

UP YOUR GAME

VISITOR EXPERIENCE FOR THE 2020s

How museums are exploiting new trends to broaden appeal

Over just a few years, audiences and their expectations have become unrecognisable. Here are some ways museums and attractions are responding.

Sweating the building

Offering events, exhibitions and activities at night-time for the busy 18-35s who don't have time in the working week or weekends.

Website.

It's not about you. It's about them

The public don't want to know what you've got: they want to know how you can please them.

Brushing the dust off

Using social media to encourage audiences to choose, request and view otherwise-hidden archive treasures.

Only Connect...

In a digital world, there is no place for static objects. Increasingly, museums and galleries are using AR to create interaction and dialogue between viewer and object. People want to hear the Laughing Cavalier laugh!

It's a people business.

People remember human encounters more than what they see. And the best encounters are with enthusiastic, dedicated volunteers. Find them, train them and use them.

What's Behind the Picture?

Stories bring objects to life. Who painted it and why? Who was the model? How did he find her? Was he broke? Why didn't he finish it?

Tell the story!

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For more insight into engaging tomorrow's audiences, contact us at ALL Creative.