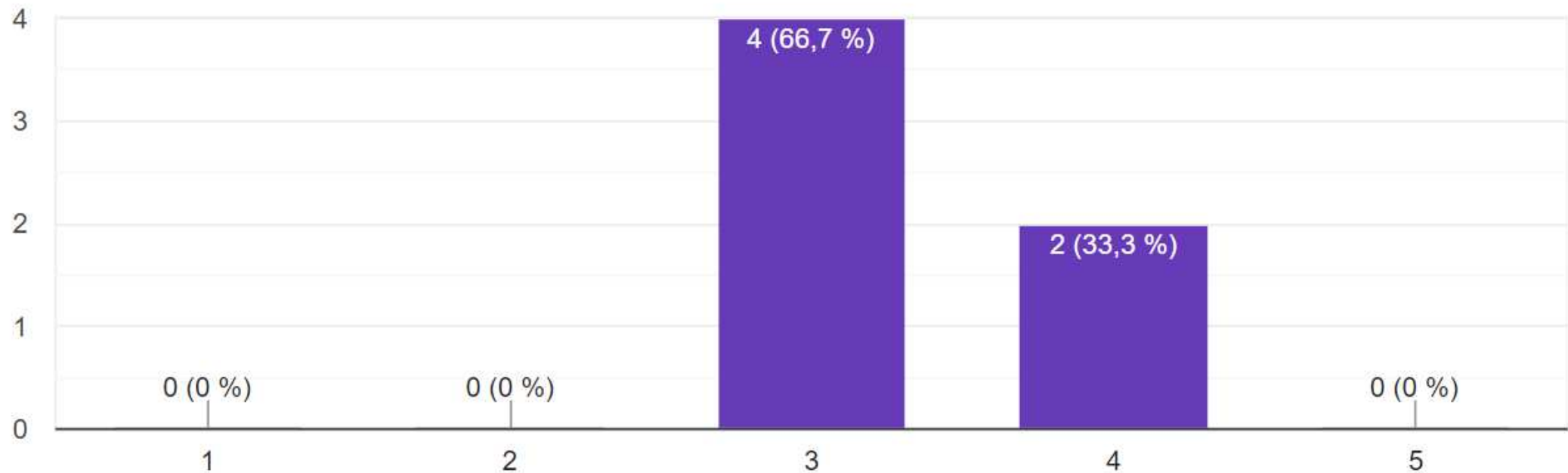
10. Please, mark how frequently you use social media in your organization (1- never, 2- rarely, 3- seldom, 4- often, 5- regularly) ?

11. What is the main purpose of using social media in your organization?

Category	Value
selling	2 (33,3 %)
information and dissemination	6 (100 %)
updating and content sharing	3 (50 %)
streaming	1 (16,7 %)
marketing and branding	2 (33,3 %)
staying in contact with viewers	1 (16,7 %)
Education	1 (16,7 %)

Final remarks on the survey:

- most partners have developed a functioning Museum in the Pocket Mobile App and have been using it for less than 1 Month
- most partners are evaluating it as very good
- at the time of the survey completion most partners have not received a Draw Alive kit
- regarding the social media, all organization mostly use Facebook, Twitter and Instagram; other social media are not used
- the effectiveness of the social media used in each organization varies from poor to excellent; there is a discrepancy between the level of knowledge and use
- personal knowledge of staff involved however, is rated as good and very good
- social media is mostly regularly used in all organization
- Social media is mostly used for information and dissemination purposes, as well as update and content sharing.

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What is the next step?

- As the effectiveness of social media greatly varies from organization to organization, an in-depth presentation of other social media, suitable for the profile of the partner organizations.
- Partners should focus on other aspects of using social media in developing audience and enhancing their digital profile. A training on 21.6.2021 will help them achieve that.
- Mobile applications Museum in the pocket should be broadly disseminated among interested stakeholders.
- Regarding the Draw Alive kit, all partners will have it ready and installed by the next training. A training on efficient use of the tool is proposed for 21.6.2021.

WHAT NEXT?

