Resilient Connections...

Engagement Pipeline

Spy!

a few words about content...

Visit Museum
Visit Website
Networks

Trends

bit.ly/icom-mpr-honeysett
Nik Honeysett

nhoneysett@bpoc.org
@nhoneysett

Balboa Park Online Collaborative
CEO

American Alliance of Museums

Board Member

www.RecoveringTechnologist.com
Engagement Pipeline

- **Connect**
  - Visit Museum
  - Visit Website
  - Retweets

- **Converse**
  - Attend Lecture
  - Take tour
  - Twitter replies
  - FB comments

- **Convert**
  - Membership
  - Merchandise
  - Exhibition

- **Engage**
  - Volunteer
  - Docent
  - Donor
  - Ambassador
  - Blogger

- **Share**
  - Twitter followers
  - Facebook reach
  - YouTube views

- **audience**
- influence
- cultural & social trends

- **LOYALTY**
Audience influence cultural & social trends
ICE: Internet Changes Everything

major driver of trends & change.

The Web to us is not a technology ... the Web is a process, happening continuously and continuously transforming before our eyes; with us and through us.

PIOTR CZERSKI
WE, THE WEB KIDS
WWW.PASTEBIN.COM/0XXV8K7K
trends 20 years

CLOSED ........................................... OPEN
STATIC ........................................ DYNAMIC
CONSUME ........................................ CONTRIBUTE
PRODUCT ........................................ SERVICE
BROADCAST ................................. COMMUNICATE
open: in or out of your control?

open access/content

partnerships

explicit & implicit
STILL BASED ON QUANTITY

[We have learned to accept that we find many different answers, we abstract the most likely version, disregarding the ones which do not seem credible.] — Piotr Czerski

AUTHORITY IS REDEFINED
access, ubiquity, functionality

argumentum ad populum

Image by J. Astra Brinkmann
trends 20 years

CLOSED ........................................... OPEN

STATIC ........................................... DYNAMIC

CONSUME ....................................... CONTRIBUTE

PRODUCT ........................................ SERVICE

BROADCAST ..................................... COMMUNICATE
ACCESS -> DISCOVERY

1990's

2000's

2010's

Objective/Subjective

Curated

So?

create communities around people, programs, content & collections
1990's

Categorised
2000's

Objective/Subjective
2010’s

Curated

?
So?
create communities around people, programs, content & collections
passive -> active

crowd-sourced / crowd-curated / participatory

T.V.
curated packaged
"I Love Lucy"

curated / packaged

curated

T.V.
crowd-sourced / crowd-curated / participatory
"the market simulator"
Museo Interactivo de Economía
Mexico City

"escape the tower"
"the market simulator"
Museo Interactivo de Economía
Mexico City
"escape the tower"
self-organising, learning, building

3D printing

new way of learning

Collection = 50k (bikes)
200k visitors / day
100 forums posts / day
70k Members
5k "pro members" / year (@ $20)
12 crazy bike people volunteers
Collection = 50k (bikes)
200k visitors / day
100 forums posts / day
70k Members
5k "pro members" / year (@ $20)
12 crazy bike people volunteers
3-d printing
Two clans are locked in a tense battle for territory. Only one clan will be victorious. Keep your wits about you.
Sorry my attention span is the length of this sentence.

- Jason Kotecki

someecards
You are now in communication with the Virginia Assembly’s spy network. Read the instructions in your Orders to continue and follow the BLACK schedule.

I am Arthur Lee. Meet one of my agents in front of the Robert Carter House at 11:30 or 12:30. Say that “Mary Johnston” has sent you, for that’s my alias.
565-12

Spy

You are now in communication with the Virginia Assembly's spy network. Read the instructions in your Orders to continue and follow the BLACK schedule.

Lee

I am Arthur Lee. Meet one of my agents in front of the Robert Carter House at 10:30, 11:30 or 12:30. Say that "Mary Johnston" has sent you, for that's my alias.
To begin, reply with the word PLANET.

How many planets can be seen in the sky with your naked eyes? three, four, five, six. Reply with your answer.

