

## **GENERAL DOCUMENT FOR THE OPEN DAYS ORGANIZATION**

### **I - SUMMARY:**

This document contains the bases for the organization of the Open Days activity, within the MUS.net project. The bases of the project indicate the organization of four days of free opening. A day at the museum is a traditional event for communities to discover the cultural resources of the territory. During these days, awareness of the collections must be transmitted through different methods.

We are living in a time of uncertainty as a result of the COVID-19 pandemic. It is difficult to launch a document that organizes an open-door activity at a time when the vast majority of museums are closed, and we are still not very clear about how they will evolve things, although we observe a weak light at the end of the tunnel in the form of a vaccine. Let us be hopeful and think that, by the middle of the year 2021, the way of life will be approaching the standards we had at the time of writing the project. With the current situation, it seems more interesting to focus on the objectives we want to achieve than on the dates of the activities. So next we are going to develop a document to determine how to organize this activity.

The project to carry out the activity of the open days is based on three axes:

- 1- General document for the organization of the activity: objectives, dates of visits ...**
- 2- Document that develops the specific organization of each of the four "open days".**
- 3- Specific communication documents for the day (flyers ...).**

### **2 - OBJECTIVES:**

We must separate between the general objective that we propose with the open days activity, which we will develop below, with more specific objectives that will be set for each of the four days.

#### **General objectives:**

- Inform the community about MUS.net and the goals.
- Increase awareness of the collections through different methods.

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- Inform other museums about the project, about the potentials for replicability, about audience segmentation.
- Present to the public the deliverables of the project: video, kid's corner and app.
- Demonstrate that audience segmentation in small museums is possible. So that guided visits to a specific audience, visits by a child audience and visitors who make a free visit to the museum coexist in the same space of time.
- Reach a number of 24,000 people directly involved in the activity.

### Specific objectives:

- They will be marked in the specific document that concerns each open day.

### 3 - DATES OF THE OPEN DAYS:

Today, in the midst of the COVID-19 pandemic, it is really difficult to establish a fixed schedule to hold open houses. We understand that it is practically impossible to carry out any of these activities, at least until the first months of the year 2021, since it is very likely that in several European countries museums are closed during these last months of the year. However, we are going to point out some possible dates. The open days will be aimed at all types of public, however, each day, as we point out below, will have a specific audience group as its main objective.

- I- **Before June 2021** (start of high season): Global open day, with special interest to the museums of the territory.
  - a. Objective: present the project to the community.
  - b. Presentation of the app, Corner's Draw and Video.
  - c. Main target: Special informative interest for the museums and cultural centers of the territory.

As we have previously added, we are living in difficult times as a result of the pandemic. This first day of open days should have already been done. The first proposal for this document was dated March, but the situation in our countries makes it practically impossible. Below we propose two alternatives so that, together, we can decide.

- I- As we have added in the introduction, the first option is to hold the first open days as presence event with the same objectives. This would be the desirable option. The problem is that today we cannot ensure the situation before June allows us to do this activity.



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- 2- Replace this presence session with an online webinar, where we can comply the objectives of the first open day. The advantage is that it is an activity that we could start preparing from this moment and establish a definitive date (perhaps April). The problems are various. The first is that I don't know if it is allowed to do the conference online. Secondly, it will be much more difficult to attract our targets for this activity, so that the success would be less. The webinar is a tool that we can use, along with others as we will see below, to promote the open days online within the goal of reaching 24,000 people directly involved in the activity. But in this case we are talking about using this system as an open day session. It is an emergency option that we indicate only in the exceptional case that the pandemic situation does not improve.

**2- Autumn 2021:** Open day with special interest to groups of families.

- a. Objective: As we will see below, one of the most complicated targets for small museums like ours is that of groups of families, in which each member has a different level and interest. It is a tourist typology that is currently growing, and it is a challenge for our museums to be able to serve this typology. We believe that the deliverables of the MUS.net project are an ideal complement to offer a quality service to this segment. That is the reason why we propose that our second open day be mainly aimed at this target
- b. Main target: Groups of families and local visitor.

**3- January / February 2022:** (School year 2021/2022): Open day with special interest to the school audience.

- a. Objective: present the project to schools in the territory. It is a late date to present the project to the school public, however during this 2020/2021 academic year many schools have restricted departures from the school.
- b. Main target: Education sector and local visitor.

**4- April 2022:** Open day as a conclusion to the end of the MUS.net project.

- a. Objective: Session that serves to prove that the results of the project work. In such a way that different types of visits can be made simultaneously aimed at different audience segments (children, expert audiences, etc.).
- b. Day that is destined so that different types of audiences can coexist in the museum, which will be what marks the success of the project.
- c. Main target: Local visitor, education sector, members of museums...

