Change and innovation:

How to double visitor numbers in six years

PR & MARKETING
By Kathrine Daniloff
Head of Communications
Norsk Teknisk Museum
Developing new strategy

New museum director:

Kick off: Developing Klima X

Launching new visual identity September 27

Klima X: Exhibition Opening December 9

Leading Edge Award for Klima X October 31

Mind gap: Exhibition opening April 16

Klima X – Best Nordic Exhibition Idea Award April 2

Visitors

Museum of The Year

YEARS

2004 2005 2006 2007 2008 2009 2010 2011

New vision: To become Norway’s most visible, courageous and dialogue-orientated museum
Klima X

A success story

CONCEPT
CURRENT (relevant)
CAMPAIGN
Climate exhibition is searching for sponsors.
Live TV
NRK, main national broadcaster:

“Pachauri wades to his ankles”
'I have never been to an exhibition where you have to wear rubber boots and where you walk in water. Then you understand what this is all about.'

Jens Stoltenberg, Prime Minister of Norway

"It was a brilliant idea to cover the exhibition floor with water. Then you can really see what kind of challenges many countries now face."

Dr. Rajendra Kumar Pachauri, Nobel Peace Prize Laureate
Klimax
Lessons learned

CONCEPT CURRENT (relevant) CAMPAIGN

Besides, it is crucial that

• The project is rooted in the top management, so the project can have the best put together project group and better opportunity for success

• Communications are represented in the exhibition group - so the campaign can be planned optimally

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