



## ANNUAL MEETING HANDOUT

# 75 Ideas in 75 Minutes

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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



# 75 IDEAS IN 75 MINUTES

For more information on any idea presented here, contact Tim Hallman:  
[thallman@asianart.org](mailto:thallman@asianart.org)



# PRESENTERS

CINDY FINK

Principal

CSF Strategy, LLC

Cleveland, OH

MEGHAN CURRAN

Senior VP, Marketing,

Guest Experience & Sales

John G. Shedd Aquarium

Chicago, IL

SUZANNE HALL

Chief Communications Officer

Virginia Museum of Fine Arts

Richmond, VA

DANIEL SUMMERS, Jr.

Marketing Director

Center for Puppetry Arts

Atlanta, GA

**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



5 11

View photo



Lincoln Park Zoo @lincolnparkzoo · Mar 26

Groom service: two of the zoo's new Japanese snow monkeys socialize on a sunny, snowy day. #FromACurator



7 11

View photo

#FromACurator

**EASY,  
REAL TIME  
CONTENT**

LINCOLN PARK  
ZOO



**MoMA** **themuseumofmodernart** Following  
8 months ago · 📍 MoMA The Museum of Modern Art  
reviewing the brilliant ephemera the Toulouse Lautrec graphic design team - @greg\_hathaway, @lllukewilliams, @inheebae - made for the show. I want that tiny pencil cup for my desk! #MoMALautrec #postcardsandnapkinsandmapsohmy! -Sarah (@suzukiinthecity)

♥ david\_\_ricart, catleapver, willyb\_blackswan\_collective and 3,143 others like this.

-  **ekpv**  
@rathersingular did you see this?
-  **ekpv**  
@bkdisfromtexas did you see this?!
-  **paulabdeazevedo**  
@ninagiacomo aqui também !!!
-  **wholewood\_inc**  
👇
-  **lalunfarda**  
@just\_dance6
-  **ciraalmeida**  
See who's coming to town @aliamaria9 @spacecase214

♥ Leave a comment... ⋮

BEHIND THE CURTAIN

IG –  
THROUGH  
AN  
EXPERT'S  
EYE

MoMA

OCTOBER 7, 2014 | [BEHIND THE SCENES](#), [COLLECTION & EXHIBITIONS](#), [CONSERVATION](#)

## 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.*



**MoMA**

VISIT

EXPLORE

LEARN

SUPPORT

SHOP

WHERE THE MAGIC  
HAPPENS

STORIES  
FROM  
BEHIND THE  
SCENES

MoMA





DECEMBER 19, 2014 | [FIVE FOR FRIDAY](#)

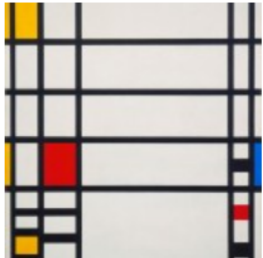
## Five For Friday: Hot Pot of Coffee!

Posted by [Jason Persse](#), Editorial Manager, Marketing and Communications

*Five for Friday, written by a variety of MoMA staff members, is our attempt to spotlight some of the compelling, charming, and downright curious works in the Museum's rich collection.*

A few years ago a series of studies suggested that, despite all evidence to the contrary, coffee might inhibit creativity. Upon learning of this, my initial reaction was something along the lines of, "Why don't you take your science and cram it, Einstein."

[Read more](#)



OCTOBER 24, 2014 | [COLLECTION & EXHIBITIONS, FIVE FOR FRIDAY](#)

## Five for Friday: Halloween Costume Inspiration from MoMA's Collection

Posted by [Gretchen Scott](#), Building Project Digital Marketing Manager, Marketing and Communications

*Five for Friday, written by a variety of MoMA staff members, is our attempt to spotlight some of the compelling, charming, and downright curious works in the*

*Museum's rich collection.*

**MoMA**

**VISIT**

**EXPLORE**

**LEARN**

**SUPPORT**

**SHOP**

THAT GUY IN ACCOUNTING  
HAS SOMETHING TO SAY

**STAFF  
VIEW-  
POINTS**

MoMA



HAIL FROM THE CHIEF!

# CEO BLOGS

## Search

Search lpzoo.org...

Go

## Latest Story



April 2, 2015

### Regenstein Macaque Forest Is Open

Today, after 20 months, \$15.5 million and a few practice splashes in the hot spring, the zoo's newest exhibit—Regenstein Macaque Forest—celebrated its grand opening.

[Read more](#)

Add new comment

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## All Stories

April 2, 2015

### Regenstein Macaque Forest Is Open

Today, after 20 months, \$15.5 million and a few practice splashes in the hot spring, the zoo's newest exhibit—Regenstein Macaque Forest—celebrated its grand opening.

[Read more](#)

Add new comment

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March 26, 2015

### Working for a Reward

We all work harder if we're suitably motivated...including, it turns out, the chimpanzees at Regenstein Center for African Apes.

LINCOLN PARK  
ZOO

THAT GUY IN ACCOUNTING  
HAS LOTS OF FB FRIENDS



# **RECRUIT STAFF FOR SOCIAL MEDIA**

PEABODY  
ESSEX MUSEUM

TAG—YOU'RE IT!

