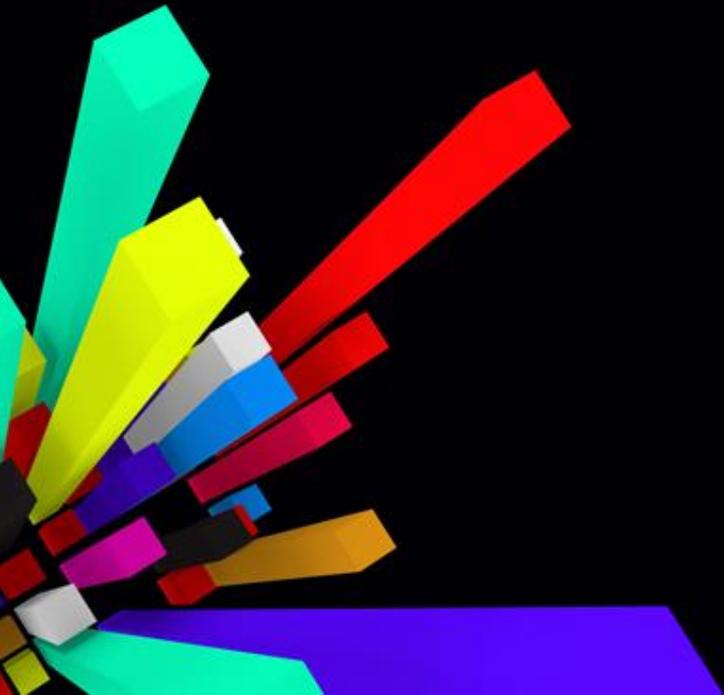


The background is a complex, abstract composition of various geometric shapes and colors. It features a central cluster of small, overlapping squares in shades of red, purple, blue, and white. From this center, numerous elongated, multi-colored shapes (including yellow, cyan, magenta, blue, purple, and brown) radiate outwards, creating a starburst or sunburst effect against a solid black background. The colors are vibrant and saturated.

Marketing Campaigns for Armenian Museums during last decades

The idea that a museum might consider marketing itself seemed *novel* concept to some museum staff.

It was clear however that for many the new market driven economy was proving *hard work*. Further more in some museums the ethos of public service and customer care which the new market economy now demanded had yet to be understood by front-line staff.



Emerging Issues

Training of museum staff in the museum sector included museum management, planning and marketing, fund raising, retailing and customer care, education.