## **4 - TARGETS (POTENCIAL PUBLIC OF INTEREST) FOR THE MUS.NET OPEN DAYS**

We are going to take a tour through targets within the MUS.net project and the activity of the open days. In each audience group we will indicate the impact (high, medium or low) that the activity can have.

We divide the targets involved in the open days activity in two groups:

### **1 – People directly involved in the project:**

#### **Operators of our museum**

##### **Impact: High**

All of our museum operators must know the fundamentals of the project and the objectives of the open days because they will be fundamental when celebrating the open days.

### **1 – People directly involved in the project:**

#### **Education sector. Primary and Secondary Education**

##### **Impact: High**

We think that these two cycles are an excellent target for the Open Days activity, because it is one of the main audiences to work within the MUS.net project. Activities like the Corner's View are aimed at this group, mainly Primary Education. It is one of the main audiences that museums have to be loyal to for the future.

### **2 - People not directly involved in the project:**

It is the main audience for the open days activity. But this group is too large. We are going to subdivide them into small groups that will be what we consider as targets.

#### **Education sector. High school and Vocational Education and Training.**

##### **Impact: Medium**

Within the education sector we have wanted to separate the cycles, because the needs of the first cycles are not the same as those of the higher grades. This audience segment is very important for a museum, we must focus on it, because the exhibition content of our museums is, for the most part, within the curriculum of these courses. However, we place it at a lower level than the previous segment.

#### **Education sector. University.**

##### **Impact: Low**

Before continuing, we must point out that the university audience segment has to be important for our museums, especially that linked to Humanities degrees linked to the exhibition discourse of our center. In this case, if we have classified this segment as a low impact, it is

fundamentally in relation to the open days, since in some cases our rural museums are far from the universities and it can be difficult to attract this group for a specific activity.

### **Members of museums and other cultural centers.**

#### **Impact: High**

It is not, properly speaking, a target audience segment of a museum. Perhaps we can consider it within the specialized or expert public. However, we have decided to individualize this segment given the importance it has for our project, both from the general scope and for the activity of the Open Days. It is essential to attract this type of audience, that they visit our facilities taking advantage of the Open Days, and that they know what the MUS.net project is. It is one of the fundamental segments to be captured during the performance of the activity, since very interesting synergies may arise for the future.

### **Specialized or expert public.**

#### **Impact: Medium**

It is the segment of the public that has great knowledge about the subject on which the exhibition discourse of our center is based. It is not our main target with the Open Days activity, because it is a segment that can potentially visit our museum without the need to expand the activities on offer. It is a type of audience that, due to its training or interest, is a direct target audience for our center. It is a mistake to think that this type of visitor does not need assistance, and that just visiting the center with its characteristics is enough. Complementary assistance should be given to their knowledge, which adds great value to the visit. However, for this activity we believe that we must first focus on other audiences.

### **Visitor with Disability**

#### **Impact: High**

This segment of the public is one of the great pending subjects for small museums like ours. The reasons are diverse and are linked to criteria of accessibility, mobility and inclusion. MUS.net should serve to pave this way and tend to eliminate barriers for visitors with disabilities. For this reason, we consider the disabled visitor as a fundamental segment for our Open Days activity.

### **Frequent visitor.**

#### **Impact: Medium**

We understand a frequent visitor to be a user who repeats a visit to the center and who is present in most of the activities that are scheduled. He is a predisposed spectator, with great knowledge of the operation of the center and, sometimes, a great prescriber, since he influences other people to visit a certain resource. For the Open Days activity, the same happens as with the previous segment, despite being the base of our target audience, for this activity we are interested in focusing more on other segments.

### **Group of families.**

### **Impact: High**

It is a type of public that is increasing its demand for cultural and natural offerings. It is a difficult group of visitors because the level of knowledge of the components differs. In addition, they do not respond to a clear and easily identifiable profile, so it is difficult to make a standard product for the entire spectrum of this typology. However, more and more visitor centers are developing products for this type of audience, so that working on a product for this audience can become an opportunity. We consider that MUS.net is an ideal project to attract this type of audience, since through the segmentation of audiences, which can be clearly proven in family groups, is where our success is born. So this group has to be a clear target for the Open Days activity.

