

**ICOM  
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**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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