WP5. A14
Phase 2: LOCAL TRAINING
SESSIONS - material

GENERAL INFORMATION ABOUT THE PROJECT

Information about the project

Programme: **Creative Europe**

Sub-programme: **Culture**

Category: **Cooperation projects - Small scale cooperation projects**

Name of the project: **MUSeum NETwork**

Acronym of the project: **MUS.NET**

Duration of the project: **September 1, 2019 - April 30, 2022 (32 months)**

Partnership includes **5 project partners**.

Project leader: **Provincia di Padova (Italy)**

Project partners: **RIS Mansion Rakičan (Slovenia), Museum of Lebork (Poland), Butterfly Arc s.r.l. (Italy), Fundacion Santa Maria La Real Del Patrimonio Historico (Spain)**

Budget of the project: **325,299.00 €**

Creative Europe Programme

This project is funded by the European Union programme Creative Europe 2014-2020 and will be completed by 2022.

The Creative Europe programme 2021-2027 has a budget of € 2.44 billion, compared to €1.47 billion of the previous programme (2014-2020). Creative Europe invests in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors.

The **main objectives** of the programme are to

- **safeguard, develop and promote European cultural and linguistic diversity and heritage**
- **increase the competitiveness and economic potential of the cultural and creative sectors, in particular the audiovisual sector.**

The novelties of the programme will contribute to the recovery of these sectors, reinforcing their efforts to become more inclusive, more digital and environmentally more sustainable.

The Creative Europe programme is divided in 3 strands: Culture, Media and Cross-sectoral.

Goals of the project

- **to develop verifiable and concrete methods for ensuirng availability of intangible and tangible cultural assets for all citizens;**

- **to increase the number of visitors, especially in museums and galleries**

The project is based on the establishment of a network of European institutions that work in the field of culture and are managing small museums and galleries.

The measurements are intended for a wider target group and the project focuses on smaller families, visitors that are older than 50 and representatives of vulnerable groups, as well as migrants or new members of the community.

The main tool in developing audiences is the **use of modern technology**, as well as **digitalization of exhibits** and other material.

This kind of approach changes the visitors museum experience and makes it more interesting, which ensures the design of a much more attractive cultural offer and that leads to expansion and increasing the visits of target groups.

By establishing an international network, a part of which are the smaller museums and galleries, **the project aims to strenghten cultural diversity, enables more frequent mobility of knowledge and personnel,** as well as contributes to expansion and sustainability of achieved results in european space and strenghtening ties between partners.

Through innovative methods and new knowledge, **project partners aim to increase the number of visitors in smaller museum and galleries,** which is also connected with training of staff and volunteers. In this part of the project, the goal is to increase the expansion of cultural assets, get easies access to cultural contents and create bonds with visitors (the use of social media and other technology for communication with visitors, bigger involvement of local media ...).

These measurements positively effect the economic functioning of the environment, which increases social development of the community.

Some of the **challenges**, with which we, the project partners, are faced with and that comply with four main priorities when it comes to forming measurements in the field of European culture, are:

1. available and inclusive culture in the field of development and market approaches (to attract new visitors);

2. protection of cultural heritage, which is connected with informing citizens about the cultural background of an individual community;

3. introduction of creative economy and innovation as a tool for communicating effectively and reaching future visitors;

4. encouragement and expansion of culture diversity in EU relatons and expansion of mobility with intention to strenghten ties with project partners.

SURVEY AND BENCHMARKING OF BEST PRACTICES

METHODOLOGY

A questionnaire was prepared for the MUS.NET project under the Creative Europe program. The initial assumption was to conduct a paper-based survey in the areas where partner institutions are located. For this purpose, the plan was to involve volunteers to conduct street surveys. However, as a result of the COVID-19 pandemic and the resulting restrictions (partial or complete lockdown), the methodology of the survey had to be reconsidered.

In order to protect both the employees engaged by the partners and the respondents, a decision was made to create and conduct an online survey. The creation of the online version was also dictated by the fact that some of the partner centres have either been closed or their activities severely limited.

The content of the survey was prepared by the Polish partner - the Museum in Lębork.

The survey was translated into partner languages. The online survey template was prepared by two teams of IT specialists, Italian and Polish. The first team of IT specialists created an online survey in the Italian language for partners from Italy, i.e. the project leader Provincia Padova and the partner Butterfly Arc. The other team of IT specialists created online questionnaires in Polish, Slovenian and Spanish versions for other partners.

The prepared links with ready-made questionnaires were sent to the partners. The statistics were collected by both IT teams. When the set number of completed questionnaires was reached, the statistics were sent to the partner responsible for the survey - the Museum in Lębork, which then analysed the data.

The survey comprised 12 questions. However, 4 questions were semi-open questions, requiring the respondent to complete them. The survey can be divided into two thematic parts. The first part contained 6 questions focusing on obtaining answers from respondents regarding their needs, expectations and preferences in terms of cultural offers presented by the project partners.

Questions, used in the survey

1. The frequency respondents made use of the cultural offer available in their local area

2. The sources from which respondents obtained information on the cultural offer

3. The type of cultural offer the respondents participated in

4. How often the respondents participated in the cultural offer offered by the partner institution

5. Details of the cultural offer that arouse the greatest interest among the respondents

6. Respondents' opinions on suggestions for making the cultural offer of the partner institution more attractive

The second part of the survey presented the profile of the respondents who took part. These questions concern:

7. Gender structures

8. Age structures

9. Educational profile

10. and 11. Place of residence of the respondents

12. The main life activity carried out by the respondents

The study covered a total of: **278 questionnaires**, including:

A. Provincia di Padova: 51 (including 39 + 12 questionnaires for the visually impaired group)

B. Museum in Lębork: 50

C. Butterfly Arc s.r.l .: 30

D. Ris Raziskovalno Izobrazevalno Središče Dvorec Rakican: 32

E. Fundación Santa María la Real del patrimonio histórico: 115 Provincia di Padova

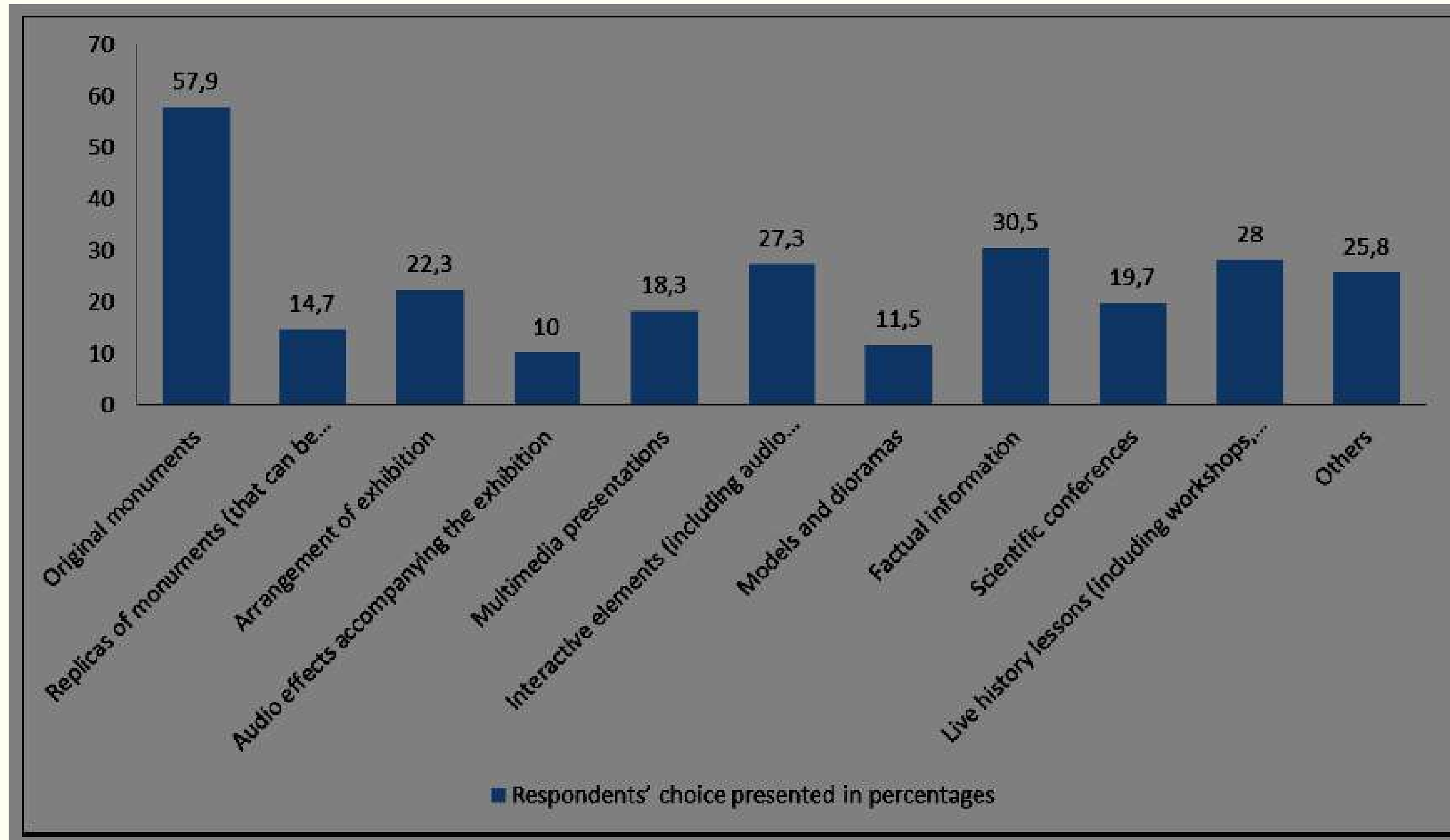# Where do you get information about the cultural offer in the city from?