SHORT PRESENTATIONS OF „MUSEUM IN THE POCKET" MOBILE APP

- Each partner will have cc. 15 min time to prese their app „Museum *in the pocket"*

1. *Provincia di Padova*

2. *Museum of Lebork*

3. *Butterfly Arc S.r.l.*

4. *Fundacio Santa Maria La Real Centro de Studios del Romanico*
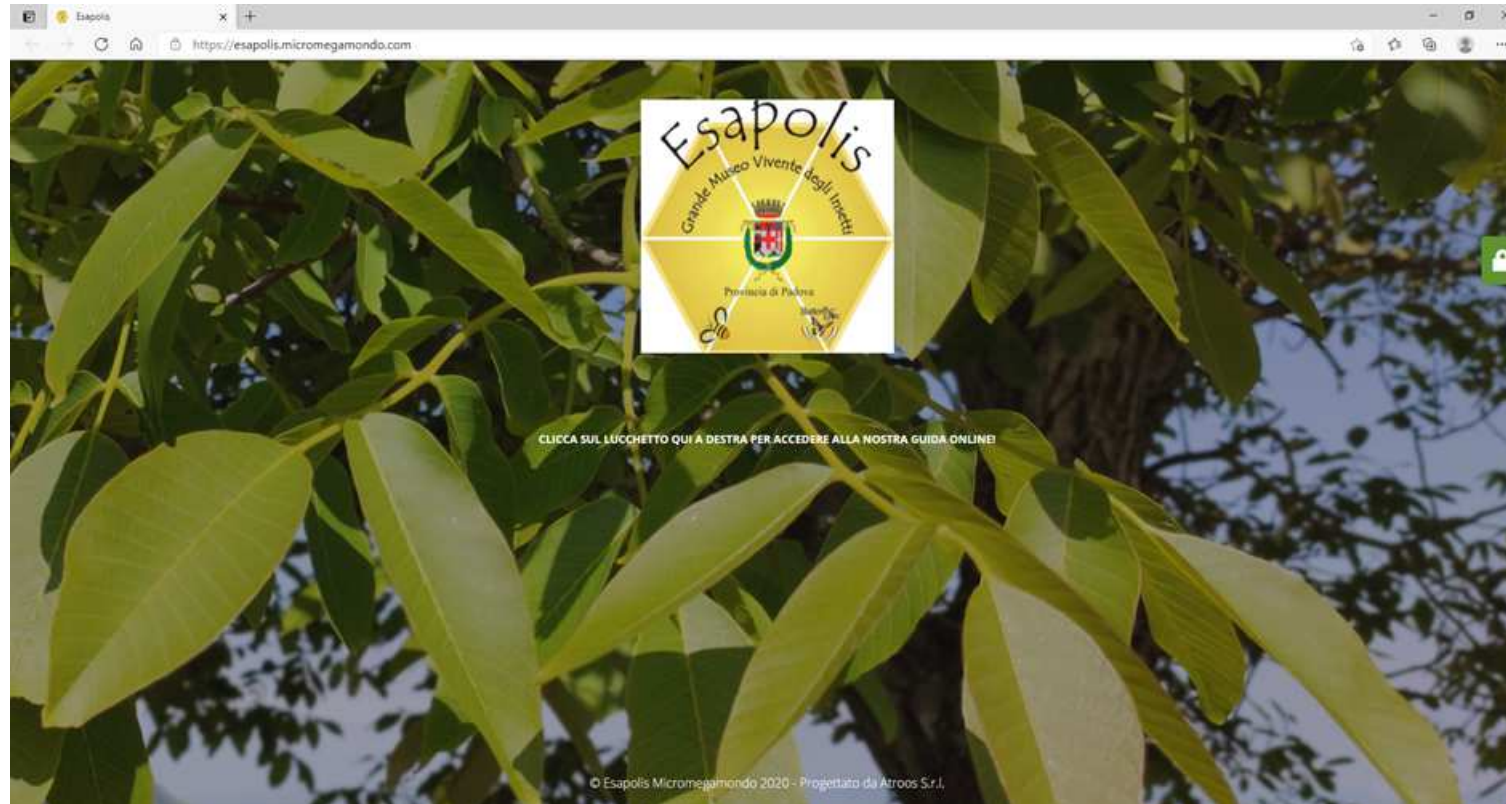
5. *RIS Dvorec Rakičan*