# TAGBOARDS

#tagboard

Search any #hashtag

12 Jan 8:53am



CynBlueSilver @CynDee426

@MuseumModernArt #MakingMusicModern another #Favorite. This one's even IN the exhibition: 'Introspective' @petshopboys [pic.twitter.com/Uycq4xBRqN](http://pic.twitter.com/Uycq4xBRqN)

12 Jan 12:54pm

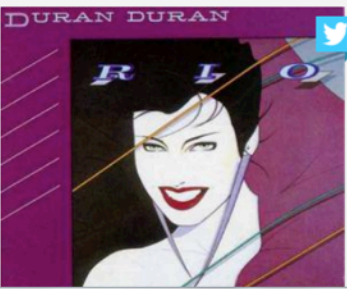
Jennylzzy626 · 3 months ago

we going what we tell you, and if you read on you'll be doing what we've stated all along. And the more you read on the more you're falling for this simple device of telling you exactly how a good commercial design works. They're PROUD and that is the worst SINCE of all since it's describing the TRICK what's trying to trick you, and if you've read this far then you're TRICKED but you wouldn't have known this unless you'd read this far. At least we're telling you directly instead of seducing you with a beautiful or beautiful words that may never tell you. We're letting you know that you ought to buy this record because in essence it's a TRICK and PROUDLY we to be confessed and you see a consumer and this is a good PRODUCE. We could have written the band's name in special lettering so that it stood out and you'd see it before you'd read any of this writing and possibly have bought it anyway. That was really surprising is that you are FOGGED to buy or not buy an album solely as a consequence of the design on its cover. This is a con because if you agree then you'll probably like this writing - which is the cover design - and being the album inside. So we're just warding you against that. The con is a con. A good cover design could be considered as one that gets you to buy the record, but that never actually happens to YOU because YOU know it's just a design for the cover. And this is the RECORD COVER.

Tony Pritchard @tonyplcc

What's your favorite album cover? @MuseumModernArt's new exhibit #MakingMusicModern Conceptually this one stood out [pic.twitter.com/JXPOxeaXmw](http://pic.twitter.com/JXPOxeaXmw)

12 Jan 12:26pm



J. Kallontzis

. @MuseumModernArt #MakingMusicModern Surprised I did not see Sticky Fingers in the feed [pic.twitter.com/TtIXShXc5b](http://pic.twitter.com/TtIXShXc5b)

11 Jan 4:42pm

LIKE lkemgz · 3 months ago



regram @themuseumofmodernart Music and design are connected. Share your favorite album cover using #MakingMusicModern and it might show up on a display in the exhibition

MoMA

CLOSE THIS WINDOW

## THE MAKING OF GONE WITH THE WIND

Now through January 4

Receive the Harry Ransom Center's latest news and information with eNews, a monthly email.

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\*required

<input type="text"/>	<input type="text"/>
*FIRST NAME	*LAST NAME
<input type="text"/>	<input type="text"/>
*EMAIL ADDRESS	*ZIP

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

THE UNIVERSITY OF TEXAS AT AUSTIN



Frank Reaugh, *Driving the Herd (24 Hours #1)*, 1933, drawing : pastel on masonite, 61.0 x 121.5 x 0.5 cm.

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 in 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

EMAIL



# DON'T OVERLOOK EMAIL

# HARRY RANSOM CENTER

- 2. The 17 Most Effective Insults From Science Fiction and Fantasy  
*on iog*
- 3. Bigoted Pizzeria Owners Go Into Hiding With \$500,000 in Donations  
*on Gawker*

WRITTEN BY ERIN GLORIA RYAN



New Conservative Lifestyle Website Will Be Named 'LifeZette' \~\~(°~°)\\_/

Andre Leon Talley Gets Flattering Makeover for Kim Kardashian Game Cameo

# Chicago Is Losing Its Shit Over This Rescued Baby Sea Otter



Erin Gloria Ryan

Filed to: SQUEE 11/06/14 10:10am

97,092 28

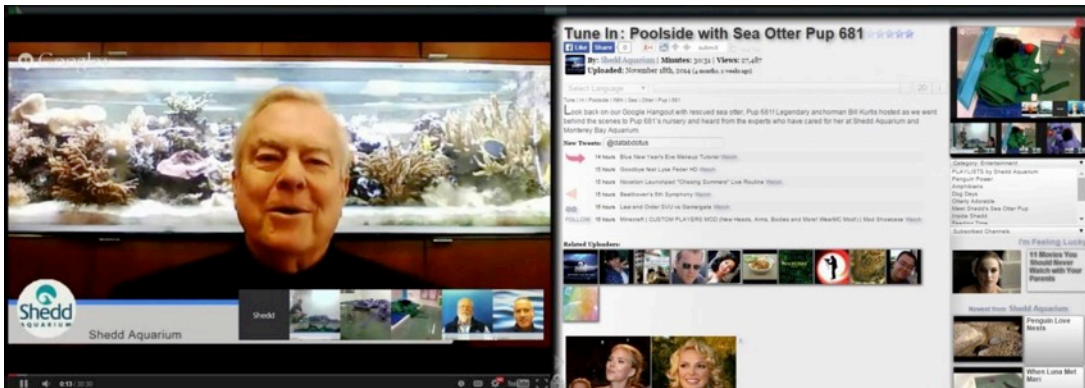


There is nothing cuter in the world than a baby otter cleaning its face. Nothing. If I could give birth to baby sea otters instead of baby people, I'd never stop being pregnant. I would be the Michelle Duggar of otter pups. As such, it makes perfect and absolute sense to me that the entirety of the city of Chicago is currently losing its shit over Pup 681, an abandoned baby sea otter being cared for at the Shedd Aquarium.