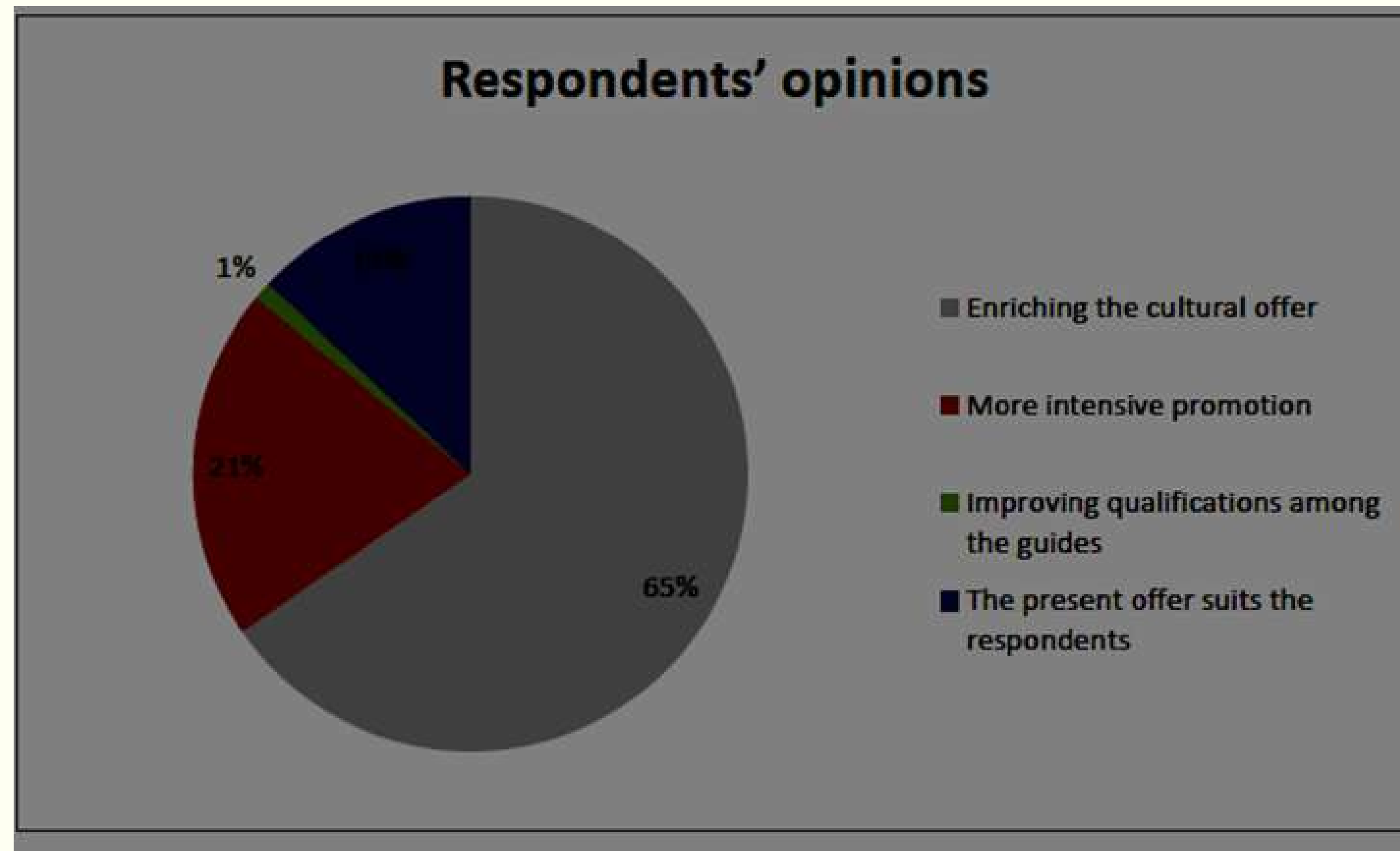| Source	Count
Website	211
Social networks	194
Press	88
Radio	51
Newsletter	52
Poster	50
Leaflet	57

The percentage of the respondents attending a particular event
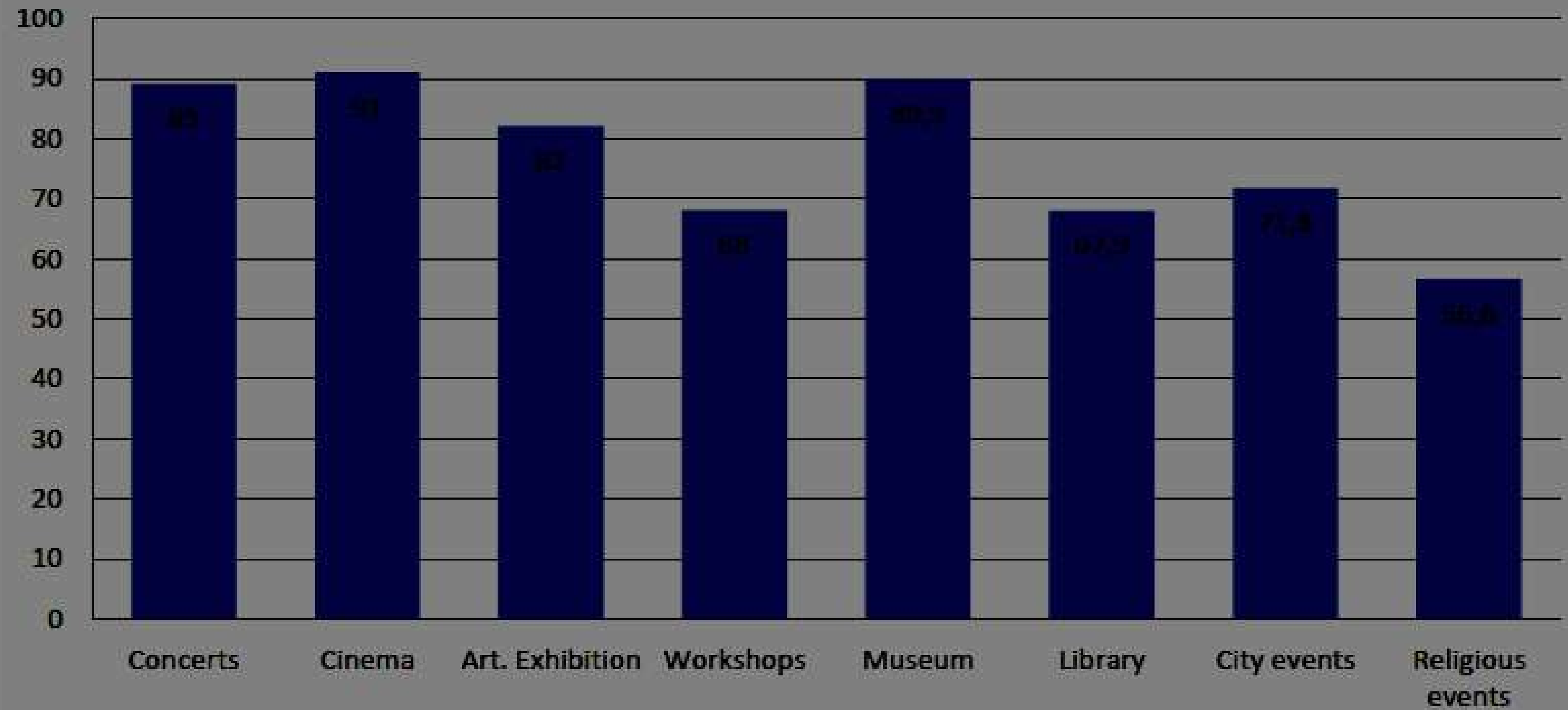
What particularly attracts your attention at exhibitions? Please select up to 3 answers.

What, in your opinion, would make our cultural offer more attractive?

BENCHMARKING OF THE BEST PRACTICES

A survey was conducted by all partners among selected cultural institutions.

Questions:

1. *General information: a brief description of the history of the museum, collections, objectives*
2. *What projects had the organization joined? Which target group/s were involved in these activities?*
3. *Why are new audience development solutions necessary?*
4. *Which good practices have been implemented to increase the attraction of the cultural offer and the number of visitors?*

The report was prepared by the Museum in Lębork on the basis of a survey conducted on 18 cultural institutions from 4 European Union countries as part of the MUS.NET project.

