

# MPR – Tampere

Market Communications For The Benefit  
Of The Museum 29.8.-31.8.2005

## Communicating The Museums

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WERSTAS

# How visitors get information?

- Museum was well-known (47 %)
- Friends or relatives (36 %)
- Guide-book or leaflet (30 %)
- Printed media (23 %)
- Internet (8 %)
- Radio or television (5 %)

The Finnish Museums Association, National Visitor Study 2002

**Dozen small things to make  
your museum famous**

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# 1. Save your money

Advertising in media is expensive and unefficient – but are there any options to become visible?

- Strong museum identities
- Self-made material, leaflets, posters etc
- Events
- Invest in relations with media

## 2. Strategies for marketing

- Finnish museums don't normally have any plans for marketing
- Marketing requires long term engagement

# 3. Target groups

- Face the fact: public museum has never been for everybody but it has to be for somebody
- Every museum needs its own target groups – visitor profile can be developed
- Targeting exhibitions – easy publicity?

## 4. Tell something new

- Museums are criticized by media for not creating new information
- News doesn't just happen, they are made
- Why museums inform only about their exhibitions? Is it something new that a museum have an exhibition?
- Media needs new stories from everyday museum work, new points of view

## 5. Journalist is important

- Don't let reporters wait and frustrate in the phone
- The person who is giving information, should be present
- Nobody likes to be turned from one person to another
- Journalists are conservative – they contact those who are cooperative



## 6. Press conferences

- If you have a good reason, organize a press conference – but watch out the inflation
- Journalists come only if they get something which cannot be obtained in another way
- Start in time and don't waste it

# 7. Personality

- Why museums write similar press releases and tell the same educating stories to the media?
- Have a personal touch with journalists
- Don't forget feedback – especially positive feedback...

## 8. Press photos

- Good press photos improve publicity
- Photos should be easily accessible –  
copyright free from Internet

# 9. Know the media

- Know the media you are approaching
- Media works with “formats” – they are looking for stories which suits their system of editing, not just ideas
- You can also write yourself – Letters to the Editor is one of the most popular page in every newspaper

# 10. Internet

- Internet-pages should be suitable sized – give only the information you can keep updated
- Simple solutions might be more durable than complicated ones

# 11. Journalism is not marketing

- When a restaurant creates a new menu, it's not in the news. When a museum shows new paintings, why it should be?
- Marketing speech is not a good way to approach journalists – they are trained to ignore it
- We inform because we want visitors, media have different reasons

## 12. Internal information

- Problem in many larger museums, especially distant units, front desk staff, guards etc are forgotten
- If internal information doesn't work, it is unlikely that external will
- Every museum worker is a customer for his/her colleagues

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