AWW!

# CREATE ONLINE HANGOUTS

# JOHN G. SHEDD AQUARIUM



# #SnowMonkey Games, Videos and More!



Just snap a photo of the tag  
above and send it to 95871  
or visit [www.snowmonkeys.org](http://www.snowmonkeys.org).

SNAP TO IT!

**SNAP  
TAGS:  
NO APP  
REQUIRED**

LINCOLN PARK ZOO



Lincoln Park Zoo at Lincoln Park Zoo

October 22, 2014 · 🌐

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 Rendón and 265 others like this. [Most Relevant ▾](#)

84 shares



**Emilie S. Yount** She likes to lick things...

3 · October 22, 2014 at 1:17pm



**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!

1 · October 22, 2014 at 1:20pm

[View more replies](#)



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

2 · October 22, 2014 at 1:24pm

[View 17 more comments](#)

AN EXTRA LARGE MEDIUM

**PUSH  
VIDEO**

LINCOLN PARK  
ZOO



FORMING A HABIT

# ONCE A WEEK FACEBOOK VIDEOS

GREAT LAKES  
SCIENCE  
CENTER

Great Lakes Science Center

was blown away. I was very pleased with the cali... See More  
February 1, 2015 · 1 Review  
Like · Comment · 2

Tell people what you think  
★★★★★

LIKED BY THIS PAGE

National Oceanic and Atmos... Like

Becky's Bar Like

Uber Like

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2015

Danielle Maxwell Carey My son is volunteering for the camp...he is very excited!  
Like · Reply · 2 · March 28 at 6:54pm  
View 3 more comments

Great Lakes Science Center  
March 23 at 7:29pm ·

Yesterday, our staff put another duct tape myth to the test! Watch to see our duct tape boat results. The boat held 104 pounds! #BeAMythBuster at MythBusters: The Explosive Exhibition and try many myths for yourself. <http://tinyurl.com/m8hf8dj>

1,542 Views  
Like · Comment · Share

25 people like this.

# **VISITOR SERVICES**

CHARGE ME UP

# CHARGING STATIONS

ASIAN  
ART  
MUSEUM



# COMMENT CARD

What's on your mind?

Date:

4/21/14

Me  
by  
in  
View  
photo  
Very  
certain  
could  
I read  
(Option  
Name:  
Address  
Email:

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.

clm

Phone: 415 775 0112

NO SOUL CAPTURING  
DEVICES ALLOWED!

# UNPLUG IT

# ASIAN ART MUSEUM



Asian Art Museum  
Chong-Moon Lee Center  
for Asian Art & Culture

200 Larkin Street  
San Francisco, CA 94102  
www.asianart.org



JUST SHOOT ME!

# DIGITAL HAPPY HOURS

FREER | SACKLER  
SMITHSONIAN'S MUSEUM  
FOR ASIAN ART



KODAK MOMENT

# **BUILD SELFIE STOPS**

VIRGINIA  
MUSEUM OF  
FINE ARTS

WE HEAR YOU!

# USING THE VOICE OF THE FAN IN EXHIBITS

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



ROCK & ROLL  
HALL OF FAME  
AND MUSEUM

ONE AND DONE

# SIMPLE SATISFACTION SURVEY

ZINGERMAN'S DELI

**Zingerman's Mail Order**

To: Mail Order Enews <mailorder@zingermans.com>  
Bcc: Jason Fried  
Zingerman's one second email survey

January 9, 2013 10:07 AM

[Hide Details](#)



Hello!

This is not spam, promise.

If you have a moment we'd love to know what you thought of shopping at Zingerman's Mail Order.

The one second survey is very low tech, just like our food.  
Just reply and type in a number from 0 to 10.

**How likely are you to recommend Zingerman's Mail Order to a friend or colleague?**

**0 = "Not a chance"**

**10 = "In a heartbeat"**

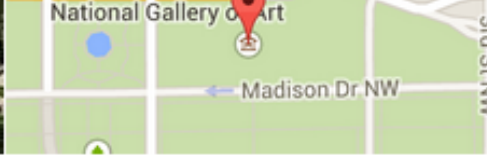
If you have time to let us know why you gave us this score, please do. We are a small crew in the service center, we read every word and we try to do better all the time.

Thank you so much for your time—and your purchase.