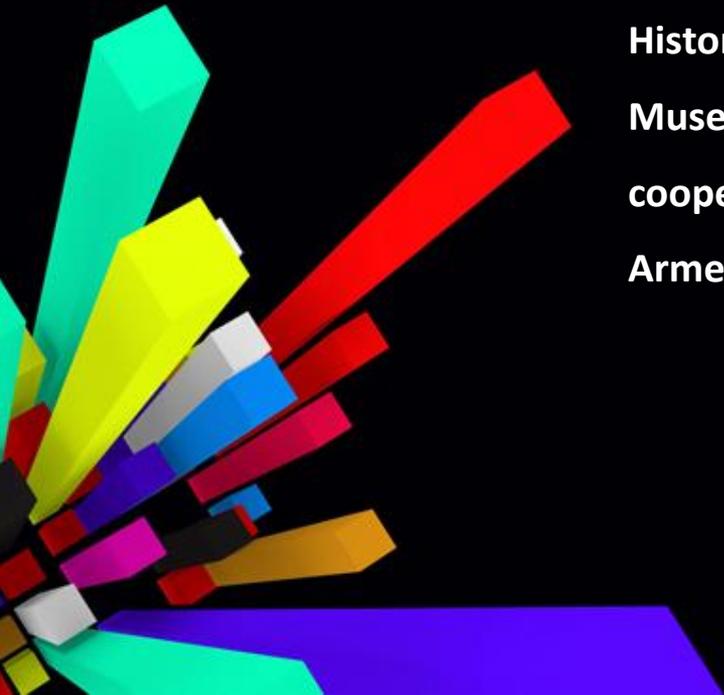


UNESCO/ICOM Capacity Building Training

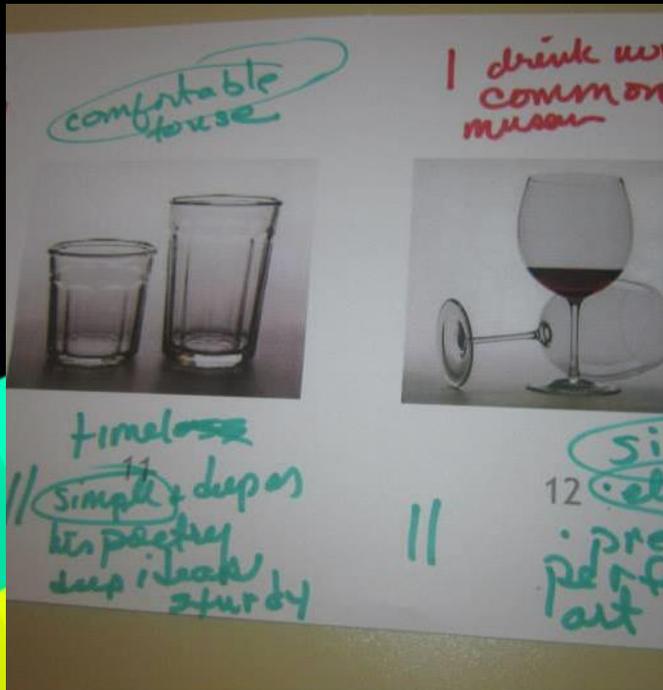
11-14.06.2009

Yerevan, Armenia

The Training was arranged by four Armenian museums, including the National Art Gallery of Armenia, “Erebuni” Historical-Archaeological Museum-Reserve, Yerevan History Museum, Hovhannes Tumanyan Museum, in close cooperation with the Ministry of Culture of the Republic of Armenia and the Armenian National Commission for UNESCO.



First Training on Museum Marketing and Branding by ICOM Armenia



ICOM Armenia organized training on Museum Marketing and Branding for 25 Armenian museum specialists in cooperation with Ministry of Culture of Armenia in the National Gallery of Armenia. International experts Lyndel King /ICOM expert, Director of Weisman Art Museum/ and Shelly Regan /Director of Yamamoto Advertisement Agency/ were sharing experience and leading 3-day training program for museum staff from different museums.

**Museum Staff Development oriented on retail services)
Program for Georgia and Armenia, 13-16 July 2009,
Tbilisi**

- 20 museum staff from Georgia and Armenia
- 2 Experts from UK Selina Fellows /UK consultant in income generation and marketing in the cultural heritage sector and Timothy Mason /Head of the Arts Camp; Heritage Consultancy and a European Council expert on cultural heritage and museum management issues in the South Caucasus/ were the facilitators of the workshop.



International Training Programs for Young Professionals

- USA (New York)– Summer Institute for Museum Professionals
- Japan (Osaka) – Intensive and Comprehensive Courses on Museology
- UK (London) – International Training Program In the British Museum

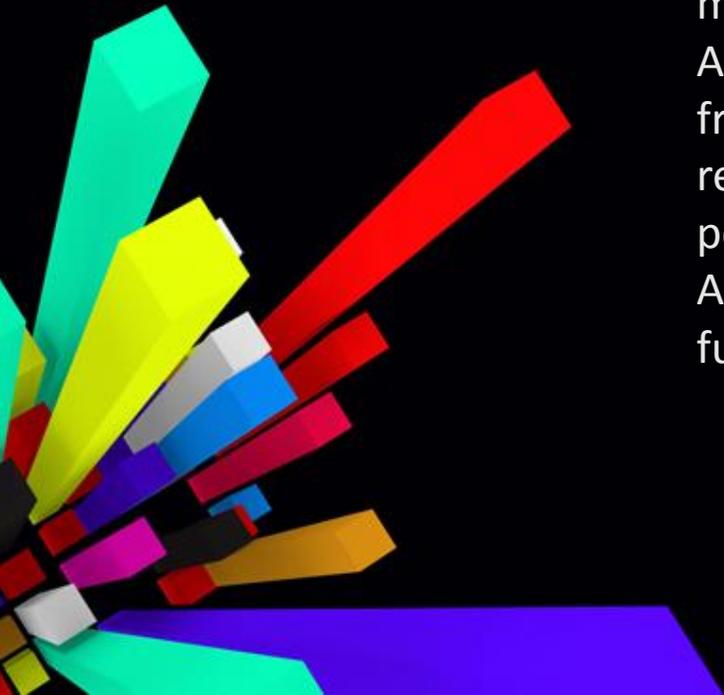


Educational Activities

Activate Museums as Lifelong Learning Spaces

AMUSEALL

Direct response to one of the social problems was one of the first and long term projects to develop learning strategies and innovative cultural services in targeted museums based on a Lifelong Learning launched in Armenia in late 2008's involved 11 regional museums from "disaster region" thus trying to help the region revive with its cultural institutions. The project became possible in cooperation with DVV International, ICOM Armenia, Association of Museum Workers and Friends funded by BMZ.



