

DOCUMENT FOR THE ORGANIZATION OF THE THIRD OPEN DAY

Date: February / firsts days of March 2022.

Observing the success of the first Open Day, it is advisable to follow the methodology used. So it is interesting to continue with the same model in which the partner will be in charge of choosing the day that best fits their calendar. The deadline must be between the month of February and the first days of the month of March. However, due to the target that is focused on this third Open Day, school audience, we must adapt to its characteristics, especially in a time of restrictions due to Covid 19. For example, in Spain, school classrooms are called groups bubble and cannot be joined with other classes. We have managed to allow groups to leave the school building to visit our center, but we are going to arrange a series of visits for these groups over a week so that they can choose the appointment that suits them best and comply with the rules established by the school authorities. It is a good time to point out the importance of the schools and institutes of the region since they must be important stakeholders of the project. The motto, like the first edition, will be **“Building Bridges between Cultures”**. The objective will be to clarify the identity of the MUS.NET project, so it is not advisable to change the message each Open Day.

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

- Check that the deliverables developed through the MUS.NET project (Draw Alive, App ...) are useful for our museums when segmenting audiences. For this we are going to focus on the group of schoolchildren. Due to the very restrictive regulations of this group, this third day will have a special character dedicated exclusively to them, and it will not be an Open Day open to the entire audience, because school classes (at least in Spain) cannot be mixed with other groups.

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

Although an open day, by definition, is an activity open to the entire population. We believe that 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, an audience segmentation for each day will help us organize them better. In this case, due to the special characteristics of the group we are addressing and that we have been pointing out previously, we are going to focus on a specific target.

As we have indicated, the fundamental objective of the third day is to test the deliverables developed during the project on a complex target such as the school group.

- **Education sector. Primary and Secondary Education.** As we pointed out in the general document of the Open Days activities:

“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”.

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

“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.”.

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

I - Creation of an informative dossier: One of the communication tools that worked best during the first and second Open Day was the development of a brief informative dossier in which a brief presentation of the MUS.net project appeared and the objectives of the Open Days. This dossier was very useful to offer the information and capture the attention of the targets to whom the session was directed.

For this third open day, we believe it is essential to repeat the process, since our fundamental objective is to attract school groups, so that the dossier should capture the attention of this target.

2 - Specific communication:

In this case, as our main and unique target (due to its own characteristics) it is a group with very defined characteristics. Our communication must be aimed at capturing exclusively the group of schoolchildren, for which we will follow the following method:

A - Creation of a database of schools and institutes fundamentally linked to each of our territories.

B - Make contact with those responsible for schools or institutes. Contact can be face-to-face, by phone, by email, etc. The objective is for this person in charge to authorize and program the visits of the school classes to our centers. For this activity it will be essential to use the specific dossier of this third Open Day, to know what the students are going to do.

3 - Make reservations to school classes interested in participating in the activity. As we mentioned before, it will be a different Open Days as it will not take place in a single day, but over a week (of course this is a modality that can be modified by the partners depending on the legislation and the needs of the respective countries).

3 - Massive communication:

The special characteristics of this third Open Day, exclusively aimed at school audiences and not other targets, means that the information is focused on this first group and it is not so necessary to make a massive communication, although we will carry out a communication to spread the activity to through the following channels.

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

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- **Websites:** Use the websites of our entities and those of our museums to communicate information.
 - **Social Networks:** In addition to using ours, 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.). It will be essential to involve the participating schools in the dissemination of the activity, especially since these same schools will act as project stakeholders.
 - **Hashtag:** Add the hashtag #musnet in all the online activities that we are going to develop: informative post, contest or webinar.
- **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
- **Local radio.**
 - **Local press.**
 - **Local TV.**

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

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The methodology for carrying out the activity will be adapted to the regulations of the countries of each of the partners. In Spain, the regulations regarding the departure of schoolchildren from their centers are very restrictive, forming the so-called "bubble groups", and when these groups leave the school they cannot join other audience groups. This has caused us to modify the normal development of the Open Days. Basically there are two fundamental changes:

1 - This third Open Days will be exclusively for the school audience target.

2 - Throughout a week we will have a series of hours available to do the activity so that each class of schoolchildren can choose the time that best suits them.

The organization of the visit that we propose for each of the school classes is as follows. Take guided tours lasting about 45 minutes. Each guided tour pass will have three phases:

1 - Brief explanation of the MUS.net project and the objectives of the activity. In this case it will be a very concise and very didactic explanation, with the aim that schoolchildren can enjoy their visit with the deliverables developed through MUS.NET. Duration: 10 minutes.

2 – Guide tour of the museum using the tools. 30 minutes.

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3 - Survey to know the level of public satisfaction. The survey will be carried out at the exit of the museum. The survey will have to be very simple and didactic so that it can be completed by schoolchildren, as well as by teachers. 5 minutes

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

- Have the schedule of guided tours agreed with the schools in the region.
- Have active and running the video, the corner's draw and the app, it is essential that this last deliverable is working perfectly, since it is one of the main deliverables of the project, and, as we are observing, a tool that enjoys great success.
- Informative dossier of the second Open Day.
- 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:** 120 students.
- **Number of school classes:** 8 classes.
- **Number of media participating in the event:** 3 media.
- **Scope of activity through the media, internet, etc .:** 1500 people.
- **Number of completed surveys:** 30 surveys