### **Group of seniors.**

#### **Impact: Low**

A modality that has not been given the importance it has. Traditionally it has been linked to a group that can be offered any type of activity and that are used to add to the statistics of any center. But this idea is changing profoundly, and this audience is being cared for more. There are more and more people with free time, fewer family responsibilities and, sometimes, a medium - high economic level, who are part of associations, universities of experience ... They are groups with high cultural concerns prone to organize many annual trips. They are open to interesting and innovative initiatives. It has to be a fundamental audience segment for the activities of our museum. Although we do not consider it a priority for an activity such as Open Days, although it is for the usual development of our center.

### **Online Visitor.**

#### **Impact: High**

It is the segment of the public most in demand by museums during the current pandemic. With the emergence of the so-called social networks, it is essential to be present in them for the dissemination of a tourist product in which it is about promoting a cultural destination. The online visitor has the possibility of knowing, without being present, the museum. It serves as preparation for a future physical visit and, later, to share experiences with other visitors or even with a future public. Being present on the internet and active in social networks is essential to attract future visitors, retain old visitors and inform both. It is a fundamental typology target in our museum. In the case of the Open Days activities, it is not the main target that interests us, since today it is conceived as a face-to-face activity, but we must take them into account since information through the internet will be essential for communication of the activity. We have designed specific activities for this group that we will observe in the document

### **Local Visitor.**

#### **Impact: High**

Another of the great forgotten when it comes to identifying potential audiences, but it is an important niche because it is one of the best ambassadors a center can have. For our Open

Days activity we consider that it should have a high impact. One of the fundamentals of the museum open days is that the people of the area get to know the exhibition center, therefore, by its own definition, it is one of the important public segments for our activity. In addition, the loyalty of the local public with our museum is very important because they, in addition to knowing their territory, can act as ambassadors for our museums.

### **Accidental Visitor.**

#### **Impact: Medium**

Although it may seem otherwise, they make up one of the broadest profiles of the public. They are people who visit the heritage resource by accident, linked to the routine of vacation tourism. They visit the centers of interest of the place to which they travel, but they are not moved by a specific interest. We consider it to have a medium impact because one of the opportunities that we detect with the Open Days activity is to allow this segment of the public to become interested in our museum and to enter the segment of frequent visitors.

## **5 - PROMOTION CHANNELS FOR OPEN DAYS**

When analyzing promotion channels, it is important to take into account the behavior patterns of the potential audience. For this reason, the conclusions of the report carried out by the Museum Leborg on the surveys carried out by all the project partners were very interesting.

To the question, How do you obtain information on cultural events? The first option - with a unique answer - was through web pages, with more than 25%; followed by social networks with a number greater than 25%. On the contrary, the press, radio, postal letter and poster options decreased significantly, down to less than 10%. The last option was the informative leaflets.

When asked about the means of communication used to obtain information, the answer, despite being multiple, was similar. 76% use websites and 70% social networks. Far from these figures are the press (32%), information brochures (21%); postal mail (19%) and radio (18%) and posters (18%).

Perhaps the reflection of these data is the great importance of the internet and social networks when communicating our activities. Next, we are going to point out the main communication channels when it comes to disseminating the activity of the Open Days.

### **5.1 - ROUTES OF COMMUNICATION OF THE ACTIVITY**

#### **5.1.1 - DIGITAL MEDIA**

As we observed in the previous survey, digital media are the most used to obtain information. It is essential to use these means as a fundamental element of promotion. But talking about digital media today is a lot to generalize because there are several and with different objectives and possibilities. We are going to point out those that will be most useful to us.

- **Websites\*:** Main informative tool, since it is usually the showcase of our entities. It is the first place where we should publish information about our Open Days activity.

- **Social networks:** One of the most powerful tools to report our activities. It is essential to use all the social networks within our reach to promote our event. The success of social networks is in the immediacy, interaction and the ability to share and viralize content. The social networks of our museums already have a loyal audience, of people interested in our activities and services. That is why they will act as an excellent 'speaker' to publicize the information on our websites\*.
- **E-mailing:** Another of the most effective tools we have today. According to specialized studies in marketing, about 80% of consumers prefer e-mail as a communication channel. For e-mailing to be successful, we must have a good database and network of contacts, as well as a clear, concise and, above all, attractive text. This channel will have a good response, but it is intended for our previous clients. To attract new audiences for our activities, our database will have to be expanded with other potential audiences identified in the previous point.
- **Hashtags:** A key element for our promotional actions on social networks is that we generate a common hashtag, which appears in all our publications on social networks, and also in the interaction with all our online audiences.

#### **Our Hashtags proposal:**

**#Musnet - #MusnetOpenDays - #BuildingBridgesBetweenCultures** (this is our motto but it's a bit long for a twitter hashtag) - **#CreativeEurope** (If we want to involve the program that finances us).