Museum of Lebork

- LINK TO THE APPLICATION:

https://www.app.muzeum.lebork.pl/
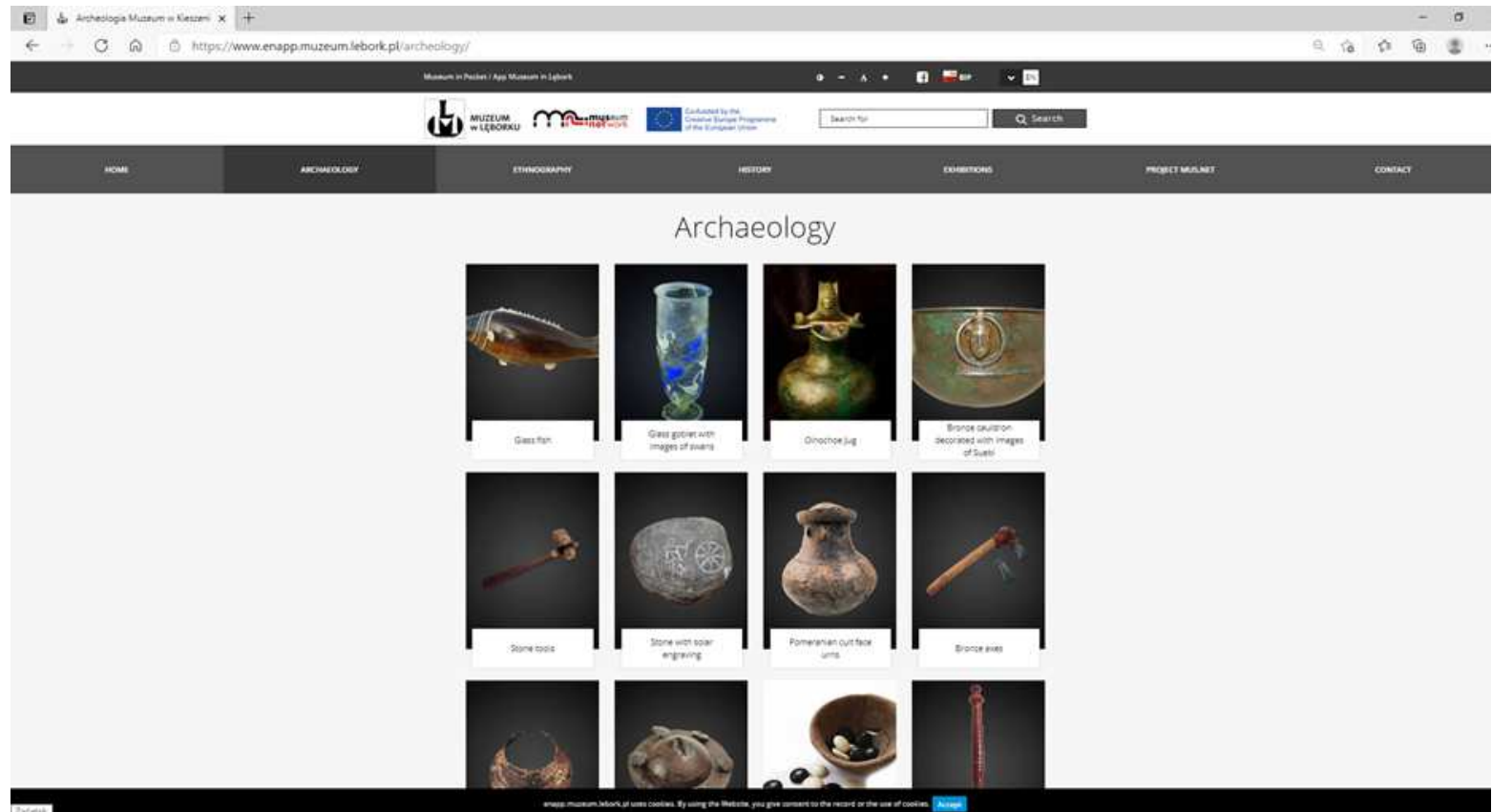
Butterfly Arc S.r.l.

