ANNUAL MEETING HANDOUT

75 Ideas in 75 Minutes

Finding new ways to cut through a cluttered marketplace, engage members and/or drive attendance is a constant challenge for all museums. Drawing ideas and examples from a variety of institutions—from both inside and outside the museum field—experts from AAM’s PR and Marketing Professional Network (PRAM), offer a fast-paced review of some of today’s most interesting ideas concerning audience engagement.

Presenters

» Cindy Fink, Principal, CSF Strategy, LLC

» Meghan Curran, Senior VP, Marketing Guest Experience & Sales, John G. Shedd Aquarium

» Suzanne Hall, Chief Communications Officer, Virginia Museum of Fine Arts

» Daniel Summers, Jr., Marketing Director, Center for Puppetry Arts

Annual Meeting & MuseumExpo

As the museum field’s premier professional development opportunity, the Alliance’s Annual Meeting & MuseumExpo showcases the best thinking from practitioners and visionaries on major issues confronting museums and the communities they serve.

This session handout is from the 2015 Annual Meeting in Atlanta.
75 IDEAS IN 75 MINUTES

Brought to you by the Board of the Public Relations and Marketing Professional Network

PRAM
PUBLIC RELATIONS AND MARKETING
75 IDEAS IN 75 MINUTES

For more information on any idea presented here, contact Tim Hallman:
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ONLINE
Lincoln Park Zoo @lincolnparkzoo · Apr 2
Basking on a branch—the zoo’s black tree monitor has the right idea on a rainy day in Chicago. #FromACurator

Lincoln Park Zoo @lincolnparkzoo · Mar 26
Groom service: two of the zoo’s new Japanese snow monkeys socialize on a sunny, snowy day. #FromACurator

EASY, REAL TIME CONTENT

LINCOLN PARK ZOO
BEHIND THE CURTAIN

IG – THROUGH AN EXPERT’S EYE

MoMA
The Conservation of Henri Matisse’s *The Swimming Pool*

Posted by Laura Neufeld, Assistant Paper Conservator, Department of Conservation

The centerpiece of the exhibition *Henri Matisse: The Cut-Outs*, Matisse’s remarkable room-size cut-out *The Swimming Pool* returns to the MoMA galleries for the first time in more than 20 years. In this video, MoMA’s Department of Conservation shares a behind-the-scenes look at the process of conserving this beloved artwork, and in the text below conservator Laura Neufeld provides background on the project.
That guy in accounting has something to say.
HAIL FROM THE CHIEF!

CEO BLOGS

LINCOLN PARK ZOO
RECRUIT STAFF FOR SOCIAL MEDIA

THAT GUY IN ACCOUNTING HAS LOTS OF FB FRIENDS

PEABODY ESSEX MUSEUM
TAG—YOU’RE IT!

TAGBOARDS

MoMA
THE MAKING OF GONE WITH THE WIND
Now through January 4

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The Ransom Center does not share email addresses with other organizations. As an added measure of convenience, all emails contain an option to unsubscribe.

CONTINUE

HARRY RANSOM CENTER

vein of American Impressionism, Reaugh devoted his career to visually documenting the vast, unsettled regions of the Southwest before the turn of the twentieth century.

Drawing on more than 200 artworks in the Ransom Center’s Frank Reaugh collection, as well as other archives, museums, and private collections across the state, the
JOHN G. SHEDD AQUARIUM

CREATE ONLINE HANGOUTS

AWW!
#SnowMonkey Games, Videos and More!

Just snap a photo & send it to 95871

Just snap a photo of the tag above and send it to 95871 or visit www.snowmonkeys.org.

SNAP TO IT!

SNAP TAGS: NO APP REQUIRED

LINCOLN PARK ZOO
As Nayembi gets ready for her second birthday, Curator of Primates Maureen Leahy shares how this growing gorilla recovered from an injury as a baby—and is thriving with her family today!