Our communication team has suggested the use of these hashtags. But it also suggests that it is advisable to choose just one as a general guideline. We have been reviewing the online publications that we have generated so far, the hashtag we have used the most is **#Musnet**, so in order not to complicate the message we suggest the generic use of **#musnet**. We can also include **#CreativeEurope**, so that the post has a greater impact, and we link with this program.

In this way, it is the one we propose to use in our publications and in all the activities we carry out on social networks such as the contest. Our public must use this hashtag to participate in the activities.

#### **5.1.2 - TRADITIONAL MEDIA**

They are the usual promotion channels. Surely today we would have to introduce digital media on this list, but given their relevance, after the results of the survey carried out by the Leborg Museum, we have preferred to individualize them. They are usually more general, and therefore not as effective for specialized products, but we believe that some of them can help us to spread our open-door activity, considering that we have a small budget for communication.



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- **Local radios:** It is a generalist system, but one that can have good results since advertising reaches a local audience that is an audience that is of interest to the activity.
- **Local written press:** Along with radio, it is one of the media most consumed by the local public and, therefore, by an audience that interests us for our activity. Despite the crisis that the paper press is suffering today, in favor of the digital press, we believe that it is interesting as a complement to the latter. Its physical presence helps it last and not "get lost" in a world saturated with information.

### 5.2 - ACTIVITIES TO DEVELOP BETWEEN THE OPEN DAYS FOR THEIR PROMOTION

One of the communication tools that can work to promote the open days activity and, of course, our museum, is to develop activities between the celebration of the open days. Next we are going to develop some ideas that we can carry out, pointing out how it would be carried out.

- 1- **Webinar:** We understand a webinar as an event distributed on the web with educational content with the aim, in our case, of promoting our museums, the MUS.net project and the Open Days activity. With this system we achieve a great interaction with the public. It is an activity in accordance with the season in which we live, in which the online visitor and the activities developed for that target have grown a lot. Through this activity we want to carry out a promotional campaign aimed at the target: education sector, family group, Members of museums and other cultural centers, specialized or expert public, frequent visitor and, of course, our online visitor.

*As we pointed out previously, one suggestion is the possibility of holding the first day of open days virtually, in the form of a webinar. It's just a suggestion based on the current pandemic prevent develop the activity in a present way. **Option that we must debate.***

- 2- **Online contest:** As we have seen last year. One of the most effective tools to promote our museums is the performance of activities such as contests, challenges, etc., aimed at the online public of our museums. We believe that it is a very important target for the open days activity and for the project. It is a very important way to reach the goal of people directly involved in the open days. That is why we propose the organization of a common contest for the four centers.

In the specific document of the first open days, we presented a proposal about the webinar and contest, and how to organize it.

### 6 - NEEDS FOR THE REALIZATION OF THE OPEN DAYS

Below we indicate the elements necessary to carry out the Open Days activity:

- Specific promotional material for the Open Days activities. It will be complementary to the project official. It will have specific messages linked to the objective of each day. Materials such as flyers, posters, etc. Within this material there is also merchandising material that can be delivered to the winners of the contest. Among the gifts we can think of utensils such as cups, aluminum bottles for water, backpacks or a laptop sleeve. These objects would carry the logo, motto and image of MUS.net. We can use it for this activity, but also for others within the project.

- Material for conducting workshops or activities necessary for the development of the open day.

## **7 - EXPECTED RESULTS**

For each open days, the expected results will be highlighted, which will be set by the proposed objectives. The results will be defined by number of participants, contacts made, etc; as well as by conducting a survey to the participants of the activity, with the mission of testing whether the proposed objectives have been met. Both the objectives and the expected results will be defined by the specific document for each day.

The final objective of the open days activity, according to the project bases, is to reach 24,000 people directly involved. That should be the goal to achieve with all our actions

## **8 - STRUCTURE OF THE SPECIFIC DOCUMENT FOR EACH OPEN DAYS**

The specific document for each open days is conceived as a simple document that must answer the following questions.

**1 - WHAT ARE WE GOING TO COMMUNICATE? (OBJECTIVES OF THE DAY)**

**2 - WHO ARE WE GOING TO COMMUNICATE? (TARGET)**

**3 - HOW ARE WE GOING TO COMMUNICATE IT? (COMMUNICATION CHANNELS)**

**4 - WHAT ARE WE GOING TO DO? (ACTIVITIES)**

**5 - WHAT WILL WE NEED? (NEEDS FOR THE DAYS)**

**6 - WHAT DO WE EXPECT? (EXPECTED RESULTS)**