- LINK TO THE APPLICATION:

[https://esapolis.microm egamondo.com/](https://esapolis.micromegamondo.com/)

Fundacio Santa Maria La Real Centro de Studios del Romanico

- LINK TO THE APPLICATION:

https://www.santamarialarealmuseorom.com
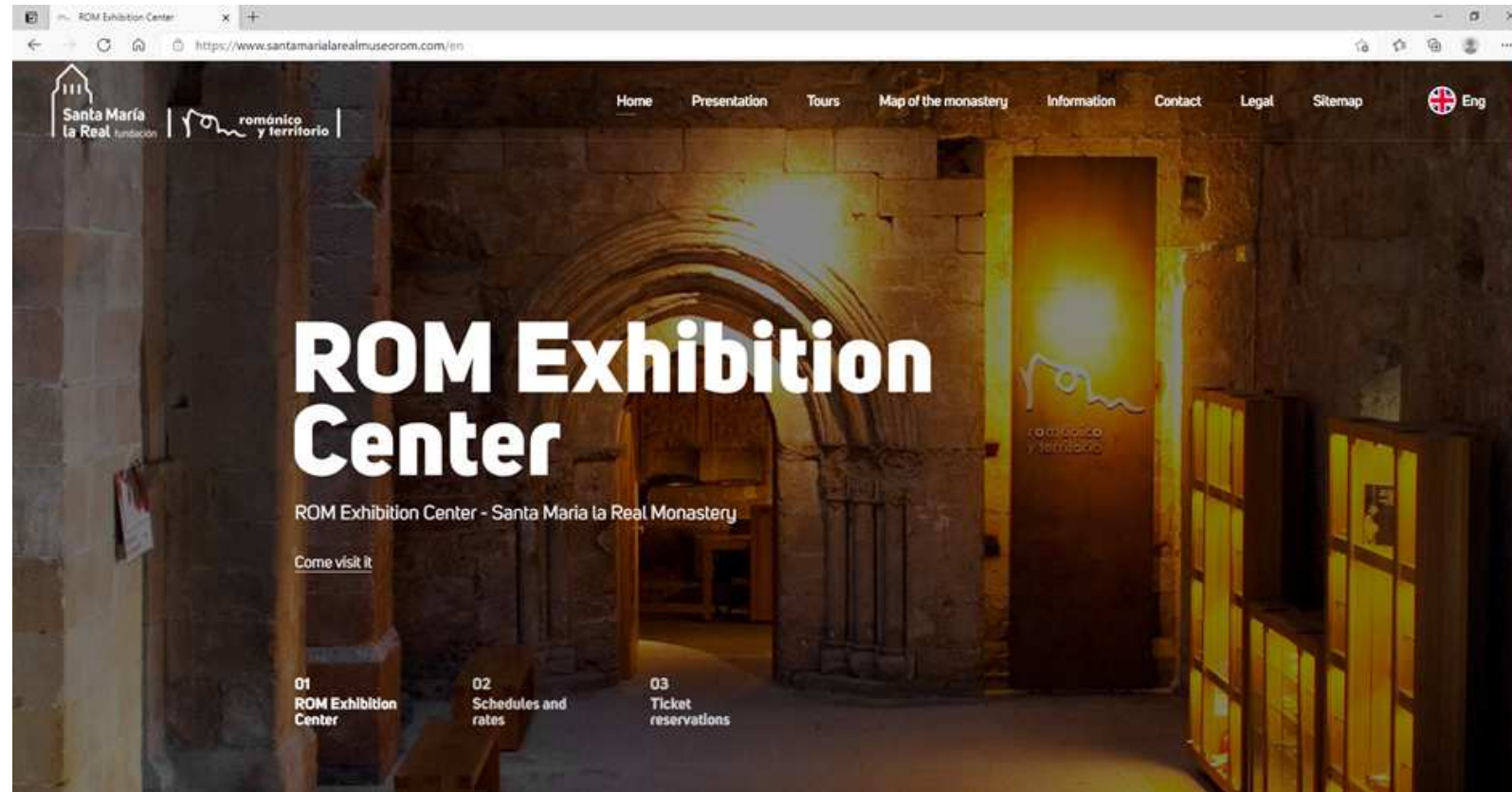
RIS Mansion Rakičan

- The app was created by Niko Dovidija

- „CARRIAGES MUSEUM IN A POCKET"