Correct! The 5 planets are Mercury, Venus, Mars, Jupiter, & Saturn. Reply scope for the next question.

Which notable astronomer observed with the Mt. Wilson 100-inch telescope? Hooker, Hubble, Einstein, Leavitt. Reply with your answer.

Correct! Edwin Hubble discovered that "spiral nebulae" were galaxies outside the Milky Way using the 100-inch telescope. Reply SPECTRA
You are now in communication with the Virginia Assembly's spy network. Read the instructions in your orders to continue and follow the BLACK schedule.

I am Arthur Lee. Meet one of my agents in front of the Robert Carter House at 11:30 or 12:30. Say that "Mary Johnston" has sent you, for that's my alias.
I’m your user... I’m supposed to be the protagonist... I’m on a hero’s journey.

- Kathy Sierra

#selfie
Cleveland Museum of Art

GalleryOne
Cleveland Museum of Art
GalleryOne
sidekick

“CONNECTIONS”
THE MET curators as st...
"CONNECTIONS" THE MET curators as strengthen
Hello, Brian.

There are 3 experts on duty to answer your questions.

If we’re stumped, we’ll answer your questions via email.

GET STARTED

What’s with the weird perspective in Okeefe’s Brooklyn Bridge?

Her work looks realistic but it isn’t. You see other work where a skull floats or is taken out of context. In this case, this work looks more futuristic in its picturing.

ask

During your visit, you can use our app to ask us questions and receive answers from our experts in real time. This feature is available when you step inside the Museum.

We look forward to saying hello on your next visit with us!
internet of things

it "used to be" that software was your sidekick, now hardware is too.

disneyification of real life
a personal experience

is it reasonable to expect visitors to come back if nothing changes?

how often should things change? how much should things change?

sidekicks can make the experience different every time if everything was different every time...

...every visit would be a personalised experience
MOBILE ISN’T:
- an app
- a project
- responsive design

MOBILE IS:
- a philosophy
- a strategy
- a way of engaging
- a way of communicating

“Think about the mobile device as your remote control for the world around you.”
Duff Stewart, CEO
MOBILE IS:

a philosophy
a strategy
a way of engaging
a way of communicating

“Think about the mobile device as your remote control for the world around you.”
Duff Stewart, CEO
“The average person looks at their mobile 100 times a day... What if, instead of playing Candy Crush, you played Art?”
Ruth Mackenzie, CEO, The Space

“IT sounds like the next people to know that video at 9 a.m. about it.”
Ms. Eriksson.

success ... is increasingly measured by ripple effects on social media, the ramifications are real for (entertainment and cultural experiences). When the social-media tide ebbs, that throttles a critical form of free marketing that can sell tickets or merchandise down the line.
John Jurgensen, WSJ
The "Phone Stare"
www.pgavdestinations.com

48%
Text friend about your visit

42%
Look up information related to this attraction
“The average person looks at their mobile 100 times a day... What if, instead of playing Candy Crush, you played Art?”

Ruth Mackenzie, CEO, The Space
42%
Look up information related to this attraction

40%
Leave a post/photo on social media about visit

40%
Check your email
Just-in-time Economy

“It sounds like you’re playing a video at 9 a.m. I’m there at the next. I understand it’s about it.”

Ms. Eriksson.
#1 CHALLENGE

competing for attention... (RELEVANCE)

for that, we need, CONTENT!
personal connection

1st Name Basis
1st & 2nd Person

content:
Think different.

situation not location

content & culture snackers
magic Tate ball
augmented reality
(time & space travel)
a few words about content...

Content is still king.

Content as asset: defined by its destination, disconnect content creation from delivery.

Value of an asset: content as layers, not silos.

Content economy: ownership, consumption, transaction.

Content is a commodity to be transacted (but it literally has to be renewable).

Connecting to collection content.

Physical AND virtual.

Serendipity: “When everything is connected ... everything matters.”

Opportunistic.