Kindly,

Mo, Jackie, Kristie, Beth, Jen, Pattie, Spike, Annette, Tim, Maya, Riki, Josh, Val, Andy, Julie, Stephanie, Kaile, Irene, and Steve  
The leaders of Zingerman's Service Center  
[www.zingermans.com](http://www.zingermans.com)  
[888.636.8162](tel:888.636.8162)





# National Gallery of Art

Museum in United States of America

[Directions](#) [Write a review](#)

The National Gallery of Art and its Sculpture Garden are a national art museum in Washington, D.C., located on the National Mall, between 3rd and 9th Streets, at Constitution Avenue NW. [Wikipedia](#)

**Address:** 6th & Constitution Ave NW, Washington, DC 20565

**Hours:** **Closed now** · [Hours](#)


**Founded:** 1937


**Architectural styles:** [Modern architecture](#), [Contemporary architecture](#), [Neoclassical architecture](#)


## Reviews

4.6 ★★★★★ 162 Google reviews

Permanent collection holds American & European works in 2 buildings & a sculpture garden. - Google

 "Enjoy the art works and don't miss the gift shop at ground floor." 2 reviewers

 "The **Impressionist** paints are a must-see." 3 reviewers

 "It is **easily accessible** by metro and walking around the district is pleasant." 2 reviewers

[View all Google reviews](#)

YOUR REVIEW = ★★★★★

# RESPOND TO ONLINE REVIEWERS

FREER | SACKLER  
SMITHSONIAN'S MUSEUM  
FOR ASIAN ART



3:45 PM - 29 Mar 2015



Trends  
#GoodFriday #BlackOutDay #EhIndia Tomado Watch #ReplaceMovieTitleWithSongs

WE HEAR YOU!

**RESPOND  
QUICKLY**

JOHN G. SHEDD  
AQUARIUM



ATTA, BOY!

# POSITIVE REINFORCE- MENT PAYS OFF

JOHN G. SHEDD  
AQUARIUM

PLEASE TOUCH NOW,  
BUT NOT LATER

# TOUCH CART EXPLAINS THE RULES

WORCESTER  
ART MUSEUM



**FREE  
FIRST  
SATURDAY**  
*Mornings*  
10am – noon

FREE FIRST Saturday Mornings  
The first Saturday of each month: 10am-noon

Free First Saturday Mornings is supported  
in part by a grant from the TJX Foundation



Bank of America customers visit for FREE on the first full  
weekend of each month.

To receive the discount, please present an active debit  
or credit card featuring the Bank of America or Merrill  
Lynch name and logo, plus an active, valid photo ID.



EBT ACCEPTED HERE

**ELIMINATE  
PRICE  
BARRIERS**

ALL  
WORCESTER  
MUSEUMS

**\* 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



FOR THE IN-CROWD

**HARD HAT  
TOURS FOR  
EARLY  
ADOPTERS**

BROAD MUSEUM  
OF ART

# 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 100,000

## IMPACT ON LOCAL COMMUNITY



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



## EDUCATION



## EMPLOYMENT



NOW I SEE  
WHAT YOU'RE SAYING

GRAPHICS  
TO  
EXPLAIN  
(BORING)  
CONCEPTS

LINCOLN PARK  
ZOO



### Animals & Care

#### Animal Facts

- Stingrays
- Dolphins
- Belugas
- Frogs
- Penguins
- On the River
- Jellies
- On the Great Lakes
- Sea Lions
- Sea Otters
- Sharks
- Octopuses
- On the Reef
- Seahorses & Seadragons
- Turtles

#### Animal Health, Welfare & Training

#### Animal Rescue & Rehab

#### Animal Experts

#### Publications

## Stingrays

### MEET RAY.

Click on the images below to learn more about rays and their relatives.



How do YOU think a stingray feels?

Find out at Stingray Touch! Seasonal May-October.



3X



woof.

(MORE THAN)  
JUST THE FACTS

# INFO- GRAPHICS

JOHN G. SHEDD  
AQUARIUM



# Attendance

Weekly Breakdown 12/01 - 12/07:



- General - 2310
- Tours - 491
- Member Hours - 32
- Monday Hours - 239

HERE'S HOW WE'RE DOING

# DASHBOARD

# THE MAKING OF GONE WITH THE WIND

## Engagement - Week 13

133 eNews Sign-Ups  
4.32% of Visitors

63 catalogs sold  
\$2,940

5 unique media mentions

24 Exit Surveys

\$5,195 in GWTW merchandise

42 uses of #makinggtw

\$2,378 in donations  
\$29,900 to date

\$643 in Ransom Center merchandise

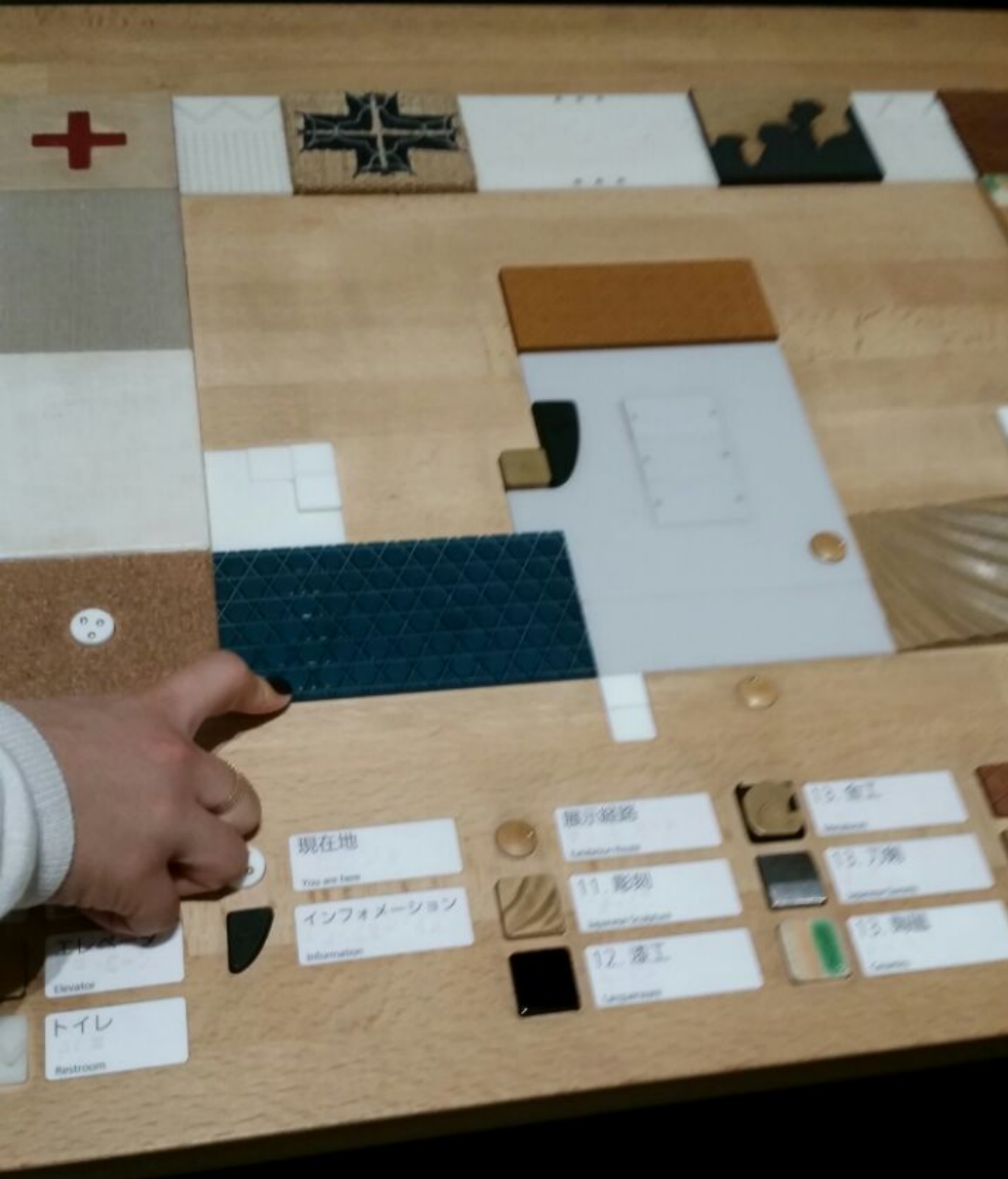
717 video views

0 new on-site membership

\$8,778 in weekly sales

@tara\_ogrady: Named Tara, auditioned for Scarlett, still have my Gone With the Wind lunchbox. Thank you UT from NYC #makinggtw

# HARRY RANSOM CENTER



THAT GALLERY FEELS  
INTERESTING

# TOUCH MAPS FOR VISUALLY IMPAIRED

TOKYO  
NATIONAL  
MUSEUM

I WANT A TOUR—NOW!



# PRINT-ON- DEMAND TOURS

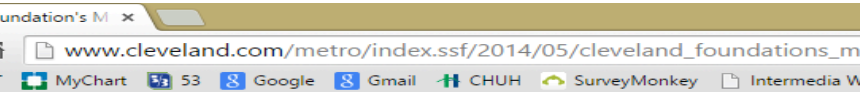
PEABODY  
ESSEX MUSEUM

# **PROGRAMS & PROMOS**

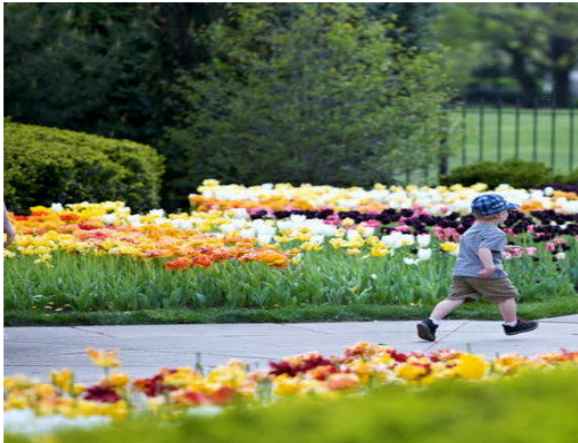
FREEDOM!

**YEAR-LONG  
GIFT OF  
FREE  
ADMISSION**

CLEVELAND  
FOUNDATION



**Cleveland Foundation's  
day on Wade Oval**




WHAT WOULD A PALM READER  
MAKE OF THIS?

