

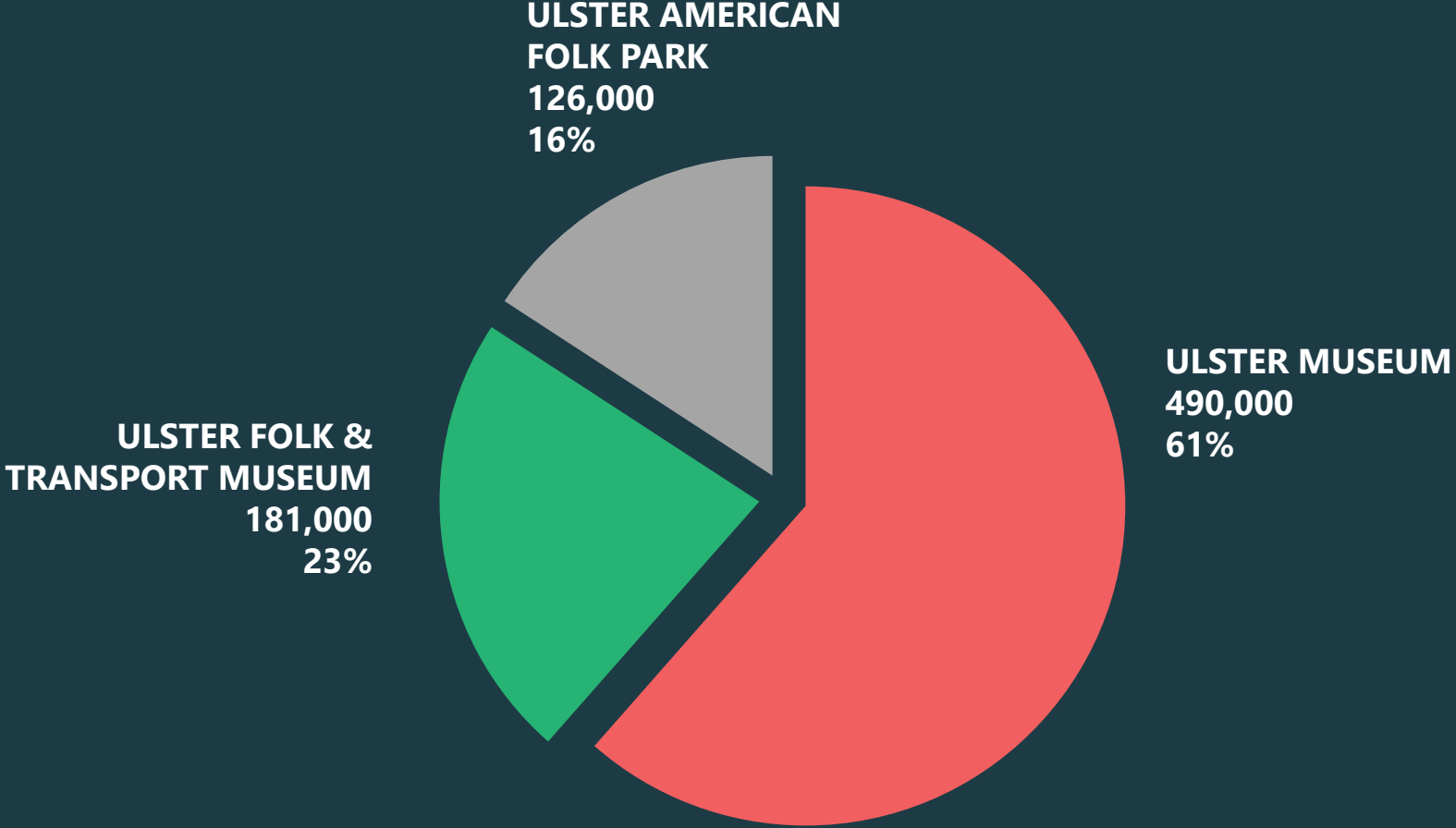
PARTNERING FOR SUCCESS

KATHERINE CLIFFORD
VISITOR EXPERIENCE MANAGER

OUR MUSEUMS



OUR VISITORS



800,000 VISITORS IN TOTAL

Museums
MIND

THE

GAP

Audience behaviours & expectations

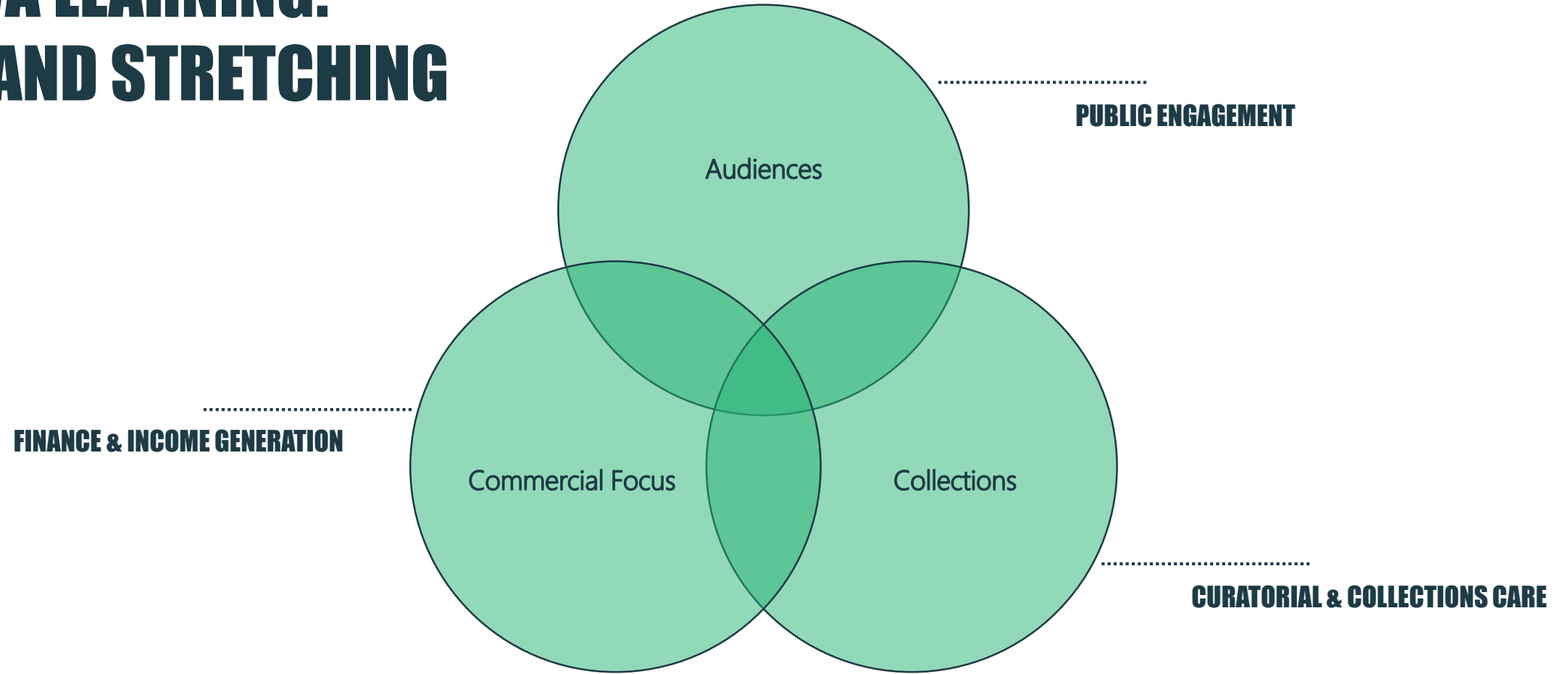
Funding & resourcing

Relevance gap

Funding gap

A changing world
changes everything.

ALVA LEARNING: BRAND STRETCHING



REACH

RELEVANCE

REVENUE

REPUTATION

THREE STRETCH PROJECTS

Screen Tourism Collaboration

Retail Collaboration

Conference Centre Collaboration

NI SCREEN TOURISM COLLABORATION



Game of Thrones biggest TV show in the world

- watched in 170 countries worldwide
- average of 31 million people watch each episode
- 22.8 million Facebook fans; 7 million followers on Twitter , 5 million Instagram followers

Link show to destination – create 'set jettlers' amongst the fan base and beyond

Season 7 - a new opportunity.

GAME OF THRONES TAPESTRY



Results

REACH

102,000 people through the exhibition.

Increase from 30% to 52% in overseas visitors.

Online reach:
70 million
33m video views
400k website hits

RELEVANCE

Younger audience (under 24) has doubled.

Active co-creation with community audience (textile guilds).

Textile collection showcased in a contemporary way.

REVENUE

£300k in international marketing campaign in 22 countries.

Increased income from retail & merchandising.

REPUTATION

Partnership working with key stakeholders.

Enhanced image and profile.

Changed perceptions of the National Museums NI brand.

RETAIL COLLABORATION

Victoria Square – NI's largest
leisure and shopping venue

4 floors, 50 stores, Odeon 8 screen
cinema and 18 eateries

Drop off in summer footfall

Desire to create a new experience



28 DAY 'SUMMER MUSEUM' EXPERIENCE



CULTURAL PARTICIPATION & ENGAGEMENT

STEP BACK IN TIME

Themed zones of Transport, Old Belfast, Street Games and a mini 'Docks in the Dome' where a ship model from our collection was displayed.

Many images from our photographic archives were displayed and brought to life through an AR app.

SHOWCASE OLD CRAFTS & SKILLS

60 crafts & skills workshop zones organised and hosted by our staff.

Participation in activities including willow work, weaving, lace making and making harvest knots.