5,108 Views
Like · Comment · Share

Anna Gonzalez, Hugo Eduardo, Shelly Rendon and 265 others like this.

84 shares

Emilie S. Yoont She likes to lick things...

Lincoln Park Zoo She likes to stick her tongue out too—that's an easy way to ID her at Regenstein Center for African Apes!

Patrice McGowan McMullen Bless you all for saving her. Will visit on first weekend in November!

View 17 more comments
FORMING A HABIT

ONCE A WEEK
FACEBOOK VIDEOS

GREAT LAKES SCIENCE CENTER
VISITOR SERVICES
CHARGE ME UP

CHARGING STATIONS

ASIAN ART MUSEUM
My wife and I are increasingly disturbed by people allowed to photograph works in the museum. We implore you to restrict viewing to viewers and make photography forbidden or at the very least allow it at certain times. Viewers who don’t mind could still come but those of us who treasure contemplation could be spared.
WE HEAR YOU!

USING THE VOICE OF THE FAN IN EXHIBITS

ROCK & ROLL HALL OF FAME AND MUSEUM

What are the Greatest Moments In Rock and Roll Hall of Fame History?

Presented by Klipsch Audio

We've dug through the archives and pulled fan favorites from nearly three decades of once-in-a-lifetime performances, uncovering unforgettable clips from the 80s, 90s, 00s – all the way to the 2014 ceremony. So what are the greatest moments? Vote for your favorite 10 moments. Share with your friends. Debate with other fans. In the end, the clips will feature in the Rock Hall's 2015 Hall of Fame Inductee exhibit in Cleveland. Voting ends May 1, 2015! #HOFTop10

While My Guitar Gently Weeps (2004)
Prince, Tom Petty, Steve Winwood, Jeff Lynn, Dhani Harrison
epic tribute to George Harrison.

Let It Be (1999)
Sir Paul surprises crowd with friends like Eric Clapton, Bono, Billy Joel and Bruce Springsteen backing him.
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Mo, Jackie, Kristie, Beth, Jen, Pattie, Spike, Annette, Tim, Maya, Riki, Josh, Val, Andy, Julie, Stephanie, Kailie, Irene, and Steve
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Freer | Sackler
Smithsonian’s Museum for Asian Art
JOHN G. SHEDD AQUARIUM

WE HEAR YOU!

RESPOND QUICKLY

JOHN G. SHEDD AQUARIUM
ATTA, BOY!

POSITIVE REINFORCEMENT PAYS OFF

JOHN G. SHEDD AQUARIUM
Please touch now, but not later.

Touch cart explains the rules.

You can touch cart.
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The first Saturday of each month: 10am-noon
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* Special Admission for EBT card holders $2 per person cash admission

Five Worcester-area museums have joined together to offer a reduced discount for all Electronic Benefits Transfer (EBT) cards. EBT card holders can present their card for a discounted $2 per person cash admission at the EcoTarium, Museum of Russian Icons, Tower Hill Botanical Garden, Worcester Art Museum, and Worcester Historical Museum.

Discount applies for up to four people per card, per visit during regular business hours and cannot be combined with other offers or used for special events. The admission fee must be paid in cash. Credit card or check transactions cannot be processed for this program.
NOW OPEN 7 DAYS!

USE BIG SHOWS TO TEST NEW GUEST SERVICES

HARRY RANSOM CENTER
HARD HAT TOURS FOR EARLY ADOPTERS
BROAD MUSEUM OF ART
FOR THE IN-CROWD
Lincoln Park Zoo’s ECONOMIC IMPACT

In addition to being one of the most popular destinations in the city of Chicago, Lincoln Park Zoo provides a major contribution to the city’s economy, from employment to education to spending.