# TAPPING OUTSIDERS' PERSPECTIVE

HOME VISIT CALENDAR A+ Share Log In

## EVENTS


SPECIAL EVENTS | POPRALLY



**PopRally Presents Decoding Alibis, an Interactive Event Exploring *Alibis: Sigmar Polke 1963–2010***  
Wednesday, July 23, 2014, 7:00–10:00 p.m.  
ADD TO CALENDAR

[VIEW ALL POPRALLY >](#) [SEE ALL EVENTS ON THIS DAY >](#)  
[FULL CALENDAR >](#)

### Related Publication



**Alibis: Sigmar Polke, 1963-2010**  
Kathy Halbreich with Mark Godfrey, Lanka Tattersall, and Magnus Schaefer  
[MORE INFO AT MOMASTORE.ORG >](#)  
[ADD HARDCOVER TO CART \(\\$75.00 / \\$67.50 MEMBERS\) >](#)

PopRally is a program of events at The Museum of Modern Art and MoMA PS1 that features collaborations with artists and musical acts, performances, film screenings, receptions, and special viewings of exhibitions at moderate prices.

[Join PopRally on Facebook](#)  
[Follow PopRally on Twitter](#)  
[Sign up for the PopRally E-News](#)

Join PopRally for **Decoding Alibis**, an interactive evening exploring the retrospective *Alibis: Sigmar Polke 1963–2010*. Decoding Alibis invites visitors to wander the exhibition while five special guests—a cultural historian, a hallucinogen expert, a conservator, a magician, and a palm reader—are stationed throughout the galleries to illuminate aspects of Sigmar Polke's complex body of work through the lens of each expertise.

Guests can explore freely in the galleries and choose how they would like to experience the event. Polke's multifaceted work often explores issues of perception, chaos, and chance, and this special evening allows you to be immersed in the artist's layered universe of imagery, symbolism, history, and myth.

**Featured Guests**  
Magnus Schaefer, Curatorial Assistant, MoMA  
Hrag Vartanian, Editor-in-Chief, Hyperallergic  
Anny Aviram, Conservator, MoMA  
Matthew Holtzclaw, magician  
Psychic Lauren, palm reader  
Daniel Pinchbeck, author and expert in psychedelic shamanism

**MoMA** VISIT EXPLORE LEARN SUPPORT SHOP **MoMA PS1** Search

[BUY TICKETS](#) [JOIN](#) [CALENDAR](#) [ABOUT MoMA](#)

MoMA



WHAT'S MY NAME?

# NAMING CONTESTS

ASIAN  
ART  
MUSEUM



GIVE IT YOUR BEST SHOT

# INSTAGRAM CONTESTS


PEABODY  
ESSEX MUSEUM

## #PEMSTORYTELLER INSTAGRAM PHOTO CONTEST




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

Duane Michals, Chance Meeting (detail), 1970. The Henry L. Hillman Fund. Courtesy of Carnegie Museum of Art, Pittsburgh.

 **peabodyessex** Follow  
1 month ago  
Join #PEM in a celebration of storyteller and photographer Duane Michals on Instagram. Use black-and-white photography to tell a story, then tag with #PEMstoryteller. Get creative -- tell your story with a collage, use the caption, or leave it to our imaginations. We'll be sharing our favorites through April 7, then choosing one lucky winner and two runners-up for prize packs from the #PEMshop! Storyteller: The

♥ **peabodyessex**, **lyonwaugh**, **cbrancato15** and 39 others like this.

 **cbrancato15**  
@rymethamphetamine

♥  ⋮

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



MUSEUMS ARE FOR  
LOVERS

# **HOLIDAY INSPIRED PROMOS**

NATIONAL  
MUSEUM OF  
WOMEN IN THE  
ARTS



HAVE IT YOUR WAY

# CREATE YOUR OWN EXPERIENCE

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

# A PINT FOR PANDAS

# FUN FUNDING PARTNERS

# LINCOLN PARK ZOO



DryHop/Lincoln Park Zoo Collab Release Party - Wed. May 7, 6pm  
April 23, 2014

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The first DryHop Brewers/Lincoln Park Zoo collaboration debuts Wednesday, May 7 at 6pm with the release of 'I'm Not a Raccoon,' 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 Raccoon' is inspired by ingredients from the Red Panda's diet and the money raised from the Saisons 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 Zoo-ologie, 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 Raccoon' at Zoo-ologie's VIP Lounge on the 17th.

Cheers!