Dress up in period costume

ICONIC OBJECTS FEATURED

Suspended a replica of the first aircraft to be designed, built and flown in Ireland by Harry Ferguson.

Willow dragons (most photographed objects) were suspended above the crafts and skills area.

REACH & IMPACT

VIRAL SOCIAL MEDIA ACTIVATION

'Dragon Breakout' stunt reached and engaged with key family audience on social media with a reach of over 800,000 people.

MASS MARKET MEDIA CAMPAIGN

Six week billboard, radio and press campaign undertaken by Victoria Square reaching over 850,000 people across NI.



REACH & ENGAGEMENT WITH 1.2M VICTORIA SQUARE VISITORS IN AUGUST TAKING OUR COLLECTIONS OUT TO NEW AUDIENCES

NEW CONFERENCE CENTRE FOR BELFAST

£30m redevelopment project

New international venue capable of attracting major conferences

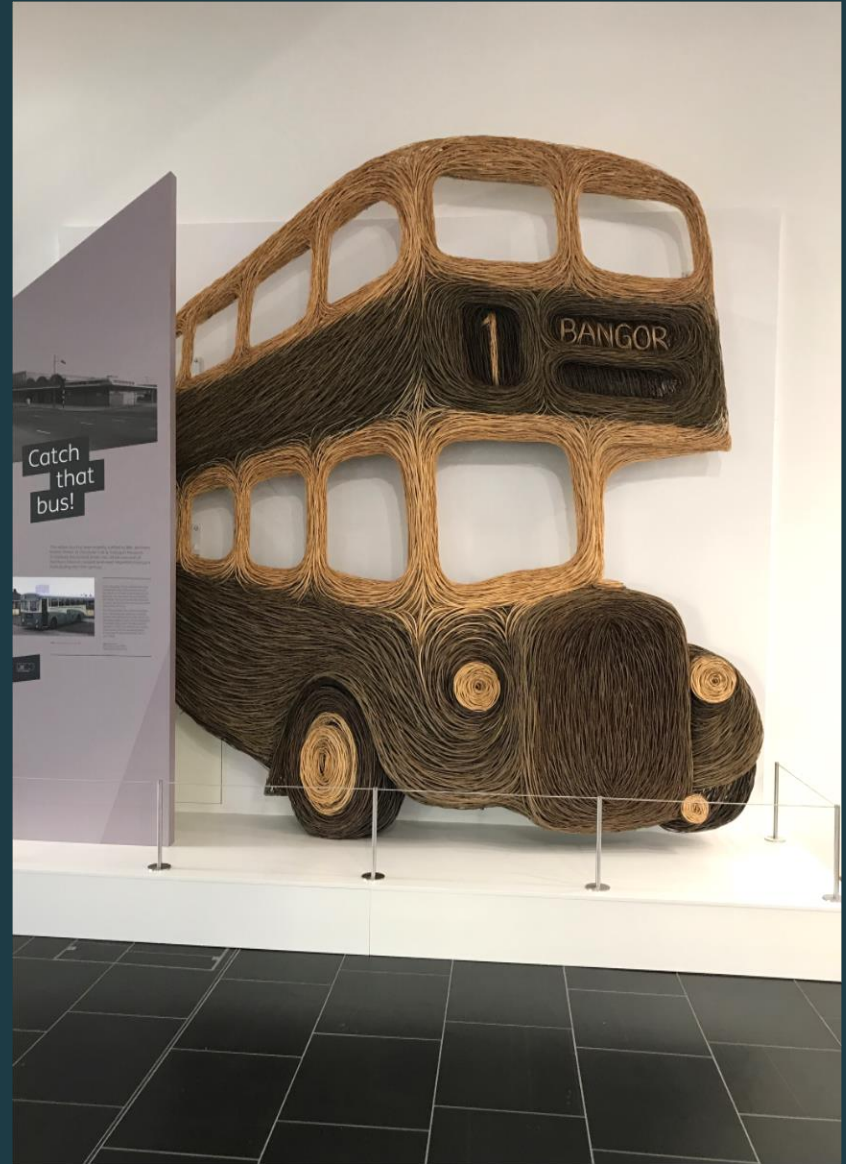
Attracting 50,000 conference delegate days each year

Create a 'sense of place' in the space inside the venue

BACK TO BOB



MAJOR INSTALLATIONS



SUCCESSFUL COLLABORATION

Importance of the 'collective stretch'

Stayed true to our core purpose at all times.

Found strategic alignment with partners – not just opportunistic.

Focus on refreshing and building our brand.

Desire to continue to identify opportunities to extend **reach, reputation, relevance and revenue** through collaboration as a result.

The Future: Where do we go from here?

FUTURE COLLABORATION

How can Visitor Information Centres become an integral part of our business?

Why is it important to work in collaboration?

What are the benefits of partnering with other like minded organisations?

Are we not competition for one another?