The wave: opportunity vs. missed opportunity.
content is still king

CONTENT +
content as asset

content defined by its destination
disconnect content creation from delivery

VALUE OF AN ASSET $\propto$ RESONANCE $\propto$ NUMBER OF USES

"get your content ready to go anywhere, because its going to go everywhere"  @BRAD_FROST
content as layers

enrich
dive

connect
engage

swim
skim

content as layers not silos
content economy ownership, consumption, transaction

...the future of content ownership is access

...consumption (e.g. Print vs. Digital) is a consumer choice

...content is a commodity to be transacted (but it literally has to be remarkable)
the wave

opportunistic

opportunity

missed opportunity
physical AND virtual

serendipity

“When everything is connected ... everything matters”  BRUCE MAU
Visits to Australia’s museums rise on the back of a digital experience

Spotswood primary school students build their future city using touch screen technology in Scienceworks’ Think Ahead exhibition.

Museum Victoria, Author provided

Visits to websites of Australia’s museums now exceed the number of visitors attending exhibitions, events or programs at actual bricks and mortar museums. Across the 62 museums that make up the Council of Australasian Museum Directors (CAMD), we know that 70% of the 51 million visits in 2013/14 financial year were online.

connecting to collection content
Tell us what you're into.
Tap once on the genres you like, or twice on the ones you love. Press and hold the ones you don't.

Choose your favorites.
Tap once on the artists you like, or twice on the ones you love. Press and hold the ones you don't.
England  9,207 things

Acquisitions

mostly from  Augustus Wollaston Franks, Anne Hull Grundy, John Hull Grundy

alloy  2,342 things
and  gold, bronze, brass

weight  2,278 things
and  seal, posy ring, tobacco-pipe

engraved  1,540 things
and  enamelled, pierced, gilded

heraldry  1,070 things
and  flower, mammal, crown

1897  753 things
and  1870, 1978, 1972

Middle East and North Africa
Modern Art
6 things
and  Oriental style, Chinese style, Rococo
Mark Tansey

The Occupation
1984
painting | oil on canvas

Keywords:
history paintings, historic, fictional, Manhattan, World War I, uniforms, soldiers, men, intersections, street corners, street signs, Broadway, telephones, mailboxes, buildings, water towers, trucks

56 3/4 in x 80 in (144.16 cm x 203.2 cm)
Acquired 1997

Collection SFMOMA. Collection of Vicki and Kent Logan, fractional and promised gift to the San Francisco Museum of Modern Art
Aid: Mark Tansey

SFMOMA main | Credits
content currency

1. PewDiePie (Felix Kjellberg)
   32 MM subscribers.
   6.7 BN views.

2. Smosh (Ian Hecox)
   32.8 MM subscribers.
   6.2 BN views.

3. DisneyCollectorBR (Anonymous)
   2.8 MM subscribers.
   3.7 BN views.

4. Brain Scoop (Emily Graslie)
   Subscribers.
   Views.

---

The brain Scoop
Success?

ATTENDANCE
EXPERIENCE
ENGAGEMENT
RECOGNITION

There was no review or sign-off, processes are in place to expedite.

Within 15 mins, museum responds with relevant content and imagery from its collection or programming.

Multiple channels, outlets and platform - inside & outside the galleries.

Result:
impact & connection immediately known
dialogue created
digital is not an encumberance

Engagement & Connection to promote... Experience & Participation
museum visitor
Engagement Pipeline

pipelines not silos

Connect

Share

Converse

Convert

Engage

Membership
Merchandise
Exhibition

LOYALTY

Volunteer
Docent
Donor
Ambassador
Blogger

Visit Museum
Visit Website
Retweets

Attend Lecture
Take tour
Twitter replies
FB comments

Twitter followers
Facebook reach
YouTube views

audience
influence
cultural &
social trends

Vision
Goals
Strategies
Objectives
Actions

Strategic
Tactical

Changes Society
Changes Culture

Idea

Project

@JasperVisser @SumoJim
Resilient Connections...

Engagement Pipeline

Spy!

a few words about content...

bit.ly/icom-mpr-honeysett