GENERAL INFORMATION

- Statistics about the budget, staff, visitors annual turnout, collections, objectives,
- projects joined and target groups
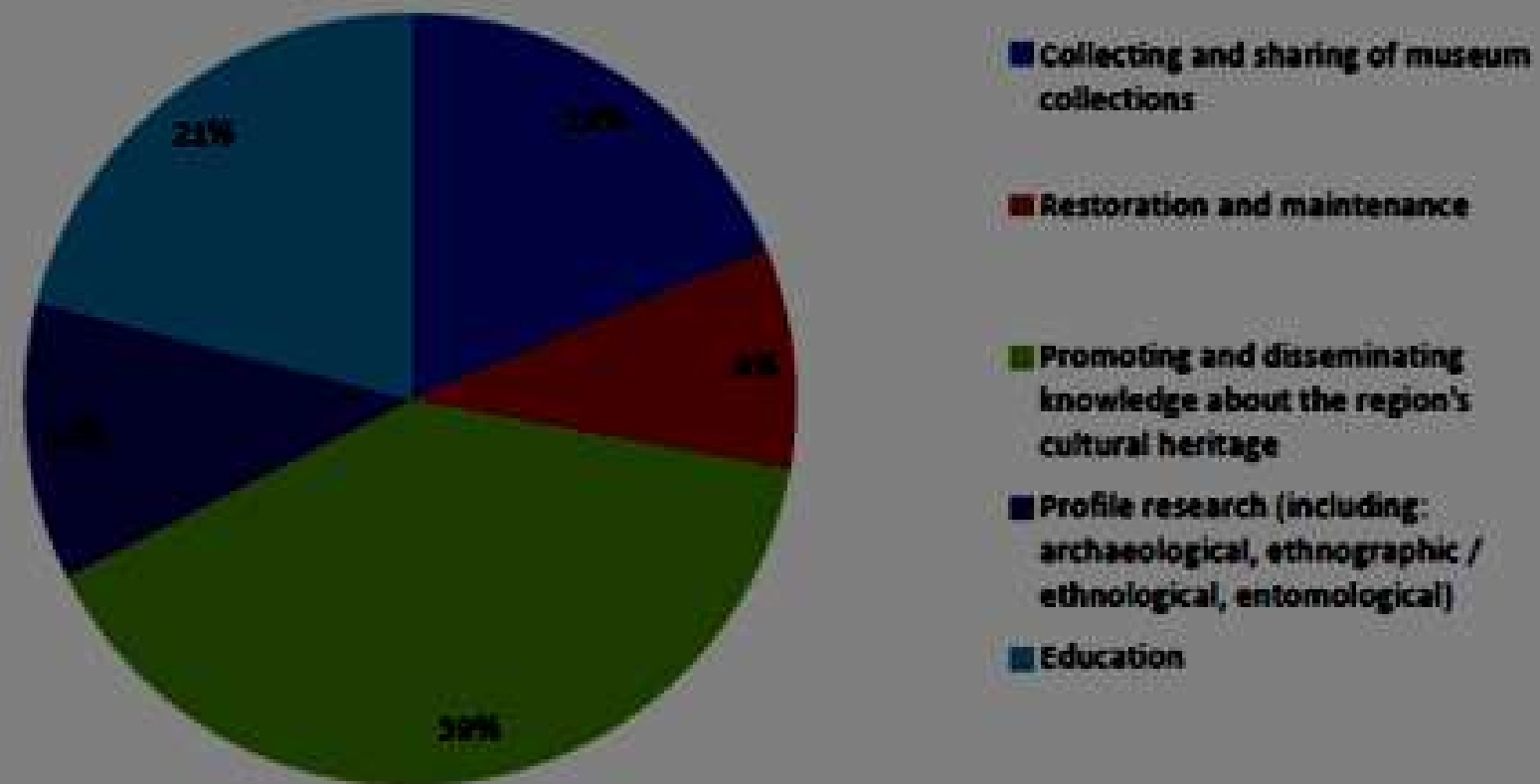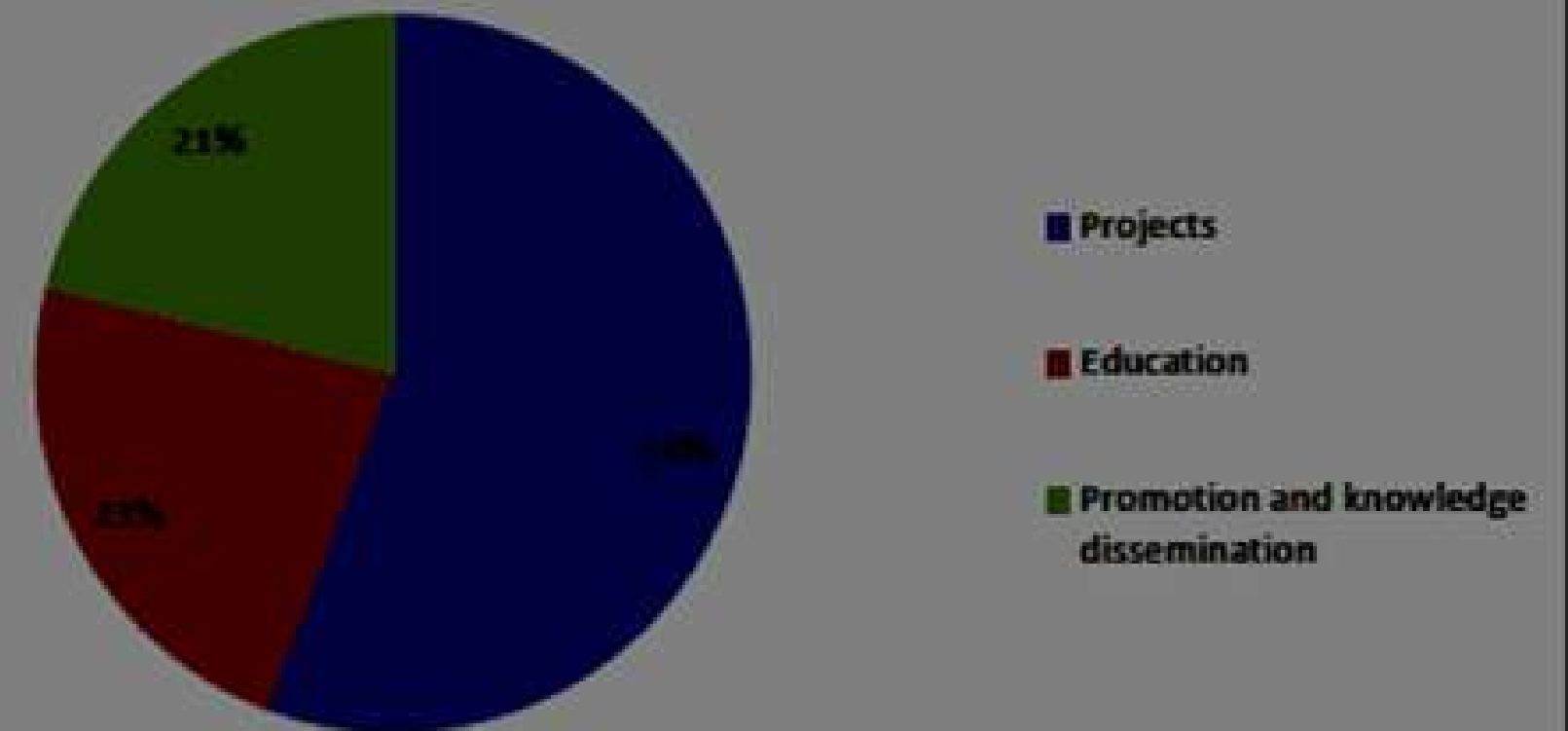
WHY ARE NEW AUDIENCE DEVELOPMENT SOLUTIONS NECESSARY?
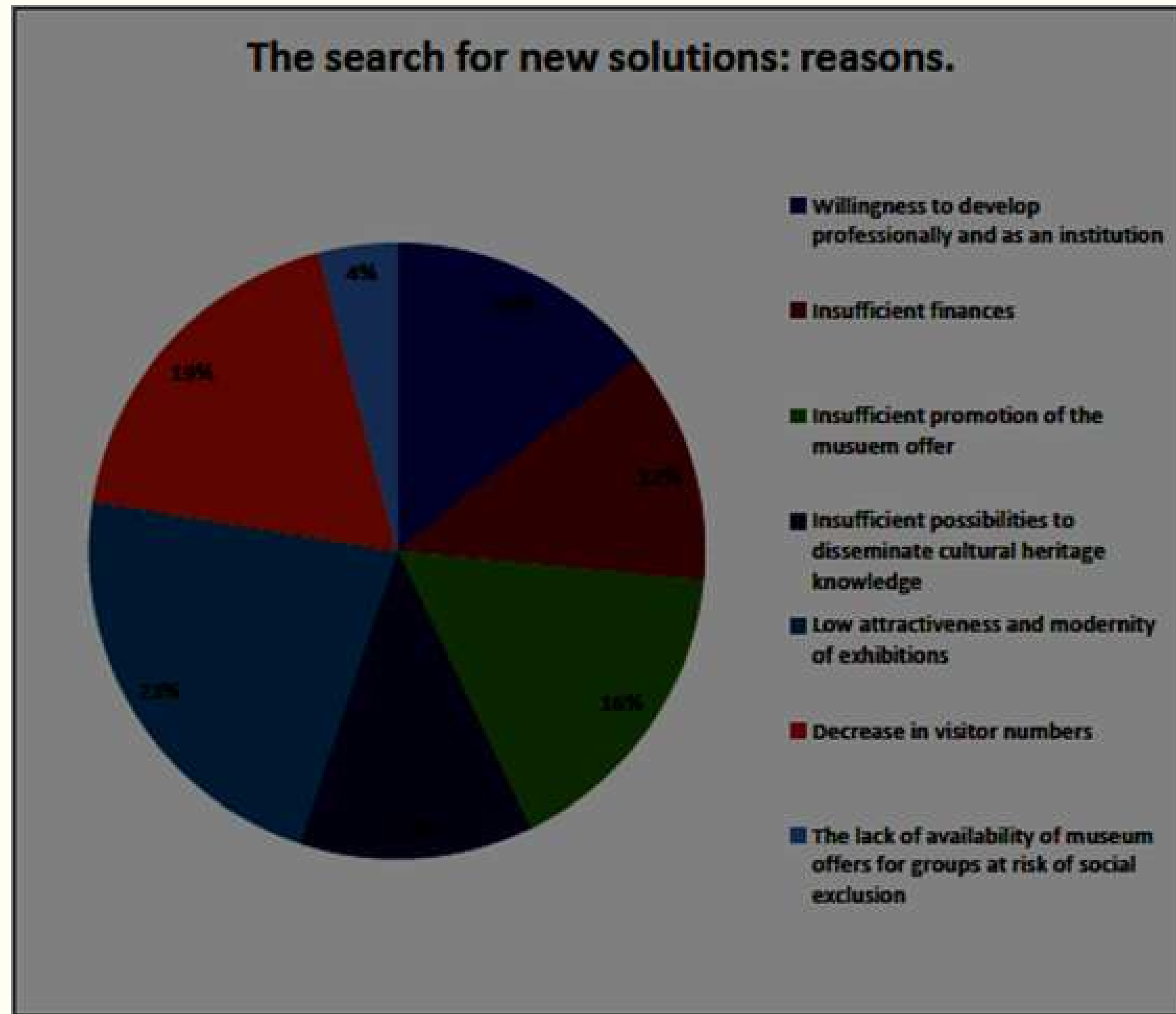
Which good practices have been implemented to increase the attraction of the cultural offer and the number of visitors?

- ONLINE ACTIVITIES (websites, social media profiles)
- NATIONAL AND FOREIGN PROJECT IMPLEMENTATION
- STAFF TRAINING
- COOPERATION WITH LOCAL GOVERNMENTS, CULTURAL AND SCIENTIFIC INSTITUTIONS
- CULTURAL EVENTS ORGANIZATION
- MODERNIZATION AND TEMPORARY EXHIBITIONS
- MERCHANDISING
- ACCESSIBILITY FACILITIES
- EDUCATIONAL ACTIVITIES

BENCHMARKING OF THE BEST PRACTICES - CONCLUSIONS

Constant technological progress, the attractiveness and modernity of displays in large museum centres, the popularity of multimedia forms of education provided for visitors are increasingly forcing smaller museums to update their exhibitions and search for innovative ways to attract audiences.

The survey proves that insufficient funding for promotional activities is directly linked to lack in an explicit increase in visitor numbers. Despite the often-unique collections, the form of their presentation is not enough to effectively promote cultural heritage and increase audience development.The largest number of respondents (24%) regarding the reasons for seeking new solutions for audience development (AD) reports the low attractiveness of exhibitions lacking in modern educational tools.

A few respondents answering the question about good practices mention modernization of their exhibitions in terms of applying the multimedia arrangement forms available on the market, 3D visualization, VR or AR technology and others. Most of the small museums still work in the educational field based on direct contact with the recipient through the organization of workshops, museum lessons, temporary exhibitions, conferences etc.

Role of RIS Mansion Rakičan

RIS Mansion Rakičan cooperates in this project as a leader of the pilot project implementation, which includes selection, procurement, implementation and testing of the technology equipment to introduce innovative methods of digitalization of cultural contents.

The partner also **cooperates in preparational, educational and communicational activities**, as well as takes care of the dissemination of project results.

The pilot implementation workpackage is the main part of the MUS.NET project and it includes **webinars for museum managers** and the **development of digital cultural activities (e. g. interactive open days, digitalization of exhibits with the use of digital applications** etc.).

Mobile Application - "Museum in the pocket"

In the framework of the MUS.NET Project, all partners have developed an app that features their museum collection.

All applications are available in their native language as well as English. In addition, they are accessible for people with disabilities as they offer different sets of functions in order to facilitate them.

Some applications are also available on Google and AppStore for users to download them.

