PUBLIC RELATIONS IN NATIONAL GALLERY OF ARMENIA. A SCHEME OF STARTUP

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THE NATIONAL GALLERY OF ARMENIA
GENERAL INFO

- NGA was established in 1921 and is the largest art gallery of the country
- It is a non profit state organization
- The collection is around 40,000 art pieces (Armenian, Russian, European, American, Asian)
- 13 branches in 7 regions of Armenia
- Around 70,000 visitors per year
- Average 30 events; exhibitions, presentations, concerts etc. are organized yearly.
- *No budget for Promotion*
SITUATION EVALUATED BEFORE THE SYSTEMIZED ACTIVITIES

- Lack of information
- Lack of communication with the mass media
- Comparatively low reputation within the mass media
- No systematic mechanism of delivering the information
- No Social media communication
- Poor web site
SITUATION CHANGED IN 2010

- The PR project steps implemented to improve the situation

STEP # 1.
Work-up a project of recovery of the relations with mass media.

STEP # 2.
Build a new constructive web page. A tool to represent the rich collection of NGA, the events organized by NGA and so on.

STEP # 3.
Create Official pages in the social media Facebook, Twitter, YouToube, Dasaran.am...

STEP # 4
Work up of special offers for target groups of the society
CONCLUSION

- To improve the relations with the mass media without commercial interests is possible.
- To engage the local society with the special offers in short term is possible.
- The visitors number growth from average 40,000 to 70,000 within five years.
- 7674 likes Facebook without adverts.
- Engage of the new groups of society (pre-school, elementary school children and their families).
POTENTIAL AND POSSIBILITIES FOR DEVELOPING PR ACTIVITIES

Still a lot to do....

- Engaging new educative, interesting and interactive offers for the target groups,
- Organizing or involving interesting exhibitions,
- Concerts,
- Festivals,
- Education Programs
- Etc....
THANK YOU.....

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