DOCUMENT FOR THE ORGANIZATION OF THE FIRST OPEN DAY

Date: June / July 2021, before the start of the high season for most museums. The motto that we are going to use for this first day is: *"Building Bridges between Cultures"*.

The objective is for each partner to organize the first session of the open days during the month of June or, at the latest, the first days of July. The best is that each partner chooses the day that he prefers so that he can develop the day in the best way according to his interests. We have to think that, as a result of the pandemic, each country has different legislation in relation to museum capacity and more things, so that each partner has a better knowledge of what the organization should be, although following the general objectives of the session that it will be general for everyone.

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

- To make the MUS.net project and its objectives known to different segments of the population of the territory in which our museums are located.

- Public presentation of the novelties that our museum presents carried out during the MUS.net project: Mobile Application, Corner's View and Presentation Video.

2 - WHO ARE WE GOING TO COMMUNICATE? (TARGETS)

Despite the fact that a day of open days, by definition, is an activity open to the entire population. We believe it is interesting that each day is focused on a specific target. It is essential that this activity helps to preserve the objectives pursued by the MUS.net project. In addition, a segmentation of audiences for each day will help us to better organize them.

As we have indicated, the fundamental objective of the first day is to serve as a public presentation of MUS.net, the main targets for this first day are:

- **Members of museums,** cultural / natural centers and administrations of our territory. One of the fundamental objectives of our project is to establish relationships with these types of centers. We believe that the first open house is a good time to make this approach.

- **Local media.** The help of the local media will be essential, not only to communicate the information of our project, but also to help us expand its audience. For this, we propose to give them a preliminary presentation about MUS.net and the Open Days objectives.

- **Local population.** It is a main target in the open days. Throughout the day, we will carry out activities so that they know the facilities and the progress of the MUS.net project.

- **Online visitor:** It is the segment of the public most in demand by museums during the current pandemic. We think that it is a necessity to develop activities to promote the open days activity during the development of the project. The group of online visitors must be a fundamental objective to

promote the activity, but also to fulfill our objective of people directly involved in the activity. This group is the target of our online activities that we will point out below.

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

- **Digital media:** Main tool for the dissemination of activities. Within its great variety we can use the following.

    o **Websites:** Use the websites of our entities and those of our museums to communicate information.
    o **Social Networks:** In addition to using our own, it may be interesting to send the information of the activities to other profiles with a theme similar to ours so that they offer the information of our activity to the users. (for example the social networks of the *Creative Europe* program, etc.).
    o **Newsletters / E-mailing:** It is essential to have a database of the main audiences of interest of the day (members of museums in the territory, etc.) to send them the invitation to the event.
    o **Hashtag:** Add the hashtag #musnet in all the online activities that we are going to develop: informative post, contest or webinar.

+ SOCIAL MEDIA CAMPAIGN

As we have seen, the importance of digital media and social networks for the promotion of the activities that we develop from our museums is enormous. We believe it is essential to carry out a marketing campaign on social networks to increase the success of the open days. We are going to develop how we can do that campaign.

The steps we must take are:

1 - Choose the post to promote.

a - The first day of the open days

In this case, the promotion of the first two seems more interesting, since the target of the open days is more focused on the local public, for which we can use other communication methods.

2 - **Make the post announcing** the activity (link to the registration form) and click on "Promote post".

3 - **Choose the type of campaign** according to your objective. In the case of the webinar to get more visits, we need people to sign up for the webinar. In the case of the contest, it will be enough to get more visits from the publication.

4 - **Insert "Sign up" button** (call to action button). In the event that we want people to register (webinar).

5 - **Create your audience** > age, geographic criteria, interests… Criteria that are defined in the target of our first day of open days.

6 - **Choose duration and end date**. Based on the start of the first open days, but must be seen at least one month before

7 - **Set our budget** (it will be optimally distributed over the duration). As a general rule, the campaigns we develop usually have an average budget of 100 euros and a campaign duration of 2 weeks. We have a budget to carry out these types of actions.

8 - **Check your text:** clear, concise, attractive and linked to the registration page (landing page/google form, etc) where we will post more extensive information on the activity, be it the contest, the webinar or the open days itself.

9 - **Click on "promote publication".**

10 - From that moment on, during the whole process, you will be able to monitor the whole process to see how your campaign is working.

- **Traditional media:** Given the importance of local public attendance at our activity, it is interesting to use local media as communication channels, using, of course, those that are available to us. In this order

  o **Local radio.**
  o **Local press.**
  o **Local TV.**

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

This point detailed below is indicative. Each partner will organize the development of the first event of the open days because it will depend on the legislation of museums in relation to the restrictions due to the COVID 19 pandemic.

Basically the activities will be aimed at disseminating the MUS.net project and presenting the news made through it. However, it is interesting to do specific activities according to the audience segments that interest us, identified in the previous point.

- **Members of museums,** cultural / natural centers and administrations of our territory. There will be a single activity, preferably in the afternoon, so that a greater number of participants can come, with an approximate duration of one hour in which the MUS.net project will be presented, suggesting the possibility of a collaboration or a possible replication of the project in the future. Subsequently, a tour

of the museum will be carried out with special emphasis on the improvements developed during the MUS.net project.

- **Local media.** There will be a single activity, preferably in the morning so as not to coincide with the afternoon, with an approximate duration of 30 minutes in which the MUS.net project will be presented, with special emphasis on the segmentation of audiences for small museums . This is followed by a presentation of the museum's novelties made during the project.

- **Local population.** Guided tours will be made every hour throughout the day. The visit will last approximately 30 minutes and will be based on 4 aspects:

  1 - A very short presentation on the basics of MUS.net.
  2 - A very brief presentation on the characteristics of our museum.
  3 - Explanation of the new tools developed during the project.
  4 - An invitation to discover the museum using the tools developed.

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

- Have active and running the video, the corner's draw and the app.

- Communication material related to the MUS.net project and also specific informative material for the open day (flyers, banners, posters, etc.).

- Merchandising specific to MUS.net (T-shirts, mugs, balloons, aluminum bottles for water, backpacks or a laptop sleeve, etc.). This merchandising will be used during the open days, but also as a reward to our participants in the contests.

6 - WHAT DO WE EXPECT? (EXPECTED RESULTS)

The success of the activity will depend on the number of attendees, but also on the ability we have to communicate the objectives and the problems that MUS.net is trying to solve. Success will be measured by a survey completed by the participants in the activity.

Regarding the success of the activity in terms of number of participants, it is difficult to establish specific numbers as it depends on different variables such as number of inhabitants of the town, date, etc. But we can put some approximate objectives.

- **Total visitors to the open days:** 150 people.

- **Number of participants belonging to the segment of operators of museums, cultural centers, etc .:** 10 people.

- **Number of media participating in the event:** 5 media.

- **Scope of activity through the media, internet, etc .:** 2500 people.

It will be essential to know the opinion of the participants on the first day of the open days, for this it will be essential to create **satisfaction surveys** that must be filled out by as many visitors as possible. During this first open days, the surveys have to be focused on offering information on two specific points:

1 - Knowledge and public interest of the MUS.net project (audience segmentation in small museums)

2 - Interest, functionality and improvements of the app, video and corner's kid.