ICT Tool Museum in the Pocket - example of RIS Mansion Rakičan
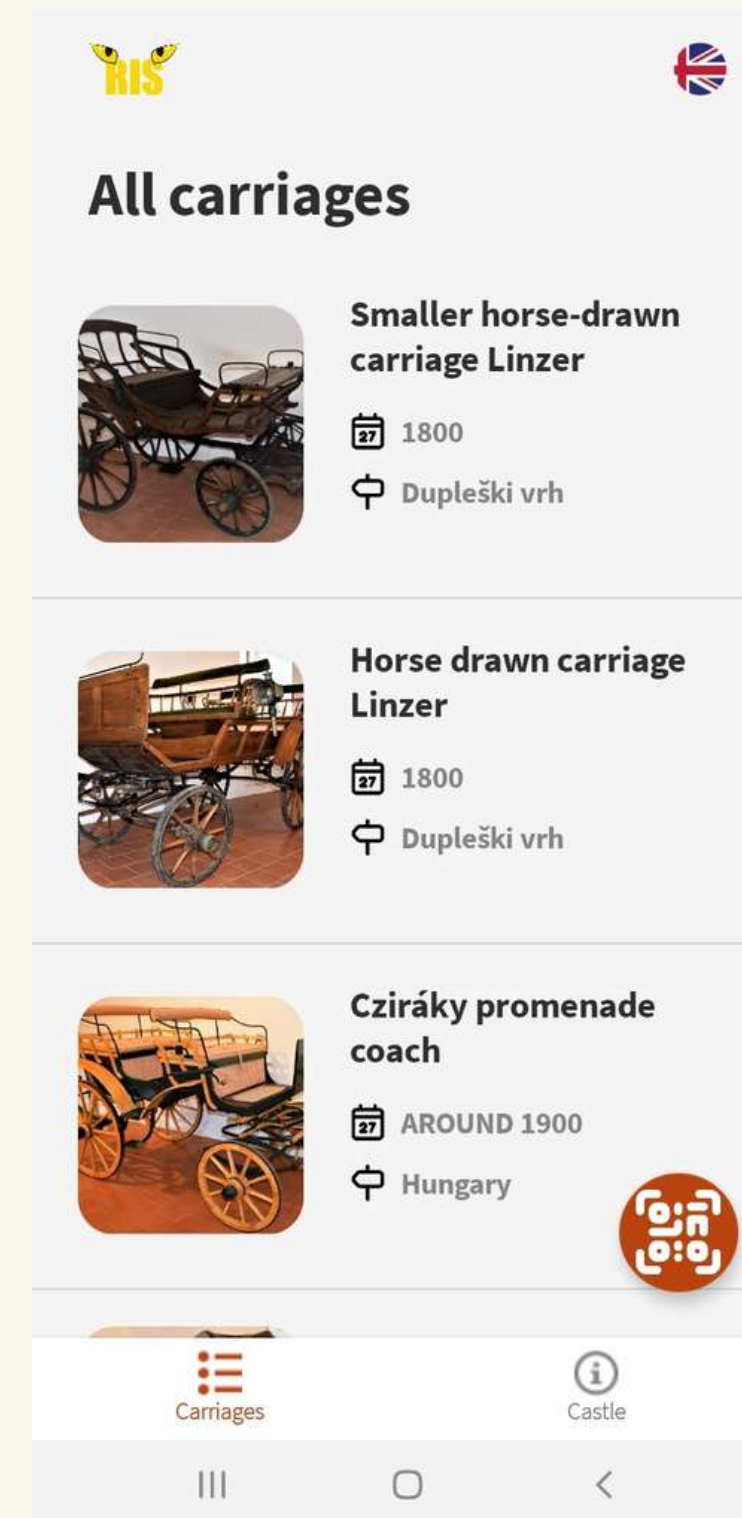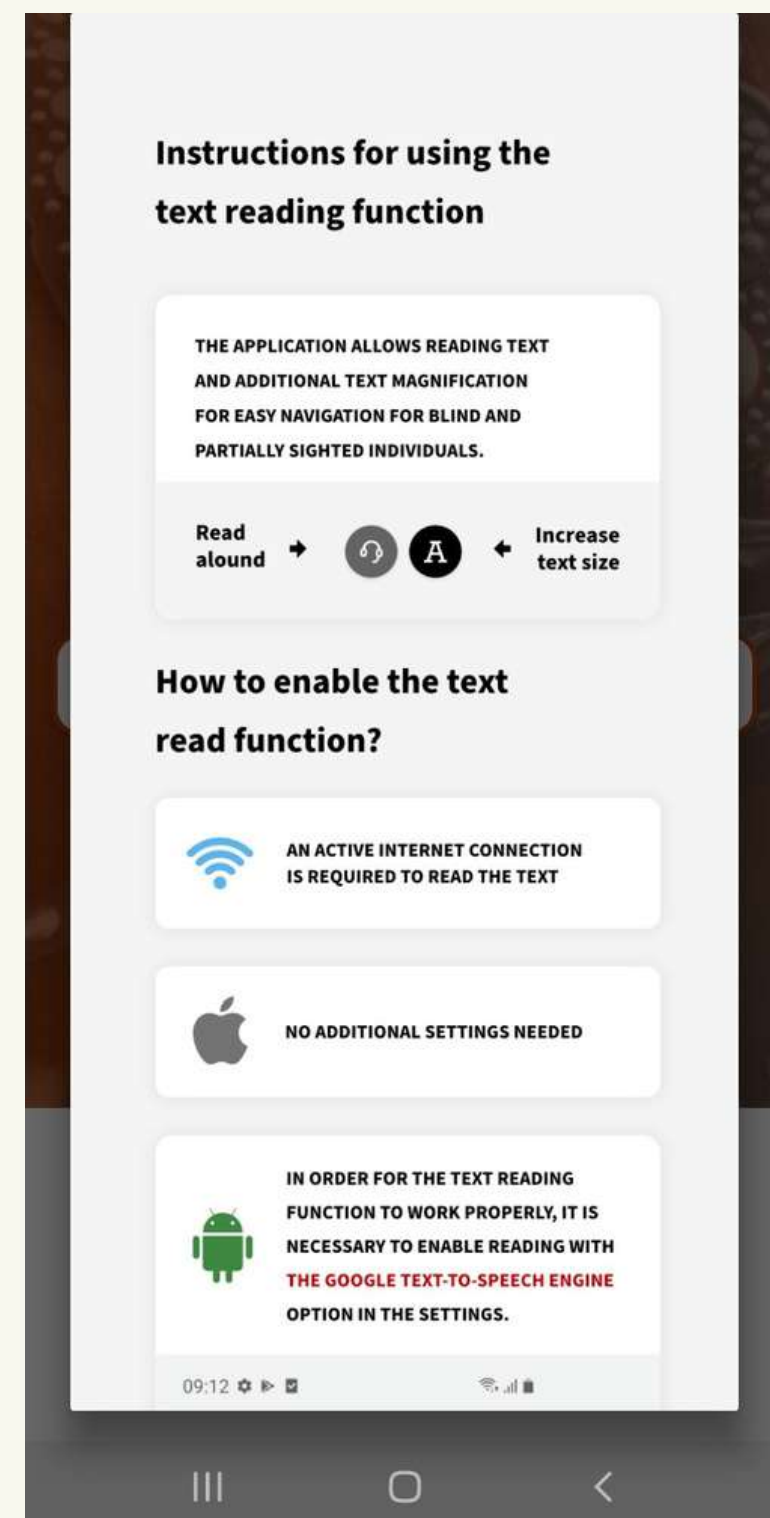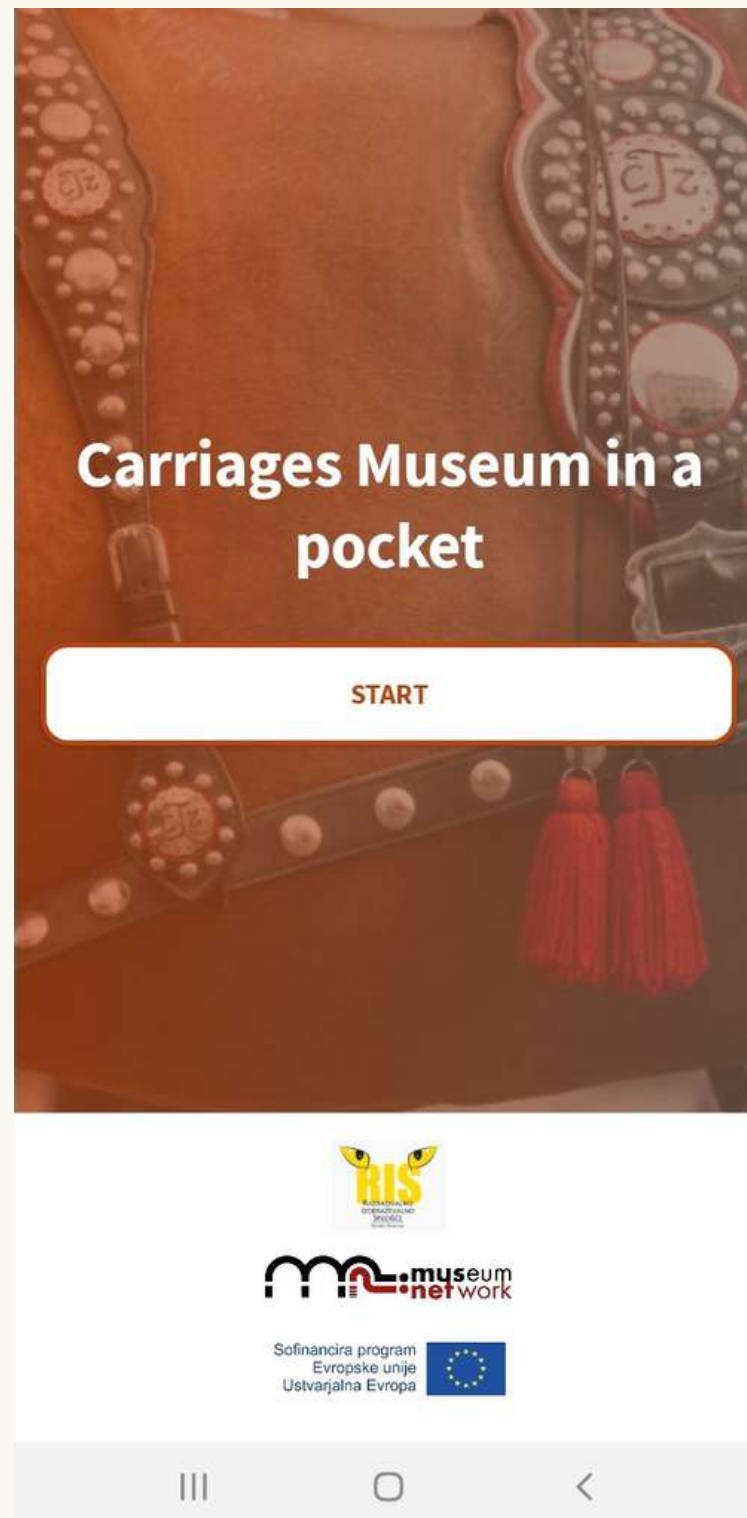
DRAW ALIVE

Draw Alive is a unique interactive drawing game in which users can watch their drawings come to life on a large screen.

