

Adding value to exhibitions

Interactives, activities, marketing, evaluation

Vicky Dawson

Presentation given as part of the training workshop Displays on a shoestring held at the Willis Museum Basingstoke on 23 January 2015

Presentation © Vicky Dawson

Interactives

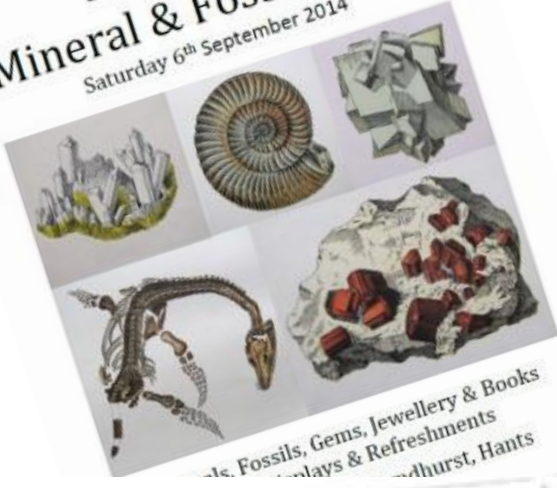
- Stay away from anything electronic
- Never underestimate the attraction of handling a real artefact
- Devise something that develops observation and skills appropriate to the theme of the exhibition



Events



Hampshire Mineral & Fossil Show Saturday 6th September 2014



Marketing



www.swfed.org.uk

Celebrity praise for museums



Mark Horton, archaeologist and presenter on BBC's series *Coast* opened the exhibition *Treasures from the Earth* at the Museum of South Somerset on Friday 19th November.

Social media

- Blog - Facebook – Twitter – Flickr – YouTube
- A conversation, not a proclamation
- Plan the campaign from the start
- Organisation-wide contributions



Hampshire and Solent Museums

11 November 2014 · 🌐

The first object, an Ichthyosaur from Lyme Regis, to be loaned for Hampshire's Big Theme 2015 - Dinosaurs. It will form part of a exhibition on Victorian dinosaur / marine reptile hunters. It has been lent to us by Dorchester Museum and needs a bit of conservation work prior to display.



Openings



Evaluation

- What you want to find out – the questions you want answered
- Who you want to find out from – who you are going to ask
- How you will find out
- How you will analyse the results
- What you will use the information for

Example techniques

- Visitors book – rather than have a column for ‘comments’, ask a more directed question; ‘what did you like best?’, ‘how could your experience have been improved’.
- Visitor tracking
- Comment cards – see above
- Counters in a jar (ref Waitrose community matters boxes)
- Post it notes, smiley faces to place on a 1 to 10 scale