3.5 million annual visitors

IMPACT ON LOCAL COMMUNITY

$24.1 M Spending by out-of-town visitors
$11.5 M Capital outlays
$21 M Operating expenses

Where the money comes from:

- Memberships
- Sales
- Individual, foundation donations

$63,000 Daily cost to operate zoo, which includes:

- Housing
- Feeding
- Care
- For all the animals

EDUCATION

167,000 Students and teachers who visit the zoo each year, many of them participating in programs that directly impact the National Science Education Standards

EMPLOYMENT

- 200 People employed by Lincoln Park Zoo
- 300+ Jobs expected in next several years with new exhibits and renovations
- 2,400 Jobs created over the past 15 years

NOW I SEE WHAT YOU’RE SAYING

GRAPHICS TO EXPLAIN (BORING) CONCEPTS

LINCOLN PARK ZOO
INFOGRAPHICS

(MORE THAN)
JUST THE FACTS

JOHN G. SHEDD AQUARIUM
THE MAKING OF GONE WITH THE WIND

Engagement – Week 13

- 133 eNews Sign-Ups (4.32% of Visitors)
- 63 catalogs sold for $2,940
- 5 unique media mentions
- 42 uses of #makinggwtw
- 24 Exit Surveys
- 717 video views
- $5,195 in GWTW merchandise
- $643 in Ransom Center merchandise
- $8,778 in weekly sales
- $2,378 in donations to date
- $29,900 in donations to date
- 0 new on-site membership

HARRY RANSOM CENTER
TOKYO NATIONAL MUSEUM

TOUCH MAPS FOR VISUALLY IMPAIRED

THAT GALLERY FEELS INTERESTING

TOKYO NATIONAL MUSEUM
PEABODY
ESSEX MUSEUM

PRINT-ON-DEMAND TOURS

I WANT A TOUR—NOW!
PROGRAMS & PROMOS
CLEVELAND FOUNDATION
YEAR-LONG GIFT OF FREE ADMISSION
CLEVELAND FOUNDATION
WHAT WOULD A PALM READER MAKE OF THIS?

TAPPING OUTSIDE’S PERSPECTIVE

MoMA
WHAT’S MY NAME?

NAMING CONTESTS

Rhino Nickname Contest

We'd like to give our beloved Chinese bronze rhinoceros a nickname. Help by completing one of the entry forms and you could win a Rhino Prize featuring a Rhino Club membership, stuffed plush rhino and a $50 gift to the museum store.

All entries must be submitted by January. Museum staff will review and select the top three to be put to a public vote. The winning nickname will be in February 2015.

For contest details or to enter online, visit:

ASIAN ART MUSEUM
#PEMStoryteller

Instagram Photo Contest

Follow @peabodyessex
Tag a black-and-white story for a chance to win a prize pack! Ends 4/7.

GIVE IT YOUR BEST SHOT

INSTAGRAM CONTESTS

PEABODY ESSEX MUSEUM
CAN WE CHALK?

SIMPLE COMMUNITY FESTIVAL ON THE GROUNDS

CLEVELAND MUSEUM OF ART
IT TAKES TWO TO TANGO

CROSS-CULTURAL BRIDGES

NATIONAL GALLERY OF ART
IDEA 43 OR SO, IF YOU’RE COUNTING

COMMUNITY SPONSORS

CLEVELAND INTERNATIONAL FILM FESTIVAL
NATIONAL MUSEUM OF WOMEN IN THE ARTS

MUSEUMS ARE FOR LOVERS

HOLIDAY INSPIRED PROMOS

NATIONAL MUSEUM OF WOMEN IN THE ARTS
NATIONAL MUSEUM OF WOMEN IN THE ARTS

CREATE YOUR OWN EXPERIENCE

HAVE IT YOUR WAY

See for Yourself

NATIONAL MUSEUM OF WOMEN IN THE ARTS
MISSION + SOCIAL = FUN

MISSION DRIVEN FUN

NATIONAL BUILDING MUSEUM
YOU BAKE IT,
YOU MAKE IT

COMMUNITY MEMBERS PROVIDING CONTENT

CLEVELAND BOTANICAL GARDEN
FLOWER POWER

OFFER MULTI-SENSORY EXPERIENCES

VIRGINIA MUSEUM OF FINE ARTS
WE BUILT THIS CITY!