HOW DOES IS WORK?

- First, pick out a coloring template of your choice. All of our themes come with fun templates to choose from.

- Next, color in your template and write your name!

- Once you're done, walk over to the scanning cabinet and place your coloring page under the scanner.

- In about three seconds, you'll see your coloring and name on the screen!

- Watch your coloring and others interact around the screen.
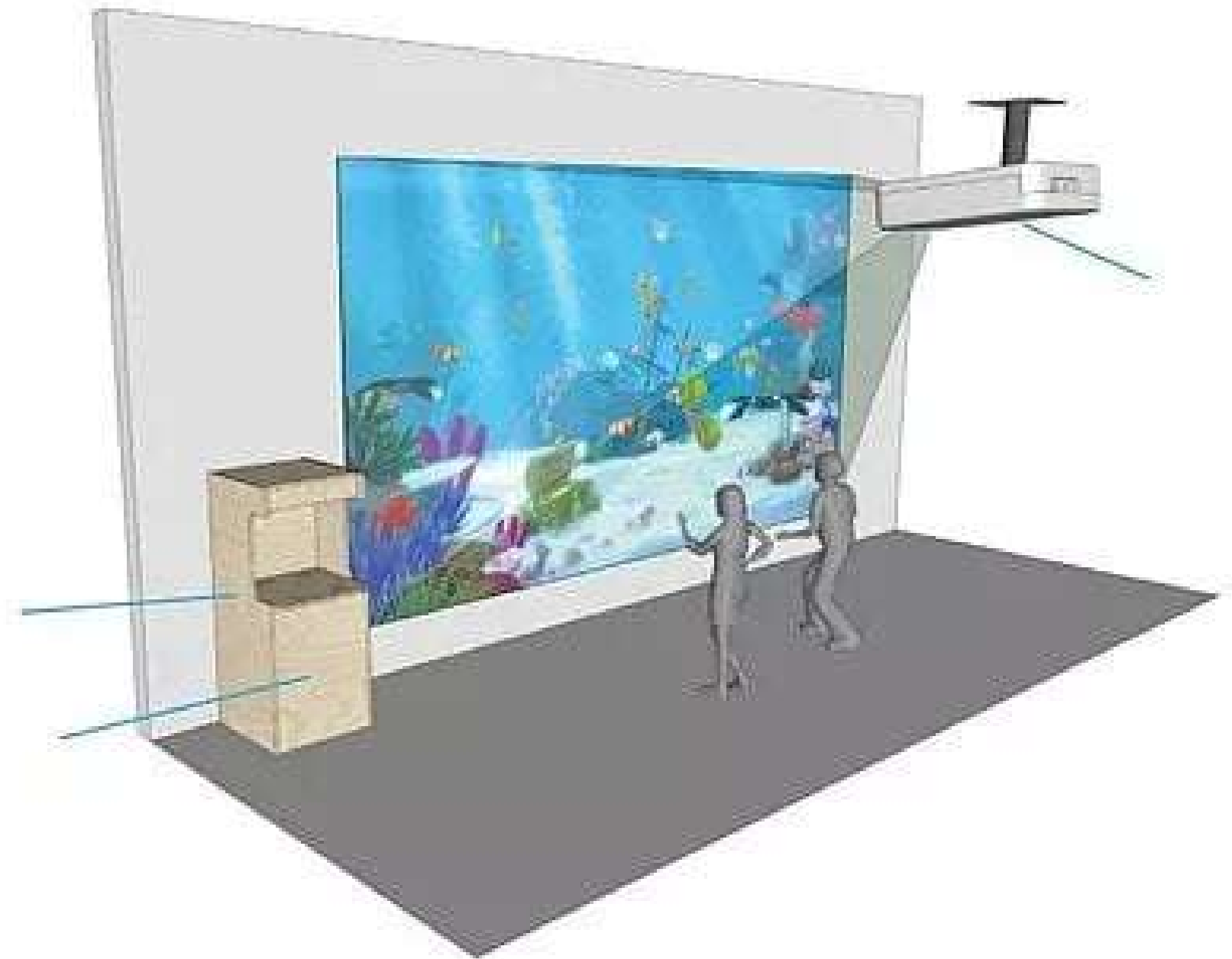
Using social media in MUSEUMS

(marketing, audience development)
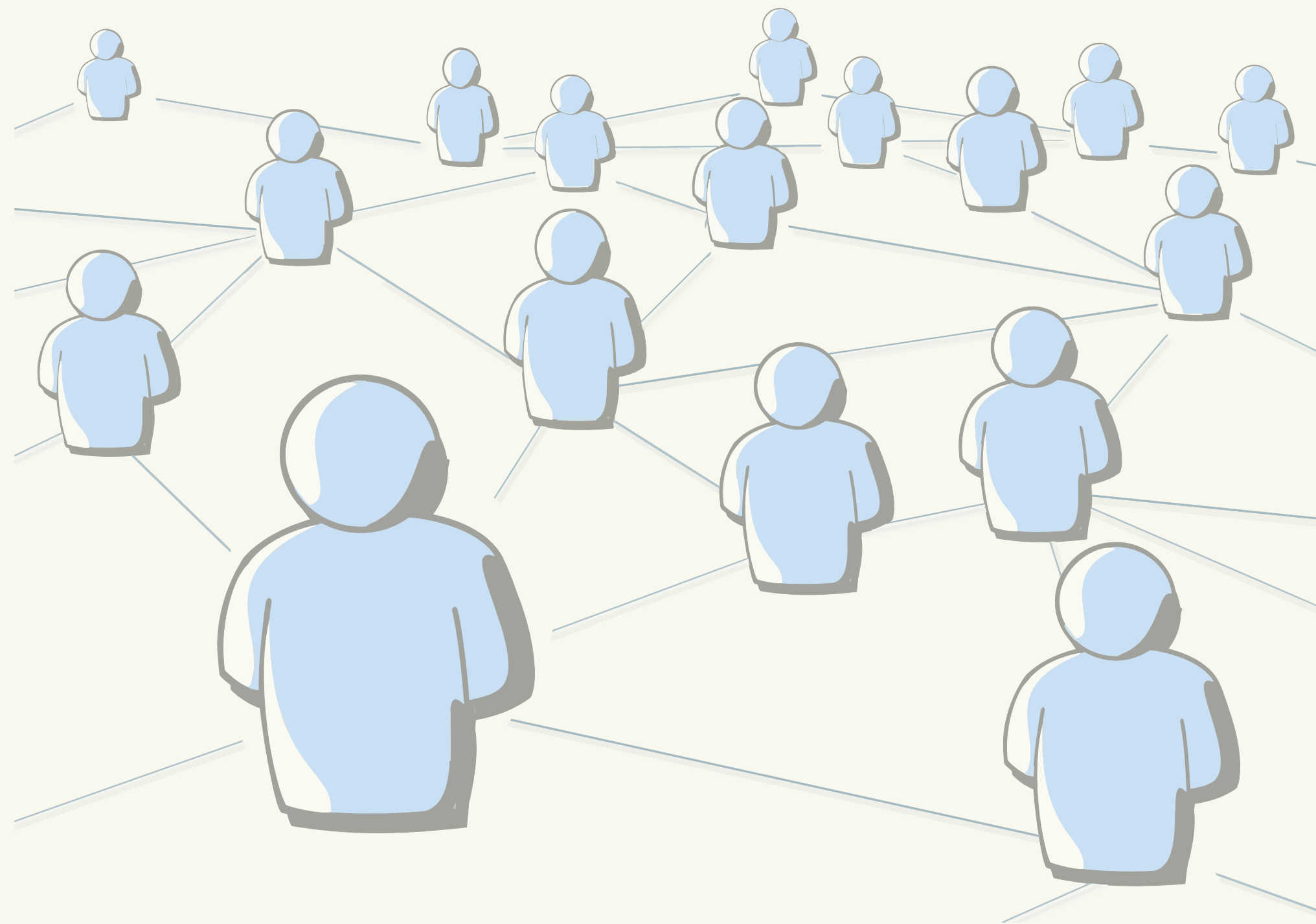
How should museums approach social media?

Social media should be to see it as another tool with which to accomplish your museums mission. For many this means sharing a passion for art, history or science.

Social media is the perfect platform to communicate this passion and to tell stories in a way that will resonate with your audiences.

Finding the right tone of voice for your social media is something that most museums seem to struggle with, and it isn't hard to see why.

Museums are often long establish, respected and authoritative institutions and the way in which they approach most communications from wall labels through to advertising reflects this.

Social Media is a conversation not a broadcast

While composing interesting, informative and entertaining social media posts is essential, it's important to recognise that these platforms offer the opportunity to speak with your audiences not just at them.

Schedule time to answer questions and participate in conversations across your networks.