- Final version was available in April 2021

- It is available in Google Play and AppStore

- https://play.google.com/store/apps/details?id=org.nativescript.carriageandroid

- https://apps.apple.com/us/app/carriage/id1545826459

- QR Codes were also provided by the developer

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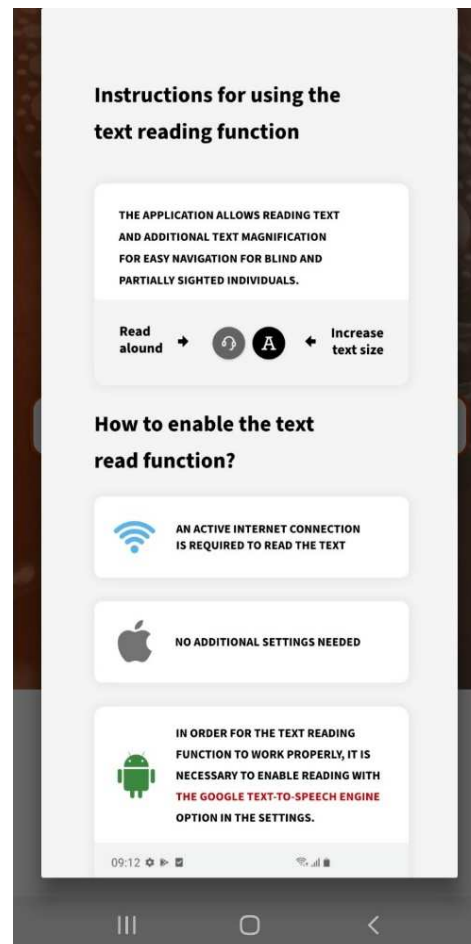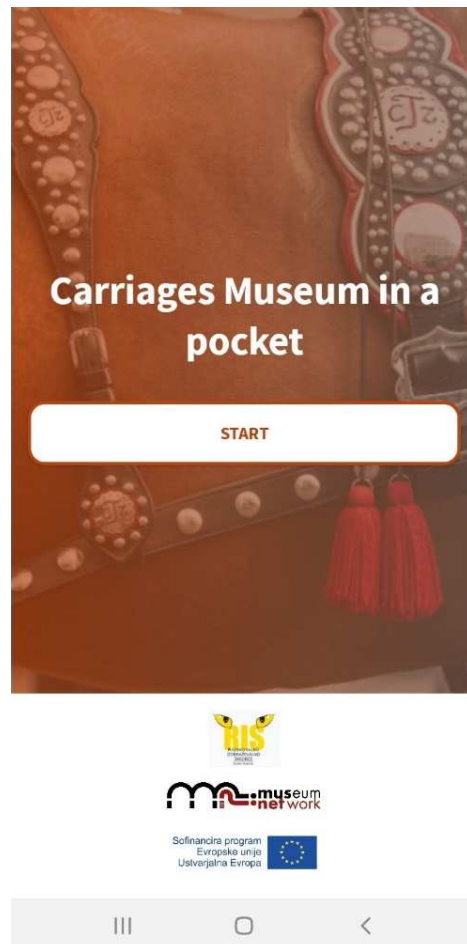# „CARRIAGES MUSEUM IN A POCKET" MOBILE APP – RIS MANSION RAKIČAN

- The app is available in 3 languages (English, German and Slovene)

- The app automatically dowloades in the laguage of the phone

- It is also suitable for visually impaired people as it allows for the automatic reading of the text in all aforementioned languages

- The app offers basic information about the castle and interesting facts about the carriages

