Working together gives better returns
Museums in cities working together: more collaboration: better returns

1. Amsterdam Museums
2. Working together within a city
3. Working together on attracting new audiences, happy citizens & business
4. Working together between museum and governments
5. Working together between museum and commercial companies
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7. Working together on knowledge and education
8. Working together is more sustainable for the future
9. Working together among museums & among Culture
10. Implementing marketing in working together; values
We do

- Amsterdam OAM (8) 1994
- Amsterdam Plantage (13) 2001
- Amsterdam Museum (2) 2008
- Amsterdam Heritage Museums (5) 2010
- Unesco World Heritage Canal District (1) 2011
- Amsterdam Heritage (8) 2012
- Amsterdam Museums [eng] (40) 2012
- Amsterdam Marketing 2012 +

Cultureel Toerisme (40) 2013

- Amsterdam Museums (stichting SAM) (40) 2013
- Amsterdam SAM (+ Internationaal) (45) 2016
HOTDESK @
44 MUSEUMS – CITY MARKETING – MINISTERIES – GEM. AMSTERDAM

no office – 8 interns per year – borrow hours from colleagues of the 44 museums
AMSTERDAM MUSEUMS

STAKEHOLDER MEETINGS
FOUNDATION SAM, 2016©

- Amsterdam Museums: 16%
- Dutch Museum Association: 16%
- Amsterdam Marketing: 16%
- Ministry of Foreign Affairs: 8%
- Ministry of Culture: 8%
- Dutch Culture: 16%
- Amsterdam Arts Council: 8%
- Club of 11 (Big Attractions): 4%
- ICOM: 8%
AMSTERDAM MUSEUMS

STAKEHOLDER FUNDING
FOUNDATION SAM, 2016©

- Own income: 47%
- Amsterdam Museums: 0%
- Dutch Museum Association: 17%
- Amsterdam Marketing: 33%
- Ministry of Culture: 0%
- Ministry of Foreign Affairs: 3%
- Dutch Culture: 0%
- ICOM: 0%
- Amsterdam Arts Council: 0%
- Club of 11 (Big Attractions): 0%
AMSTERDAM MUSEUMS

STAKEHOLDER WORKING TOGETHER RESULTS
FOUNDATION SAM, 2016©

- Supporting 20%
- Deal making 20%
- Promotion 20%
- Representation 20%
- Create climate future cultural business 20%
AMSTERDAM MUSEUMS

STAKEHOLDER WORKING TOGETHER RESULTS
FOUNDATION SAM, 2016© - COSTS € 0,-

- (own) conference (1) 1%
- delegation receivings (12) 8%
- presentations (68) 48%
- (guest) lectures (60) 43%
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INTERNATIONAL PROJECTS
WORKING TOGETHER IS PRODUCT & INT. MUSEUM TRADE
e.g. UK, RUSSIA, FINLAND, SPAIN, ARUBA, CURACAO, INDONESIA, FRANCE, SINGAPORE, BELGRADE, MOLDOVA, BELARUS

Belarus:
Museum support & dev. strategy set up, advise museums, guest-lectures, trustee.

Brussels/ Paris:
Connect with Muscon, on working together, & exchange knowledge with Culture Espace.

Madrid:
P13, guest-lecturing, presentations, workshops.

UK:
Several projects; e.g. National Trust, British Council, Tate, HRP, HHS, AIM, Watfort.

Helsinki/ Tampera:
Support change of heritage & museum strategy, working together, study dashboard dev.

Brussels/ Paris:
Connect with Muscon, on working together, & exchange knowledge with Culture Espace.

Belarus:
Museum support & dev. strategy set up, advise museums, guest-lectures, trustee.

Moldova:
Heritage support, EU towers project, on marketing & dev. on working together.

Russia/ Moscow:
Support museums & heritage sites on marketing & dev. on working together, RANEPA projects.

Siberia:
Support change of heritage and museum strategy, connected with A'dam, RANEPA projects.

Edinburgh:
Support heritage development, working together.

St Petersburg/ Katharinaburg:
Presentation, strategy advise, working together.

Hadrian’s Wall:
Support change of heritage & museum strategy, working together on marketing.

Istanbul:
Support changes of museums, city strategy, connected with A’dam, working together on marketing & dev.

Caucasus:
Support change of heritage and museum strategy, connected with A’dam, RANEPA projects.

Ulyanovsk:
Support change of heritage and museum strategy, connected with A’dam.

Chanti Mansieick:
Heritage development, work with & advise museums.