Some platforms such as Facebook, Instagram and YouTube will reward content that receives comments by showing it to more people. So it's worth asking questions in your content to encourage your followers to leave comments and engage with your institution.
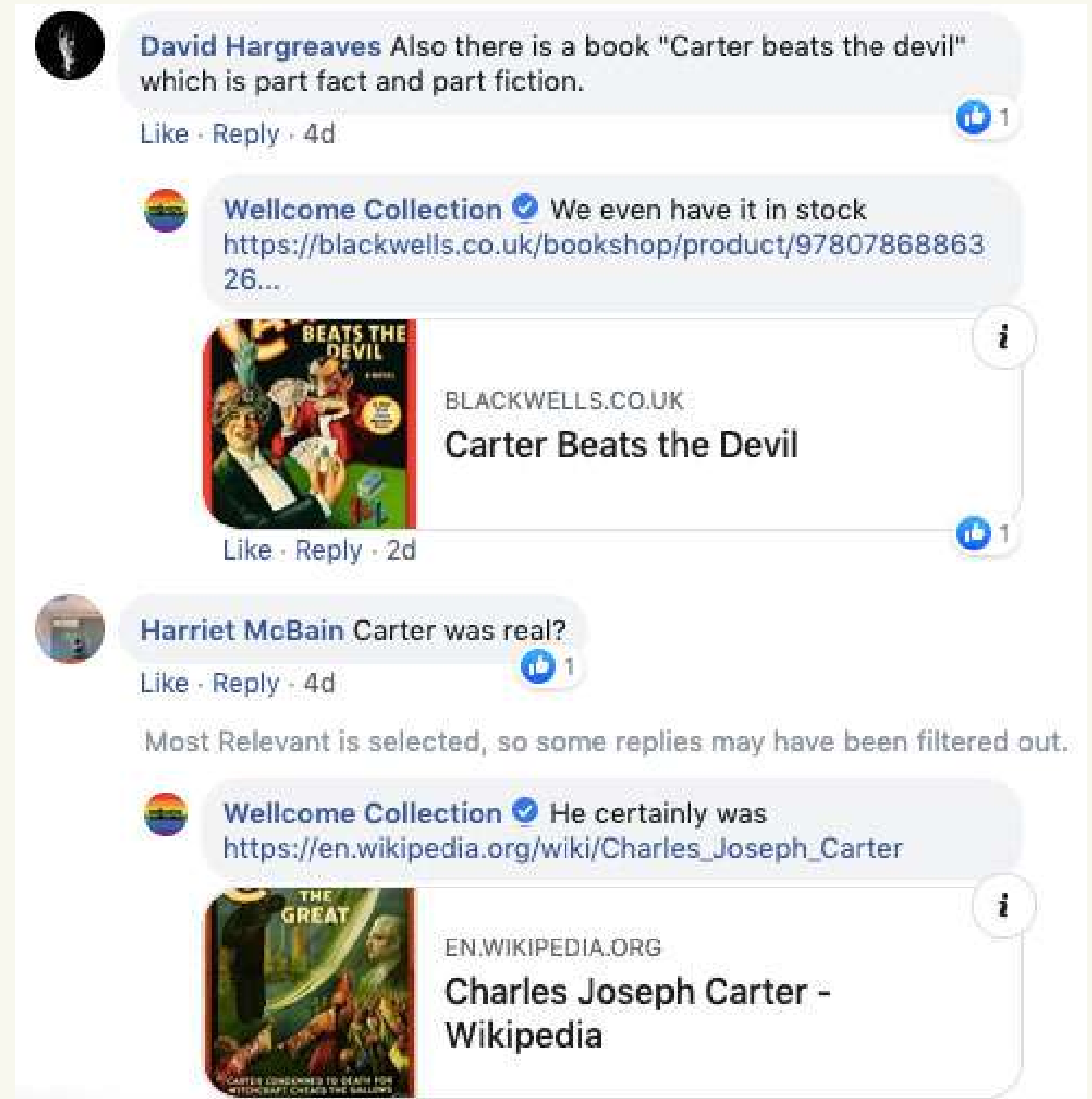
CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	TikTok
DEMOGRAPHICS	2.7 Billion users Ages 25-34	353 Million users Ages 30-49 68% Male	442 Million users Ages 30-49 78% Female	2.3 Billion users All ages	740 Million users Ages 46-55	1.2 Billion users Ages 25-34	689 Million users Ages 18-24
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbook-ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

Tips to Make the Most of Social Media and Marketing

SEEK OUT SHARES

- You're far more likely to have your customers sharing about your brand if you're actively incentivize sharing, this we know. For example, your museum could give out a free tickets or small gifts from a museum shop.

- You would also want to email new guests (via the email). You're goal is to get more people sharing honest reviews and social posts about their experience with your brand so you can increase your overall exposure and brand awareness.

- Lastly, get them to post interesting photos or videos that are relevant to your brand and industry with a unique hashtag. Make sure they tag you in their post so their networks are exposed to your business.

Tips to Make the Most of Social Media and Marketing

PREPARE FOR NEGATIVE FEEDBACK

- Another excellent way to stay ahead of the game is to prepare for the inevitable. There will always be those that encounter problems or are just looking for a reason to complain. Instead of simply letting them do so, be prepared to respond in the best way possible. Be prepared for every possible problem you can imagine going wrong and train your teams to handle them correctly.

- Social listening is the active monitoring of social channels for mentions of your brand name. It's a great way to catch those who haven't actively reached out with a formal request or complaint, but have mentioned your organization in a negative tweet or Facebook post, for example.

Tips to Make the Most of Social Media and Marketing

WOW VISITORS BEFORE THEY TRAVEL

- Another great way to use a variation of social listening is to discover travelers who are planning a trip to your city or town. Searching for hashtags related to your location will inevitably help you find people still in the planning stages of their trip. It can also be helpful to put yourself in the place of your target persona.

- Which destinations would provide the best mix of activities, entertainment, and good value? And where would they find out about your products? As well as the standard Google search, parents might check reviews on Facebook or gather ideas from a discussion forum.

- Before you undertake any other marketing activities, it's critically important to have a profile of your target customer pinned down.

Tips to Make the Most of Social Media and Marketing

LEVERAGE VISUAL MEDIA

- Social media is rife with competition, particularly in the travel and tourism industry, but there are creative ways to use this to your advantage and stand out.

- Travel has the unique selling point that it can play on the wanderlust of others so pictures and video can work wonders.

Tips to Make the Most of Social Media and Tourism Marketing

PAID AD CAMPAIGNS

- You can also advertise directly on platforms like Facebook, Instagram, and Twitter.

- Setting up an account on each platform is simple, and running a campaign is relatively straightforward.

- You'll also have access to engagement data and insights that are useful for finessing your content and strategy, both now and in the future.

Tips to Make the Most of Social Media and Tourism Marketing

FOLLOW THE 80/20 RULE

- Use just 20% of your content to promote your brand, and dedicate 80% to content that really interests your audience and engages them in conversations.

- Things like polls or quizzes, relevant outside articles, sharing related posts, or posting photo journals are great ways to mix up your content, while still keeping eyes on your attraction.

4 Fast and Engaging Ways to Create Content for Social Media

SNAPCHAT

- If there is one social network that is worth learning now, it's probably Snapchat. That is, if you're interested in targeting younger travelers (millennials, Gen Z). It's the fastest growing social network and could be well worth integrating into your social marketing strategy.

- Snaps are quick snippets of what's happening right here and now. It gives your following the most authentic view of what goes on behind the scenes at your organization.
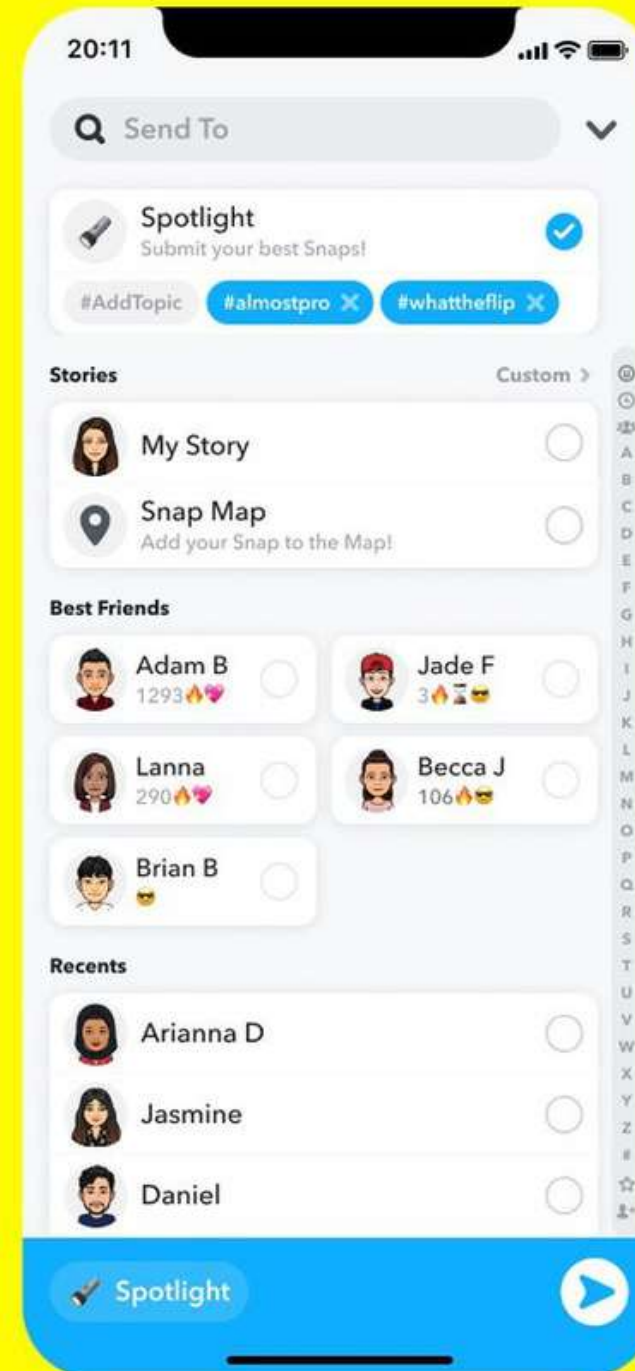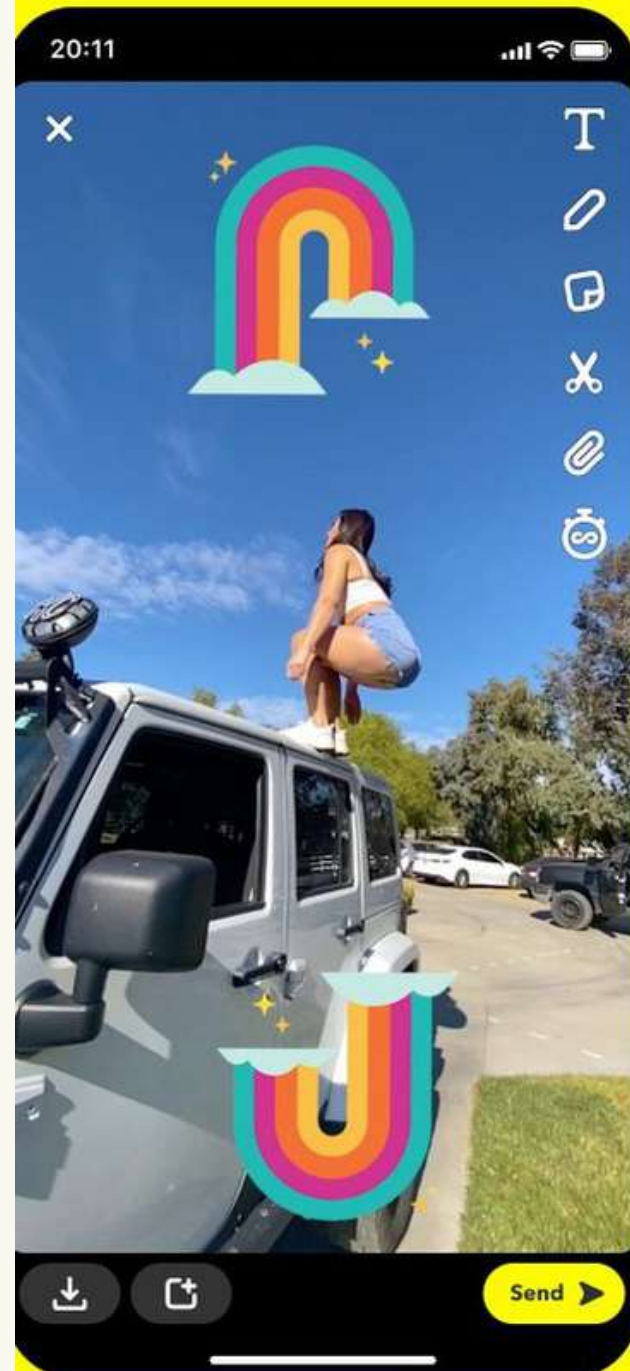
4 Fast and Engaging Ways to Create Content for Social Media

TWITTER

- Twitter is a tried-and-true method of reaching potential travelers. Tweets are 140 characters and allow you to voice short travel tips, specials, and promos, or even photos and videos related to your brand.