PATRON-FUNDED EXHIBITS

VIRGINIA MUSEUM OF FINE ARTS
The first DryHop Brewers/Lincoln Park Zoo collaboration takes place Wednesday, May 7 at 6pm, with the release of 'I'm Not a Bamboo,' a 6.0% Saison.

$1 from each Saison sold will go toward the Lincoln Park Zoo’s Red Panda Wish List Fund.

'I'm Not a Bamboo' is inspired by ingredients from the Red Panda diet and the money raised from the Saison sold at DryHop will help purchase the $4500 worth of bamboo needed yearly to feed this animal at the zoo.

Also, the zoo is generously donating one set of two (2) complimentary VIP tickets to Zootopia, the Auxiliary Board of Lincoln Park Zoo’s signature fundraiser on May 17. We will draw the name of a lucky winner that evening and contact them directly to coordinate pickup. We will also pour ‘I'm Not a Bamboo’ at Zootopia’s VIP Lounge on the 17th.

Cheers!

DH
The stairway on the Dragon Line leading to the terrace of the Hall of Preserving Harmony is made of a single piece of stone carved with dragons and sea waves, weighing over 200 tons. Only the emperor was allowed to walk the Dragon Line.
BUILD A PRIMATE

From big eyes to spot prey at night to long tails to boost balance, pick the perfect parts to build your own primate! As you do, see if you can match the amazing species found at Lincoln Park Zoo.

START BUILDING
Mix and match parts to build a primate.

PLAY

GAMES THAT TEACH

WANT TO PLAY—AND LEARN?

LINCOLN PARK ZOO
I WANT YOU!

RECRUIT SOCIAL MEDIA INFLUENCERS

PEABODY ESSEX MUSEUM

Image courtesy of Socialmediatoday.com
NOW GO TELL THE WORLD

LET BLOGGERS HAVE A TASTE

RONALD McDONALD HOUSE CLEVELAND
KNOCK, KNOCK!

HOUSEKEY MAILER

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TAKE THE MUSEUM TO THEM

MUY BUENO!
Get out in Oakland this Summer

Have you noticed? We’ve changed our look. This is first edition of OAKLAND MUSEUM OF CA's bi-weekly take on the fabric of cultural life in Oakland. Ok, so here goes... here are four ways to get out and about in Oakland this summer.
I VOTE AYE!

MUSEUM AS POLLING PLACE

WORCESTER ART MUSEUM
HOWDY, NEIGHBOR!

BRING NEIGHBORS TO YOUR FRONT DOOR

WORCESTER ART MUSEUM
THAT’S THE TICKET!

TRANSIT TIX

PHILLIPS COLLECTION
CONCIERGES,
LET US SERVE YOU!

DON’T
FORGET
CONCIERGES

PEABODY
ESSEX MUSEUM
TOURIST FOR A DAY

OPEN HOUSE FOR TOURISM INDUSTRY

PEABODY ESSEX MUSEUM
FIND INTERNS AT CAREER FAIRS

PEABODY ESSEX MUSEUM
FACILITATE EARLY ADOPTERS

COME ON IN. IT’S ON US!

PEABODY ESSEX MUSEUM
BORROW A BILLBOARD

PEABODY ESSEX MUSEUM

AS BIG AS ALL OUTDOORS
CLEVELAND MUSEUM OF ART

PROMOTE WEDDING PHOTOS

WE DO!

CLEVELAND MUSEUM OF ART
MUSEUM OF CONTEMPORARY ART CLEVELAND

MUSEUM STORE AS PROGRAM SPACE

RETAIL THERAPY
MEDIA PARTNERSHIP

EDUCATING THROUGH MASS MEDIA

HENRY FORD MUSEUM
FOR MORE IDEAS

MuseumHack.com

Know Your Bone: colleendilen.com

LinkedIn PRAM Group

ReachAdvisors.com