DHB



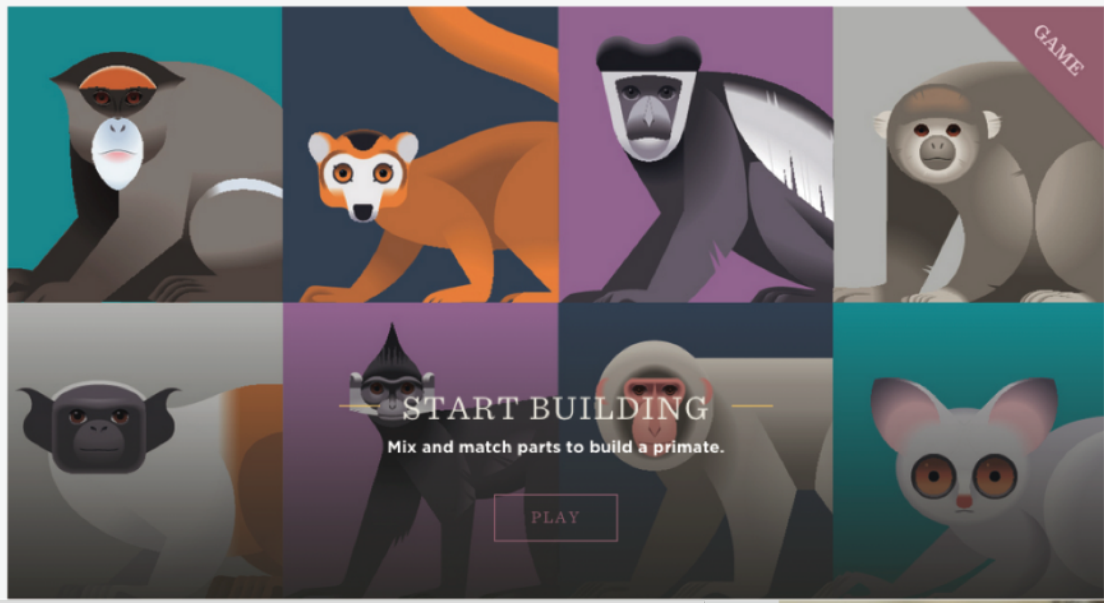
I'LL TRY PINT OF THE  
DRAGON

# TAP THE CRAFT BREW CRAZE

VIRGINIA  
MUSEUM OF  
FINE ARTS

— 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.



WANT TO PLAY—AND  
LEARN?

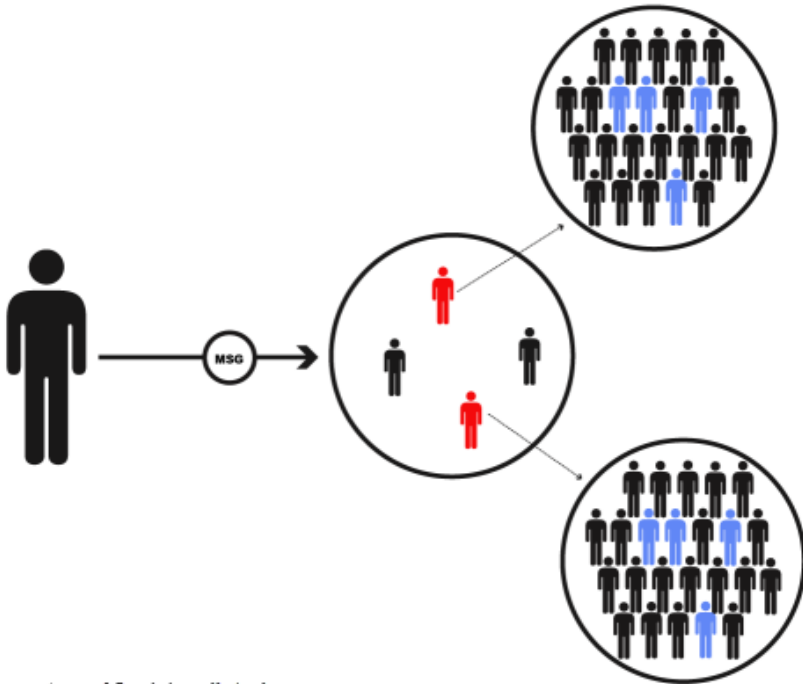
# GAMES THAT TEACH

LINCOLN PARK  
ZOO

I WANT YOU!

# RECRUIT SOCIAL MEDIA INFLUENCERS

PEABODY  
ESSEX MUSEUM



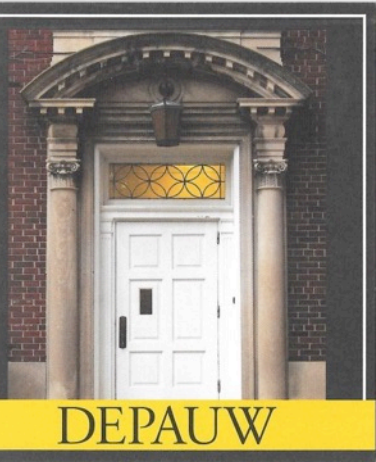
*Image courtesy of Socialmediatoday.com*



NOW GO TELL THE WORLD

**LET  
BLOGGERS  
HAVE A  
TASTE**

RONALD  
McDONALD  
HOUSE  
CLEVELAND



DEPAUW  
UNIVERSITY

Your support opens doors for DePauw students, faculty and programs.

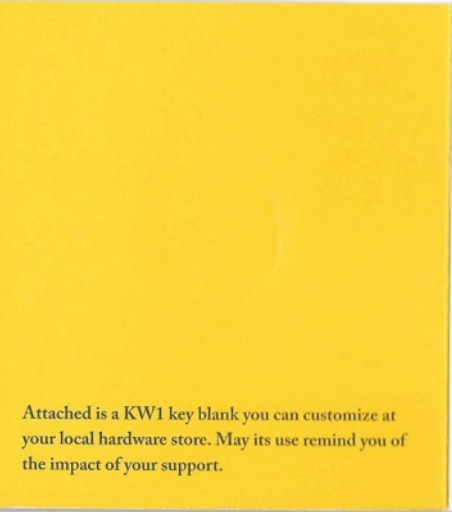
Each year you – our alumni, parents and friends – make a difference by making a gift to DePauw. Although financial support is not the only way you make an impact, DePauw simply couldn't function without your philanthropy.