- Twitter is one of the most popular platforms for social listening and establishing a social media customer service handle. If you're going to participate, you'll need to have an active Twitter handle that's regularly updated with engaging content. To make the most of each tweet, remember to consider who you're speaking to.

- Don't post travel tips about your destination unless they apply to the personas you're marketing to. For example, you wouldn't post family friendly activity ideas if you were targeting couples for romantic getaways.

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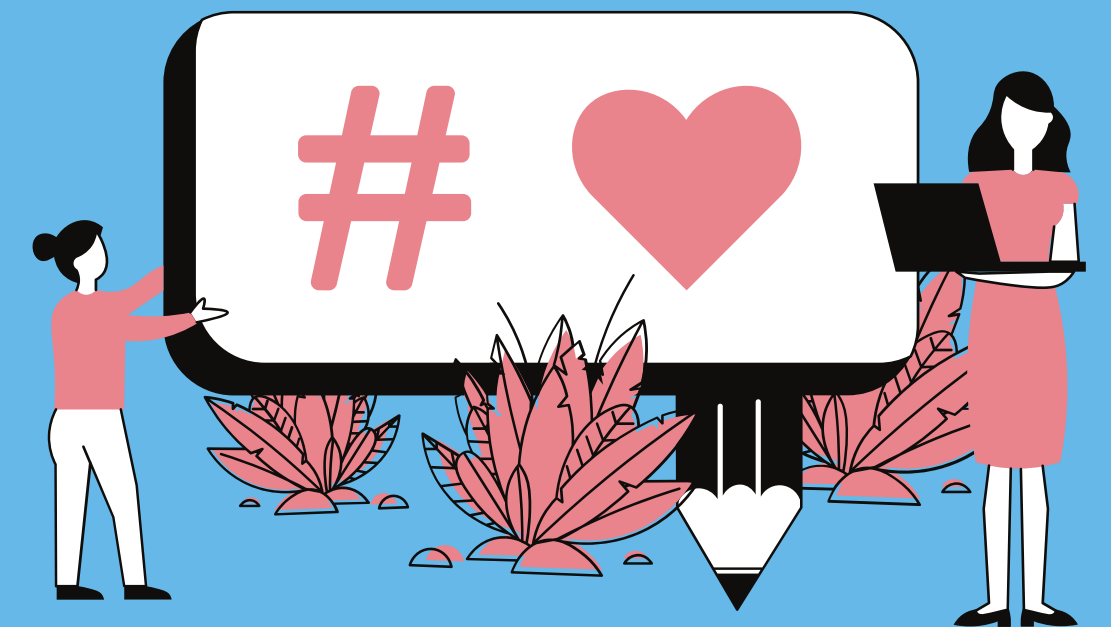
FACEBOOK AND INSTAGRAM

- While you may already be posting regularly to your Facebook or Instagram accounts, consider going live on a regular basis to give your audience a firsthand look at what's going on behind the scenes in your organisation. Live videos are becoming more popular and receive priority in Facebook's newsfeed.

- Going live is a great way to get peoples attention, just be sure you have something fun and exciting to share. Whatever makes your brand fun, unique, and exciting, be sure to share it with the world!

USING HASHTAGS - THE BASICS

- They always start with # but they won't work if you use spaces, punctuation or symbols.
- Make sure your accounts are public. Otherwise the hashtagged content you write won't be seen by any non-followers.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.

TIPS FOR USING HASHTAGS

- Use hashtags (1 or 2 only) when they make sense and when you use something relevant that people can filter or to find more relevant conversation.

- Use industry specific hashtags and create your own if they will be relevant to your audience.

- If you are currently using hashtags in a campaign on Twitter or Instagram, start including those hashtags in your Facebook content (cross social platform branding is important).

- Use tools like Hashtagify.me to find other trending hashtags related to your specific tag.

- Create and save hashtag groups for future use. Cluster them by product, campaign, or topic so that you can quickly pull them up whenever needed.

4 Fast and Engaging Ways to Create Content for Social Media

Linked in

LinkedIn groups are a great way to reach out and offer some no-obligation value to your visitors. Linkedin groups exist for users to come together and share information about most topics business, including travel.

You can:
- **Include Employee LinkedIn Profile**
- **Use LinkedIn as a Publishing Platform**
- **Join a Discussion Group or Create Your Own**
- **Advertise to specific target groups**

Singapore Tourism Board

Leisure, Travel & Tourism

View all 1,131 employees

See jobs   Follow

Overview   Jobs   Life

About us

The Singapore Tourism Board (STB) is the leading economic development agency for Singapore's tourism sector. It aims to differentiate Singapore as a destination, delivering on its promise to provide a concentration of multi-faceted and user-centric travel experiences, as well as positioning Singapore as a future-facing and inspiring destination.

Vision:
A vibrant and inspiring Destination Singapore that we are proud of.

Mission:
To shape a dynamic tourism landscape for Singapore in partnership with industry and community.

Values:
Integrity - #Do the Right Thing!
We are reliable, fair and honest in our dealings with our stakeholders, partners and colleagues.
We uphold the Board's reputation.

Team - #Succeed Together
Succeed, Bond and Learn as a team.

Affiliated pages

VisitSingapore Business Events
Leisure, Travel & Tourism
Singapore, Singapore

Careers@Gov
Government Administration

Similar pages

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Leisure, Travel & Tourism
Ljubljana, Slovenia

Slovenian Tourist Board

Leisure, Travel & Tourism

Slovenia 💚 A green boutique global destination for high-end visitors seeking diverse and active experiences & peace.

View all 57 employees

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Leisure, Travel & Tourism

Maribor - Pohorje Tourist Board
Leisure, Travel & Tourism
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SPIRIT Slovenia Business Development Agency
Government Administration

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About us

The Slovenian Tourist Board (STB) is a national tourist organisation responsible for planning and carrying out marketing policies in regard to Slovenia's comprehensive tourist offerings. Furthermore, this organisation is also entrusted with the task of developing Slovenian tourism.
Find out more at www.slovenia.info .

Website	http://www.slovenia.info 🗗
Industries	Leisure, Travel & Tourism
Company size	11-50 employees
Headquarters	Ljubljana
Type	Public Company
Founded	2015

Other tools to Make Your Tourism Social Media Marketing More Effective

HOOTSUITE

- Hootsuite is a great tool to help optimize your social listening activities. It helps you monitor multiple social networks at once, saving the hassle of sifting through each platform on a daily basis.

- It has a number of other functionalities that will help your social media marketing across the board, so be sure see if it fits your needs and can help your organization.

BUZZSUMO

Buzzsumo

- BuzzSumo is a great tool to understand what's trending on various social networks.

- If certain types of content are especially popular and receiving plenty of shares and like, for example, you would be well served to emulate that content when creating your next blog post, YouTube video, Instagram photo, or snap.

- Like Hootsuite, it comes packed full of additional tools to help optimize your social media marketing.

Most Shared   Trending Now   Backlinks   Content Analysis   Facebook Analyzer

Filter by Date ⓘ

○ 24 Hours

○ Past Week

○ Past Month

○ Past 6 Months

● Past Year

Show Specific Range ▾

☐ In-Depth Articles Only ⓘ

Language ⓘ   show ▾

Country (TLD) ⓘ   show ▾

Filter Domains ⓘ   show ▾

Content Type:

☑ Article

☑ Infographics

☑ Guest Posts

☑ Giveaways

☑ Interviews

☑ Videos

Uncheck All

| brand publishing | 🔍 Search! |

🔍 **Search!**   ☁ **Export**   ＋ **Create Alert**

Enter a topic or domain: big data, cnn.com. ▾ Advanced Search Options   🖫 Save Search

ⓘ **Results not relevant enough? Click here to search for "brand publishing" in the article's title only**

Sort by: Total Shares ▾

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The **Brand** as **Publisher** Masterplan - Reinventing Content Marketing for the Next Decade
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By Simon Penson - Mar 24, 2016
`Article`

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| 417 | 482 | 2.6K | 40 | 116 |

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By Hypebeast - Apr 17, 2016
`Article`

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| 2.1K | 2 | 97 | 27 | 0 |

Addicted to the **brand**: The hypocrisy of a **publishing** academic
lse.ac.uk - More from this domain

🔗 View Backlinks

BUFFER

- It's another all-in-one social media marketing tool, chock-block full of handy features to help you make the most of every social media marketing action.

- You can use a Buffer Chrome extension to add any content you find on the Web to the Buffer queue. This adds a bit of fun and creativity to the whole process of content aggregation and sharing, because for once you don't have to plan what to share in advance.

- Your posts still will be shared at the best possible times. You can also track links to see which content is most popular with your readers.

🔍 Search Profiles

Add a Social Account

Content ≋   Analytics 📊   Schedule 🗓   Settings ⚙

Queue 17   For Review 10   Content Inbox

✓ slanoue 0

✓ Buffer 6

✓ **buffer**

✓ Buffer 5

✓ Buffer 1

✓ bufferapp 0

✓ buffer 5

≋🐦 | What do you want to share? | ☰ List   🗓 Calendar

Today   ☑ Show empty slots   ⤭ Shuffle

🖼   9 Essential Social Media Manager Skills and Qualities Found in Industry
      Leaders 🔑 http://buff.ly/2jyoz5V [New #BufferPodcast!]
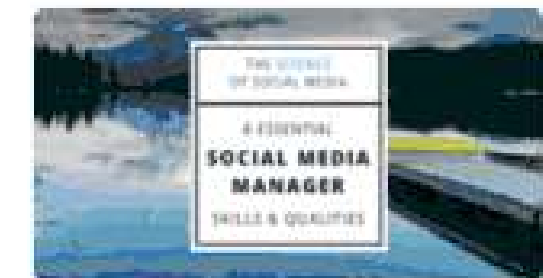
10:03 PM (PST) via Web   ≋ **brian.p@bufferapp.com**

Tomorrow

🖼   How We Power Remote Work: 7 Tools We're Using at Buffer to Collaborate
      & Stay Prodictive 🌐💻📱 http://buff.ly/2k1cPvN

📥 Download on the App Store

awario

- Awario is a social media listening tool made for solopreneurs and small businesses.