MUSEUM



EDUCATION CENTER

Museum Education Center

On October 2, 2014 DVV International (Institute for International Cooperation of the German Adult Education Association) Country Office in Armenia, NGO Armenian Association of Museum Workers and Friends, and Aram Khachaturian Museum entered into an agreement to establish a Center for Dev

The Center will serve the following purposes:

Support development and introduction of educational programs in the Armenian museums and contribute to the development of alternative education in the museums;

With the involvement of foreign and local experts organization of trainings, seminars and conferences to strengthen the capacity of museum workers in implementing educational programs;

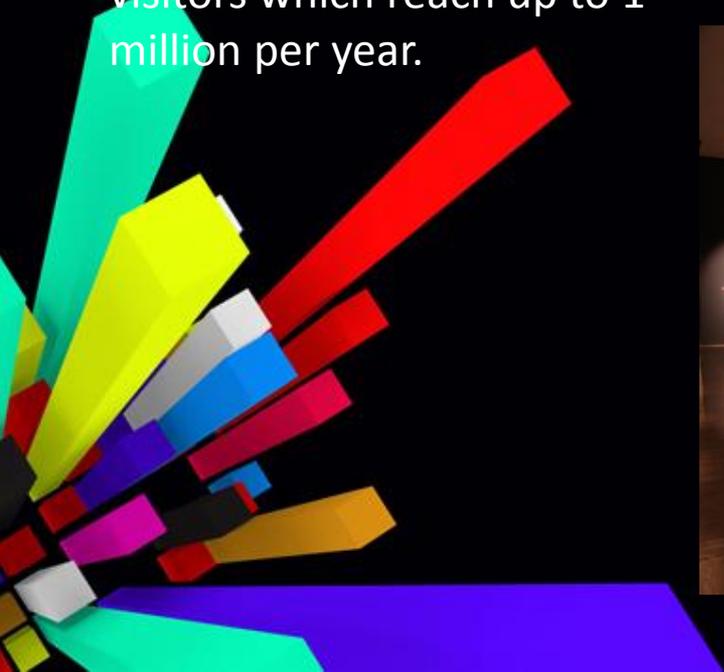
Technical advice to the museums as well as development of methodological manuals on different aspects of museum education;

Support the acquisition and localization of best international (particularly European) practice in museum education programs and methods.



Cafesjian Center for the Arts

Space for collaboration between the Center and Museums in Yerevan as well as modern Armenian artists. Thus CMF is trying to Market the best of Armenian culture and local museum collections to its visitors which reach up to 1 million per year.



Sergei Paradjanov Museum

- ✓ 365 working days
- ✓ 70 exhibitions outside Armenia since establishment
- ✓ Official partner of Yerevan International Film Festival Golden Apricot

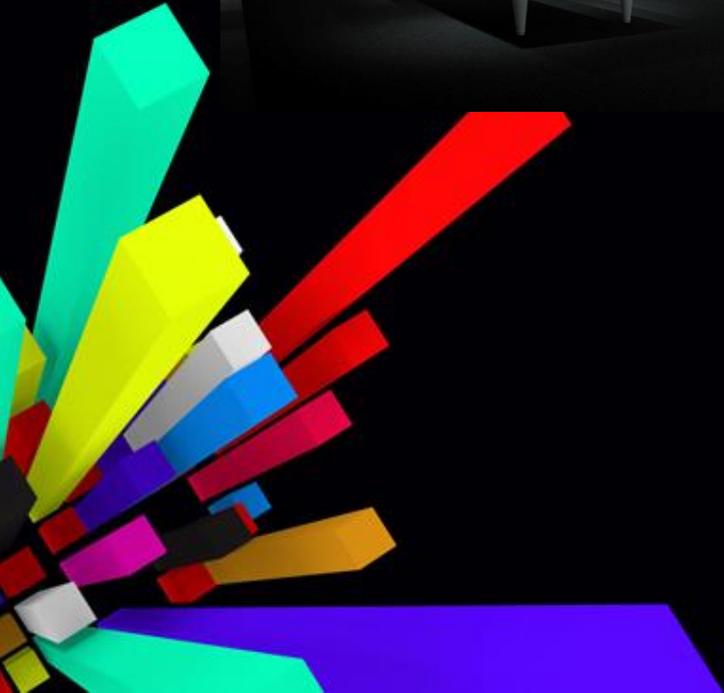




Komitas Museum-Institute
According to modern trends in museums the exhibition of Komitas Museum brings critically to the attention of the visitor some current issues of museology as interactivity and the semantic definition of a museum item.



It is worth to mention that by the Initiative of ICOM Armenia Komitas Museum-Institute listet for European Museum Year Awards for 2016. This is first time for Armenian museums to be involved in such an event which we think will be new marketing campaign or motivation for other museums to be more competitive in cultural marketplace.



Things to Think

Positive

1. Experience /Staff
2. Willingness to changes
3. Creativeness
4. Historical heritage

Negative

1. Team work
2. Collaboration
3. Practical implementation
4. Uncertain perspectives

... museum are still looking for the main keys to use their potential...





**Thank You for Attending ICOM MPR Conference
2015 in Yerevan and for Your Attention**

ANY QUESTIONS?

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