

## Staff update

1 JUNE 2014

The first ever Welsh Museums Festival will take place from 4-12 October 2014 to coincide with the **Museum Association Conference** which takes place 9-10 October at the Wales Millennium Centre, Cardiff.

We would like you to join in and be part of this exciting bilingual campaign. It is being organised by a working group comprising of the All-Wales Marketing Team, members of The Federation of Museums and Art Galleries Wales, Amgueddfa Cymru and other museum professionals.

### What are we striving for?

- Accredited museums (or those working towards) to actively participate in the festival
- To bring Welsh Museums to the forefront of people's minds
- Increase in museum visits during/following the festival
- National and local media coverage covering a range of museum stories
- Increase in digital engagement e.g. via Twitter, Facebook
- Satisfied visitors who plan to return

### Who is the target audience/s?

There is no specific target audience as this will allow for flexibility for you to choose your own. This gives you the freedom to organise events and activities that best fit your objectives.

### What are the key messages?

There will be two sets of key messages – one for visitors and one specifically for advocacy purposes (these will be compiled by the Federation of Museums and Art Galleries Wales). These will be circulated to you in due course to ensure consistency in our approach.

### Can we use the campaign identity/branding?

Yes! We have developed a campaign logo and branding for all museums to use (see above logo to give you a taste). We are using 'Be Amazed' as the creative theme for the festival. Over the next few weeks we will be producing generic posters, postcards, roll up banners, online adverts plus shells for you to personalise the publicity materials.

The logo can now be downloaded in different formats from –

<http://welshmuseumsfederation.org/en/resources-landing/marketing/marketing-policies.html>

### Call for Images!

We need a variety of eye-catching images to use on the promotional materials and online. The creative theme is 'Be Amazed' so the images should be of the most amazing artefact(s) in your collection.

The image should be uncluttered with a single point of focus. If possible the object depicted should have a dominant colour.

We also want to show images of museum visitors being amazed. This can be shown through facial expressions in response to an artefact or participating in a hands-on activity.

Please send brief details and attach a VERY SMALL copy of the image by **Monday 30th June to [nicola.williams@wrexham.gov.uk](mailto:nicola.williams@wrexham.gov.uk)**. Please don't send large picture files. We'll get back to you quickly if we want to move ahead; then we can arrange for you to send a full size image. Copyright must be straightforward.

### How can you get involved?

Museums can participate in a number of ways –

- Re-brand existing events/activities happening during the festival period
- Organise new events and/or activity
- Offer special discounts during the campaign e.g. café, shop, entrance fee
- Use it as local press opportunity
- Capitalise on social media activity
- Join up with other museums/tourist attractions to make the 'offer' even better

The Federation of Museums and Art Galleries Wales is offering grants to encourage museums to participate – details will be circulated in due course.

### Will there be a campaign website?

Yes – we are currently developing a website to promote the festival and signpost visitors to individual museums – [welshmuseums.co.uk](http://welshmuseums.co.uk) / [amgueddfeyddcymru.co.uk](http://amgueddfeyddcymru.co.uk)

### Will there be social media opportunities?

We are currently working with social media expert – Mar Dixon (she ran recent Twitter campaigns e.g. #MuseumsWeek / #AskaCurator and works with Kids in Museums) to produce a social media strategy. This will focus on –

- Building audiences
- High-quality, relevant and engaging content that will encourage people to share posts
- Encouraging visitor participation
- Encouraging those museums not on Twitter to sign-up
- Driving traffic to campaign website

A new twitter account to promote Welsh museums to visitors has now been set-up - **@welshmuseums**. Please follow and retweet where possible! The campaign will be promoted via this account.

### What plans are in place to encourage press engagement?

We are currently producing a Communications Plan and developing stories that will appeal to local, regional and national press before, during and after the campaign.

We have already met with Media Wales to investigate PR opportunities in the Western Mail, Weekly Titles and Wales Online and they have now asked us to produce a list of potential articles/features suited to the various titles.

### Any questions/comments?

We would love to hear about your first thoughts and how you might take part in the festival. Please get in touch –

**Nicola Williams**

[nicola.williams@wrexham.gov.uk](mailto:nicola.williams@wrexham.gov.uk)  
Tel: 01978 298857