- 9 carriages and 1 furnace are featured in the app

- Each carriage is presented by the photo and accompanyng text

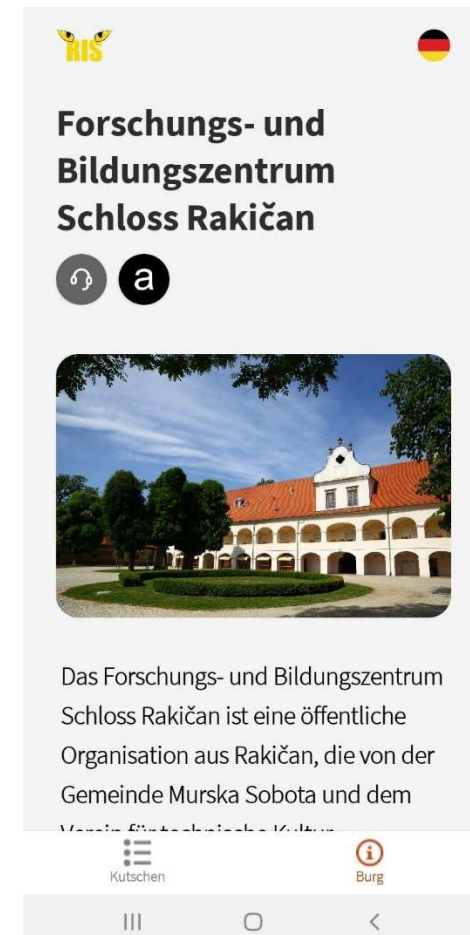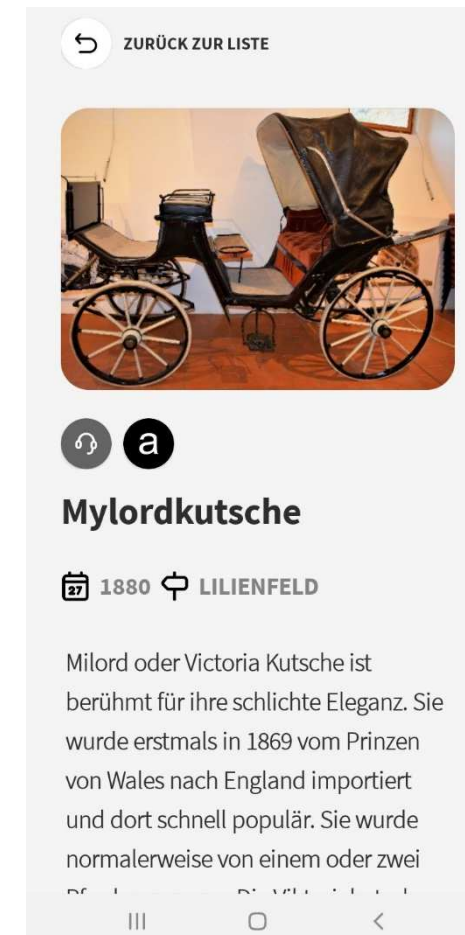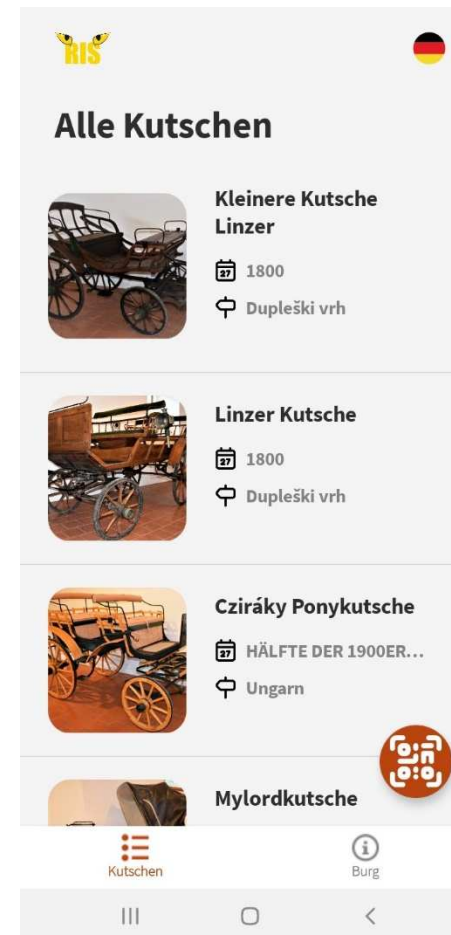- The link to the app is available on our webpage and Facebook profile
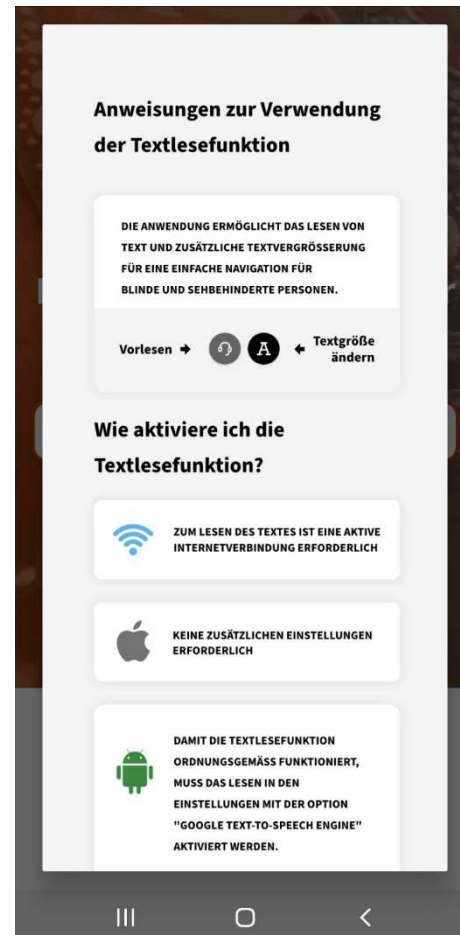
- It is free of charge
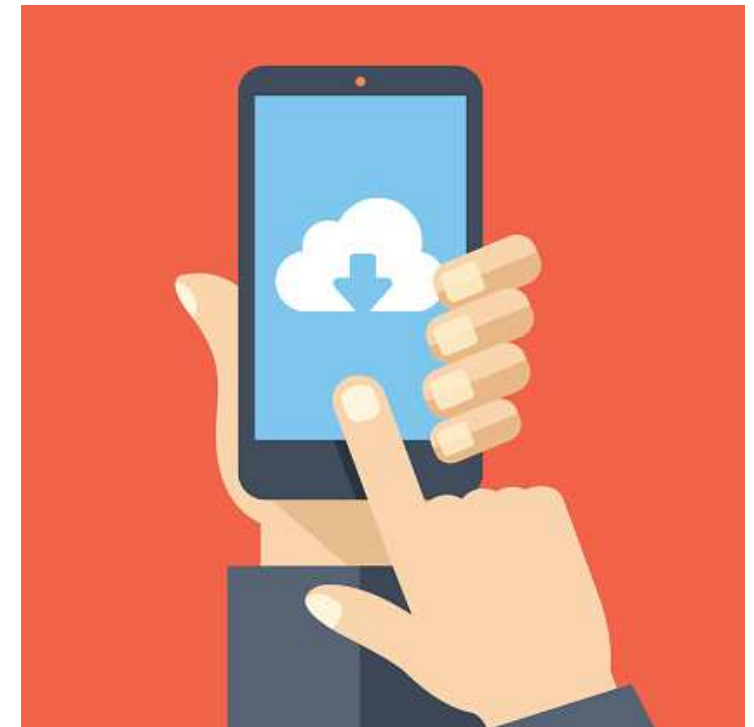
„Carriages Museum in a pocket " mobile app (Slovenian version)
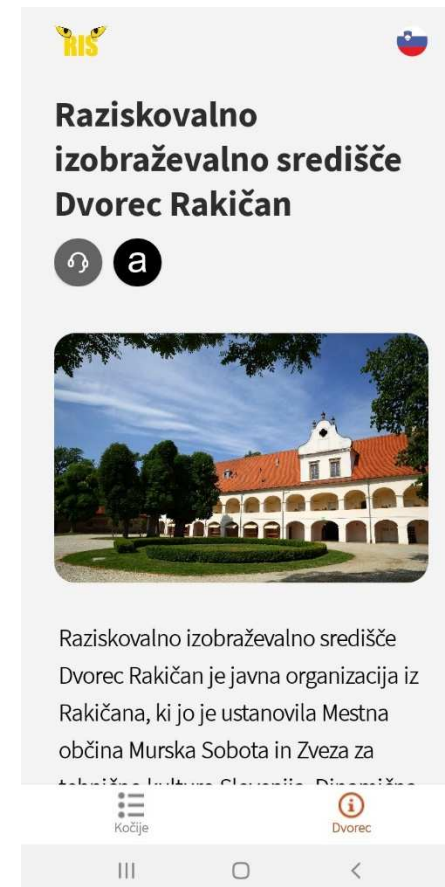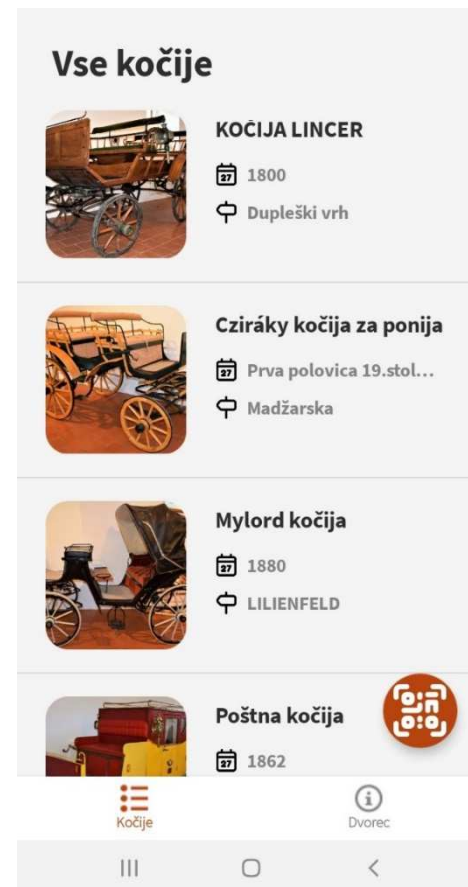
