





EVENTS KIT

Creating your activity programme

January 2010

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How to develop your activity programme

-  *Organised each year around 18 May, International Museum Day has succeed in mobilising museum professionals worldwide.*
-  *We hope that the main principles of International Museum Day and the list of activities already organised by museums around this event, whether original or conventional, low budget or grand scale, will attract your attention and spur you on to organise more events for the 2010 edition.*

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🕒 How to develop a programme of activities

A few questions to ask yourself before planning the day:

🕒 **What is our objective?**

To reach a new public? To bring in several visitors?

To enhance the museum's reputation? To highlight my membership of the museum community?

🕒 **What type of public are we targeting?**

Regulars? A new public? The disadvantaged?

A specific public: children, teenagers, senior citizens, the disabled?

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🕒 How to create an activity programme

🕒 *How does our museum want to position itself?*

As an innovative museum? A museum in tune with social issues? A dynamic museum? A museum in touch with its public?

🕒 *What is our human and financial capital?*

Do we have a particular budget? Can we form a team to organise the event?

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🕒 Targeting the public, at the museum.

🕒 *Visits and events*

Inaugurations, openings of new spaces. Visits of undisplayed collections or newly restored collections.

Atypical visits (based on the theme, with an unusual programme, in unusual places), behind-the-scenes visits of museums, discovery tours. Visits with experts. Internet workshops, Internet tours.

🕒 *Welcoming the public*

Free entry, open day. Free guided visits. Longer opening hours. Late-night openings. International Museum Day as part of a broader, national programme, as a final touch or pretext: museum week or month, projects in the pipeline...

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🕒 Targeting a specific public

Museums are constantly working to facilitate access for its specific public. International Museum Day is a time to honour this public.

- 🕒 *Activities for the disabled*
- 🕒 *Activities for the disadvantaged*
- 🕒 *Activities for children, senior citizens, adults, tourists, etc.*

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Targeting professionals

-  *Professional meetings in the museum or through ICOM's national committees. Conferences, colloquiums, seminars, round tables, task forces, debates, international forums.*
-  *Discussing the functioning of a museum, inventory, security. Discussing legislation. Reminder and promotion of the Code of Ethics and distribution of the document.*
-  *Twinning museums on a regional, national and international level. Organising exhibition exchanges. Creating national and international cooperation programmes.*

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Targeting academics and young professionals

Visits from heritage protection managers in university centres, twinning programmes, free museum entries.

Publications

Articles on the theme in specialised journals, newsletters, information letters.

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Educational programmes

Targeting the young

Creating a learning package.




Cyberschool. Activity workshops (games, competitions, dressing up, plays, election of Miss Museum).

Informing the young public on the workings of a museum (adopting a museum, a monument for a learning institute.) Role play, treasure hunts.

A visiting programme adapted to children (a celebrity, a visitors' book, compères).

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Developing partnerships

-  *Developing partnerships with learning institutes (developing activities and activity programmes together); cultural associations.*
-  *Running an exhibition in partnership with the young public to teach them about preservation issues and professions in heritage.
Twinning programmes between museums and a learning institute.*
-  *Partnerships with staff committees and associations to encourage adults to come to museums: organising twinning projects, united action.*

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Educational programming

Targeting adults


*Presence of experts to reply to questions in the museum.
Interactive exhibitions. Competitions.
Information on legislation for protecting heritage (through
exhibitions, conferences, leaflets).
Information on the workings of a museum.*

Friends of Museums associations

*Developing visiting terms and conditions.
Active participation in organising the day.*

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Cultural programming

-  *Conference programme.*
- Concerts, theatrical events (storytellers, musicals).*
- Film screenings.*
- Artistic performances.*

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Communication and Promotion

Communicating and promoting the event are the keys to success.

Print and web communication tools

Posters, stickers, bookmarks, postcards/e-cards, pins and badges, stamps, banners, other goodies. Leaflets, free document distribution. Advertising on the museum's or town/village's website.

Social networking tools (Facebook, Twitter...), blogs, Flashmob.

Media campaign

Circulating press releases, organising press conferences, press visits.

Radio, TV and newspaper presence. Media partnerships.