- It doesn't require a large budget, yet it covers all major social media listening features: finds mentions of your brand or any other keyword on all major social media platforms, including influential forums like Reddit; breaks mentions down into positive, negative, and neutral ones; shows you a list of influencers; and offers reports with all the stats on the authors that mention your brand.

★ mention

- Mention offers real-time social media monitoring, and you can set up alerts for your brand, your competitors, and your industry.

- With this tool, you can view and respond to each like, tag, or mention right in the app. You can also sort mentions by importance or significance, and even set up filters, including by source or by language.

- Mention also offers two options tailored to the different who need social media monitoring: small businesses focused on their own branding and agencies working on behalf of their clients.

PERFECT AUDIENCE

- Perfect Audience is a retargeting tool that can be used for Facebook advertising. It is very effective for your business.

- Retargeting is a big part of any advertising strategy – or at least it should be. Perfect Audience simplifies the process and helps you set up campaigns and view results.

- It provides info on impressions served, clicks back, conversions, and cost. The tool can be used for the Web and mobile as well as Facebook.

Dashboard   Manage   Connect   Settings

🏳 Launch new campaign ▾

🏳 All Campaigns ▾

📅 Last 30 Days

30,874,049	eCPM	183,053	CTR	17,431	Conv. Value	$38,066.32	aCPA
IMPRESSIONS SERVED	$1.23	CLICKS BACK TO YOUR SITE	0.593%	CONVERSIONS	$0.00	COST	$2.18

vs. ■ CTR ▾

1.5M

1M

500K

0

0.8%

0.5%

0.3%

0%

Sun, Nov 19   Thu, Nov 23   Sun, Nov 27   Mon, Nov 27   Fri, Dec 1   Tue, Dec 5   Sat, Dec 9   Wed, Dec 13   Sun, Dec 17

🏳 Campaigns   ⦿ Ads   🛒 Conversions   🌐 Inventory

Columns ▾   ⚙ Export Reports ▾

CAMPAIGN	IMPR.	CLICKS	CTR	CPM	CPC	ACPA	CTC	CTC%	VTC	VTC%	CONV.	ACONV.	COST	BUDGET	REVENUE
⦿ Max's Cell Phone Campaign No conversion goal [?] Fix	436,899	2,467	0.56%	$1.23	$0.22	$4.28	25	1.01%	101	0.02%	126	0	$539.06	$140/week	$0.00
⦿ Smartphone Campaign	0	0	---%	-	-	-	0	---%	0	---%	0	0	$0.00	$250/week	$0.00
Total (Active)	436,899	2,467	0.56%	$1.23	$0.22	$4.28	25	1.01%	101	0.02%	126	0	$539.06		$0.00
Total (Inactive)	30,437,150	180,586	0.59%	$1.23	$0.21	$2.17	4,380	2.43%	12,925	0.04%	17,305	1,489	$37,527.26		$0.00
Total	30,874,049	183,053	0.59%	$1.23	$0.21	$2.18	4,405	2.41%	13,026	0.04%	17,431	1,489	$38,066.32		$0.00

+ Show inactive campaigns (55)

OPEN
DAYS
AT THE MUSEUMS

Muzeum of Lebork, Poland

On June 9th, 2021 the Polish Museum of Lebork started the Open Day campaign with an contest announced in May. Twenty two school children took part in the contest "From the Pocket to the Head".
The award took place within the framework of the Open Day.
The awards and diplomas were handed out by Mariola Pruska – director Museum in Lębork and Witold Namyślak- the mayor of Lębork.
From the beginning of June the Museum in Lębork and the Water Tower were visited by over 1400 visitors.

R.Gębuś/Muzeum Lębork

Zobacz galerię
(113 zdjęć)

W konkursie zorganizowanym przez muzeum w Lęborku wzięli udział uczniowie szkół powiatu
lęborskiego, a ich zadaniem było zapoznanie się z zabytkami i eksponatami dzięki aplikacji
mobilnej "Muzeum w kieszeni". Tę wiedzę sprawdzili później nauczyciele przy pomocy
konkursowych pytań.
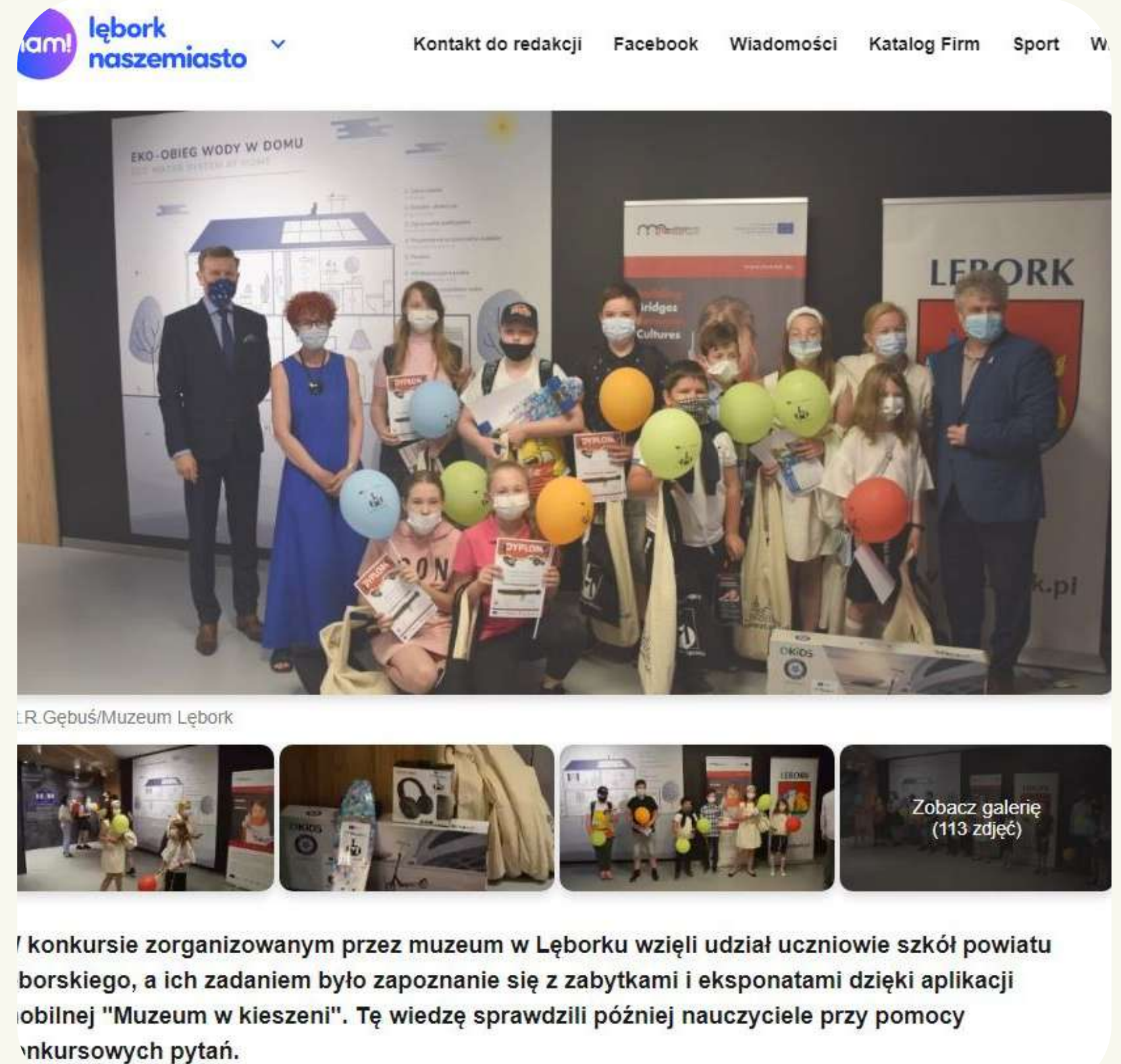
RIS Mansion Rakičan, Slovenia

The Open Day took place on the premises of Mansion Rakičan, from 17.00 to 23.00 p.m. CET. The idea behind this event was to present the project MUS.NET along with other project, current implemented in Research and Education Center Mansion Rakičan in general, distribute promotional material created so far in the project, test Museum in the pocket application and test Draw Alive Tool with our target groups. Different activities were set up inside and outside the mansion. There were 4 main points:

- Info point
- Draw Alive corner
- Creative workshops corner
- Pottery workshop corner

Outside of the mansion, a pottery and creative workshops were set up 17.00 to 20.00 p.m. CET. Visitors were able to make their own beaker out of clay. In addition, creative workshops offered a chance for the visitors to make their own historical map of Mansion Rakičan and its surroundings.

The total number of visitors was estimated at 50.

Esapolis Museum, Italy

The Open Day took place on June 19th in Padova. The event launched the deliverables released during the previous months and funded by MUS.NET.
Starting from June 19th, three new tools were made available to the visitors:

- a video which tells the history, the activities, and the collections of the museum informing about Esapolis and the museums of the project network;
- a user friendly App that innovates the approach to the collections, engaging the visual, sensorial and emotional spheres of the visitors. The App is integrated with videos, comments, and photo captions to make it accessible also to visually impaired people;
- a Kids Corner equipped with the Draw Alive software that creates a magical place in which children can unleash their imagination.
The 19th June 2021 Open Day was free.
At the open day official opening took part the stakeholders of Butterfly Arc and Provincia di Padova, Associazione Xena, Associazione Caso, Associazione Voyager, the regional and provincial visually impaired association members and the vocational school Forema, the Italian Canale 5 broadcasting company.

Fundación Santa María la Real del Patrimonio Histórico, Spain

Coinciding with the San Juan Festivities in Aguilar de Campoo, Rom Museum: Románico y Territorio Exhibition Center yesterday organized an open day to present to the public the new spaces and technological tools.

The museum received 140 visits in a single day "The people of the area have learned about the news that we have introduced in recent months in the museum thanks to the MUS.net project and how they contribute to us continuing to discover history and heritage from emotion, entertainment and education."

Furthermore, del Valle continues to explain, "interesting contacts" have been established with local associations and institutions that have competencies in matters such as culture, education or tourism; so important to a museum. Yesterday, representatives of the Aguilar de Campoo and La Pernía town councils, the Palencia Provincial Council and ARCO, the Association of Friends of the Aguilar de Campoo Heritage, passed through the Rom.

Radio Aguilar, Norte de Castilla (Newspaper), Diario Palentino (Newspaper), Onda Cero Radio, SER Radio, TV Palencia, and the newspaper La Vanguardia covered the Openday.

Thank you for your attention!

PROJECT MUS.NET.
Museum Network (607340-CREA-1-2019-1-IT-CULT-COOP1)