„Carriages Museum in a pocket " mobile app (English Version)
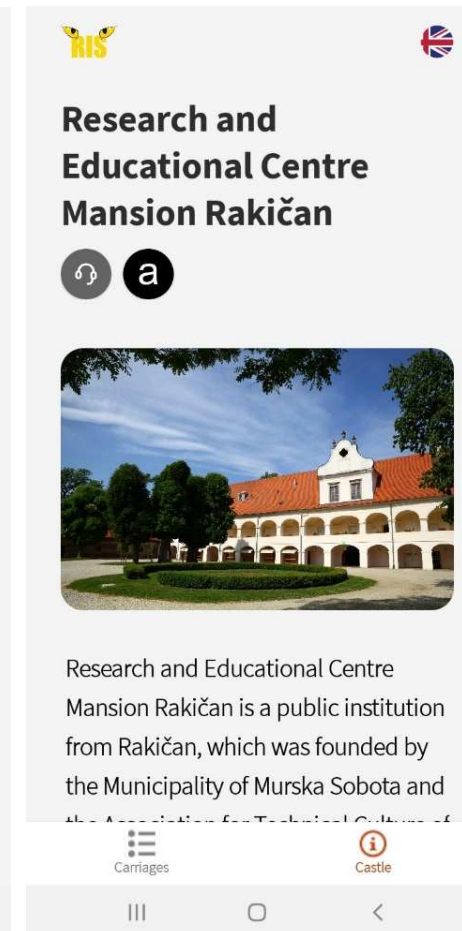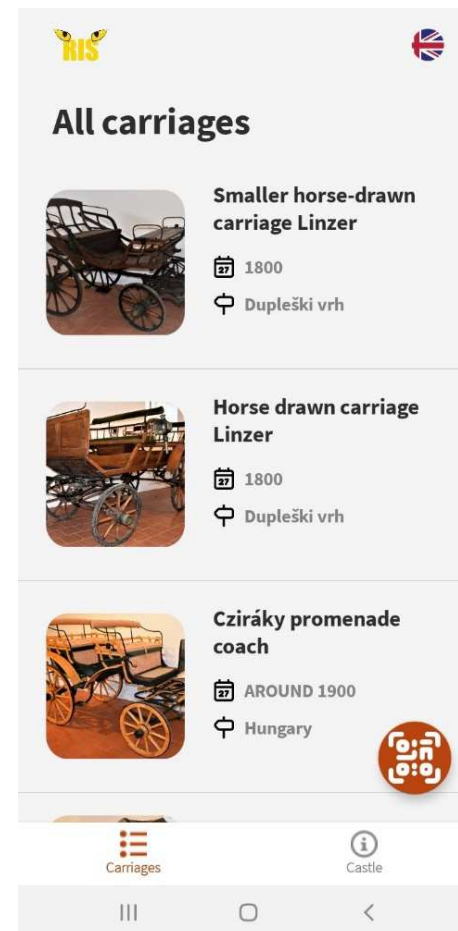
„Carriages Museum in a pocket " mobile app (German Version)

Next training to be held on: 21.6.2021

Overview of the 2nd training

10.00 am CET – 12.00 pm CET (moderator: Butterfly Arc S.r.L. + all partners participating)

• introduction of the training session, general layout of the training, attendance check,

• introduction of the tool Draw Alive and its functions

• effective use of the Draw Alive in the organization

• popularization of Draw Alive among target audience (children, youngsters primarily)

• Paper Draw Alive Set Up

• Tablet Draw Alive and Commercial Venues

• custom projects of Draw Alive in different organization

12.00 am CET – 12.30 pm CET e-Coffee break

12.00 am – 15.00 pm CET (moderator: RIS Mansion Rakičan + all partners participating)

• short presentation of social media used in the project

• effective use of different social media in audience development

• use of social media in marketing and branding

• effective use of hashtags

• Q&A, final assessment and evaluation