Brest:
Heritage strategy set up, advise museums, working together on dev. & marketing.
a case
a case
2016: LOBBY & REPRESENT

FESTIVALS:
AMSTERDAM LIGHT FESTIVAL
UITMARKET
N8
MUSEUMWEEKEND
GAYPRIDE
TULPENFESTIVAL
MONUMENTENWEEKEND

LOBBY:
VERGUNNINGEN
BUSSEN BELEID
RONDVAARTEN
BEWEGWIJZERING
VERTEGENWOORDIGING
(PROCESVERBETERING)
De Amsterdamse musea feliciteren...

...het Amsterdam Light Festival met hun overweldigende programma waarin de Amsterdamse musea volop deelnemen.

...het Amsterdam Museum, de Hermitage en het Rijksmuseum met hun Aziatische collectiegalery

Hollanders van de Gouden Eeuw

FELICITEREN
MICROPRIA

met het openen van haar deuren

Met de I amsterdam City Card gratis naar 34 musea. Ga naar iamsterdam.com/citycard

I amsterdam.

amsterdam.com/citycard
2016: DEALS

POWER DEALS:

PARTNER SHIPS
MUSEUM CARD
I AMSTERDAM CITY CARD
HOLLAND PAS

SUPPORT
- CENTRUM XL
- COVER CONSTRUCTION
- WELCOME SIGNS
- WELCOME TEAM RECEIVING
2016: MARKETING

POWER DEALS:

KLM
- MUSEUM SQUARE AIRPLANE
- HOLLAND HAROLD
- SCREEN SAVERS
- ON BOARD PRODUCTS
- FREQ.FLYERS DISCOUNTS
- STAFF DISCOUNTS
- CHILDREN GAMES

SCHIPHOL
- 7 MUSEUMS ADVERT
- I AMSTERDAM STORES
- RIJKSMUSEUM
2016: MARKETING

POWER DEALS:

DISNEY
- COLORING PICTURE
- POSTERS
- DONALD DUCK MAGAZINES
- MEMBER DISCOUNTS

AEROFLOT
- ON AIR MAGAZINE
- PLACEMET

BELAVIA
- FLYERS ON BOARD
- MAGAZINE
- PLACEMET
AMSTERDAM MUSEUMS
AMSTERDAM MUSEUMS
@ the National Heritage Board Academy (Singapore): variety of staff trainings

@ the Amsterdam Museums: Front Office trainings (i.c.w. Hilton & Amsterdam Marketing and others),

@ the Lenin Memorial (Ulyanovsk): Chinese lessons for museum staff,

@ the Rostov Kremlin Museum: English lessons for their staff (in two levels)
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MUSEUM CLUSTERS ARE ECONOMIC CATALYSTS

Michael Porter, Economist 1990
MUSEUMS ARE ECONOMIC CATALYSTS

MUSEUMS UK > £ 2.6 BILLION INCOME, 38’000 JOBS
CONTRIBUTE £ 1.5 BILLION IN ECONOMY

MUSEUMS RUSSIA > OVER 75’000 JOBS

MUSEUMS US > 400’000 JOBS,
CONTRIBUTE $ 21 BILLION IN ECONOMY

aam-us.org & artcouncil.org.uk
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CITIES
LEARN
HOW TO DISPLAY THEMSELVES AS A BRAND
2016: WITH CITY MARKETING

AMSTERDAM – VENICE
Smart on cards
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MUSEUMS & COMMERCIAL COMPANIES WORK TOGETHER
COM. COMP TEST
WE BOTH DISCOVER & LEARN
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WE BOTH DISCOVER & LEARN
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INSPIRE CREATIVE SPIRITS
ZILL – WINZAVOD – ARTPLAY – STEDELIJK MUSEUM – FOAM MUSEUM

Trendwatch 2015/ 2016, American Alliance of Museums
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GLOBAL VALUE – Belarus

TOP 10 ECO-CITIES

1. Calgary (Canada)
2. Honolulu (USA)
3. Ottawa (Canada)
3. Helsinki (Finland)
5. Wellington (Nieuw-Zeeland)
6. Minneapolis (USA)
7. Adelaide (Australië)
8. Kopenhagen (Denemarken)
9. Kobe (Japan)
9. Oslo (Noorwegen)
9. Stockholm (Zweden)

http://ecowatch.com or http://www.greenuptown.com
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Tomorrow Challenges

Cities:
Brussels (85%), Barcelona (0 hotels), Amsterdam (spread touristst in region), Singapore (transform hun into content-History Development), Belarus (EU perception), Philips (Alf, Rijks Lights, city lab For Innovation), Rostov/Yaroslavl (Hospitality, logistics), Moscow (17mio, First 39 Community hubs 2018)

Leadership:
Ladies, share, safetly, learn from each other

Education:
Involvement Companies (Coca cola) and culture (location), into knowledge power

Income versus Costs

Next to usals of globalization: corridors, new technologies, transport and communications, financial centres, water and food issues

http://www.popline.org