

DOCUMENT FOR THE ORGANIZATION OF THE FOURTH OPEN DAY

Date: April 2022, 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”***.

This fourth and last open day aims to present the definitive improvements carried out during the MUS.net project. On this day we are not going to focus specifically on a certain segment of the public, in this case we think it should be interesting for different audiences to coincide and for each one to be able to follow the route best suited to their interests through the deliverables developed during the project. . Each partner will organize the session according to their needs, but taking into account the main objectives of the fourth open day.

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

- 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.).
- Development of a public event that serves to close and present the results of the MUS.net project to society and the media

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

Each Open Day has been addressed to a specific segment of the public, in this case we believe that we should focus on attracting all segments and that they help us test the results of the MUS.net project, so that next we are going to point out all the audiences detected during this project, because all of them are the main objective of this day. The more segments of the public meet together, the better we can assess the results of the project.

- **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.
- **Education sector. Primary and Secondary Education**. Despite the fact that this audience segment was the protagonist, it is again essential for the development of our project, therefore we continue to bet on it, it is also interesting to see how they can be combined with other types of audiences

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

- **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.
- **Specialized or expert public.** 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.** 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.
- **Group of families.** 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.
- **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.
- **Group of seniors.** 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:** 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

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

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.
 - **Websites:** Use the websites of our entities and those of our museums to communicate information.
 - **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.).
 - **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.
 - **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.**
- **Communication event - Project results:** One of the aspects that we recommend carrying out is a communication event to make the results of the MUS.net project public. We propose the realization, as a suggestion to the partners, to make this press event coincide with the last open day, so that the informative pull can be greater. The suggestion is that once the Open Day is over, a press call is made to the different media to take stock of the project.

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

Being an open day in which we are interested in all segments of the public, we are going to try to ensure that different audiences can coincide in the same group, so that each segment can organize its visit. Obviously, to avoid chaos and to be able to organize the visit, we are going to arrange for the groups to start their tour every half hour, so that there are no groups with excessive people and you cannot enjoy the experience of visiting the museum. The objective is that different segments of the public can coincide simultaneously and can comfortably develop their visit, not that there is an excess of people.

Each group will perform the following dynamic:

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

- 1 - A very short presentation on the basics of MUS.net. (2 minutes)
- 2 - A very brief presentation on the characteristics of our museum. (3 minutes)
- 3 - Explanation of the new tools developed during the project. (5 minutes)
- 4 - An invitation to discover the museum using the tools developed. (as long as they need)
- 5 - Evaluation survey

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.
- Surveys, signature sheets...

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 people.
- **Number of segments represented:** 6 different audience segments
- **Number of media participating in the event:** 6 media.
- **Scope of activity through the media, internet, etc .:** 3000 people.
- **Number of completed surveys:** 35 surveys

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.