Thank you for all you do to support our campus and students. You are the key to DePauw's success.

P.O. BOX 37 • GREENCASTLE, INDIANA 46135 • 800-446-5298 • DEPAUW.EDU

KNOCK, KNOCK!

# HOUSEKEY MAILER



Your supp

Each year  
making a ;  
way you r  
philanthr

Thank you  
key to De

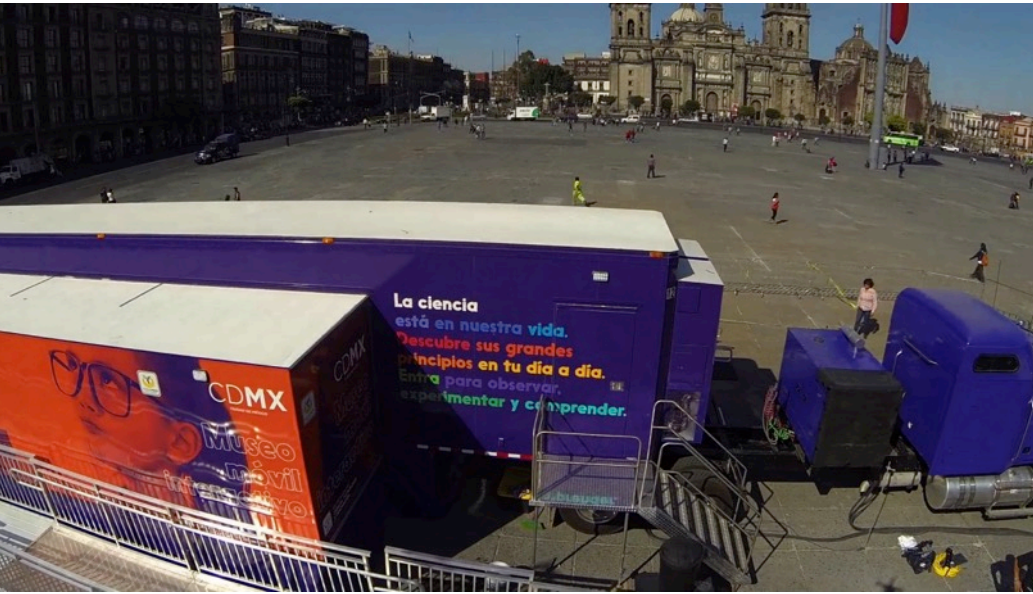
P.O. BOX 37



Attached is a KW1 key blank you can customize at your local hardware store. May its use remind you of the impact of your support.

DePAUW  
UNIVERSITY





MUY BUENO!

# TAKE THE MUSEUM TO THEM



MOBILE  
INTERACTIVE  
SCIENCE  
MUSEUM,  
MEXICO CITY



IT'S ABOUT ALL OF US

**COMMUNITY  
RELEVANT  
MARKETING  
STRATEGIES**

**Get out in Oakland this Summer**

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



OAKLAND  
 MUSEUM OF  
 CALIFORNIA



I VOTE AYE!

# MUSEUM AS POLLING PLACE

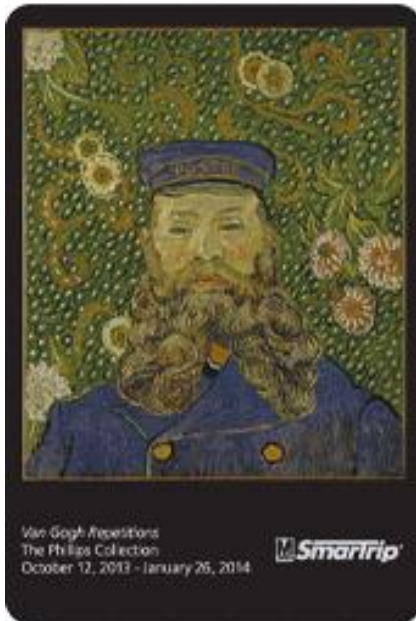
WORCESTER ART  
MUSEUM

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



TAP THE TALENT PIPELINE

**FIND  
INTERNS  
AT CAREER  
FAIRS**

PEABODY  
ESSEX MUSEUM



COME ON IN. IT'S ON US!

**FACILITATE  
EARLY  
ADOPTERS**

PEABODY  
ESSEX MUSEUM



AS BIG AS ALL OUTDOORS

# BORROW A BILLBOARD



PEABODY  
ESSEX MUSEUM



WE DO!

# PROMOTE WEDDING PHOTOS



CLEVELAND  
MUSEUM  
OF ART

RETAIL THERAPY

# MUSEUM STORE AS PROGRAM SPACE



MUSEUM OF  
CONTEMPORARY  
ART CLEVELAND

MEDIA PARTNERSHIP

# EDUCATING THROUGH MASS MEDIA



HENRY FORD  
MUSEUM

# **FOR MORE IDEAS**

**MuseumHack.com**

**Know Your Bone: colleendilen.com**

**LinkedIn PRAM Group**

**ReachAdvisors.com/**