We are a creative & innovation consultancy & digital hub

WE FOCUS ON THE ACTION
we deliver effective and innovative solutions
We work with people transforming businesses and institutions
Delivering Creativity & Innovation Consultancy and Workshops Globally
Clients & Partners

[Logos of various clients and partners]
Team + extensive network of international experts

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Outline

- Why cultural heritage and audience development?
- Cultural Heritage & Sustainable Development
- Tips for Storytelling to engaging with key audiences
- Cultural Heritage Innovative Audience Development Best practices for community engagement
Why cultural heritage and audience development?

- **On the context of the European Year of Cultural Heritage 2018** established by the European Commission with the aims to
  - Encourage people to explore Europe's rich and diverse cultural heritage
  - Celebrate, understand and protect its unique value
  - Reflect on the place that cultural heritage occupies.

- **Economía Creativa has launched an online questionnaire to Identifying best practices for cultural heritage audience development.**

- For the majority of museums and heritage places there is still a **challenge** to attract a significant number of visitors, both locals and tourists; in particular engaging with young audiences, minority groups and making their sites fully accessible to disable visitors. However other sites face saturation and congestion.
Cultural heritage is an important pillar to achieving the Sustainable Development Goals Agenda 2030.

The Goal 11 Sustainable Cities and Communities particularly calls for “Strengthening efforts to protect and safeguard the world’s cultural and natural heritage.”
The **Audience Development Plan** for cultural heritage innovative engagement with both locals and visitors

- **Now**
  - Increase the commitment of your existing audience and stakeholders
  - Attract wider audience:
    - disable people, youth, minorities, local inhabitants, tourists and other key groups

- **Your Vision Audience Engagement**
  - Provide a more enriching experience
AUDIENCE DEVELOPMENT PLAN

DIAGNOSTIC

The Bigger Picture
Developing understanding and ‘auditing’ your audiences to help you understand your organization position NOW and the journey to undertake to achieve your vision.

PLANNING STRATEGY

Planning strategic plan to engage with target audiences, communicate organization / project mission and activities.

IMPLEMENTATION

Who will be doing what and when?
What will be offered to the audience?
How to create storytelling narrative?
Which type of language & method/channel?
Action plan
Timetable and budget

EVALUATION

Are we doing it right?
What are the evaluation measures we will use?
AUDIENCE DEVELOPMENT MATRIX

- **MARKET DEVELOPMENT**
  - Bringing a new audience to your existing offer

- **MARKET PENETRATION**
  - Friends / Membership scheme
  - Loyalty programme
  - Communications

- **DIVERSIFICATION**
  - Developing a new offer for a new audience

- **ACTIVITIES/PROGRAMME DEVELOPMENT**
  - Talks or events programmes
Harnessing community engagement ecosystem based on cultural heritage and co-creation of experiences
10 TIPS FOR #STORYTELLING

1. Tell stories that matter: bring ideas, passion and people together
2. Tell stories that contain empathy and emotion
3. Share stories that are accessible
4. Create a sense of aspiration in all you do. Create a winning atmosphere
5. Think who is ‘reading’/watching the story, not who is creating it
6. People love to laugh. Combine humor if you can
7. Know your story and tell it often. Growing your audience will not happen overnight
8. Keep stories specific and concrete
9. Think, speak and narrate local-global
10. Don’t be afraid to get personal: show your passion, what makes your team amazing!
Bridging Generations, Poland, Germany, Greece, Italy and Hungary / Intergenerational exchange to raise awareness on remembrance and common history and values
Historiehuset – ‘Food from our ancestors’, Sweden / Exploring ‘historical food’ and its context

PEPPARKAKAN
HISTORIA
från 1400-tal till nutid
The App of Vittoriale, Italy / It aims to provide visitors with a complete scope of the services offered in the site.
The Fortress of Sibenik, Croatia / Augmented reality and a whole year round programme of events combined with an intense, coherent and transmedia audience development strategy
Viscri – ‘The Whole Village Project’, Transylvania, Romania / A travel web site as a hub for revitalized villages
PROPAMÁTKY (For Heritage), Czech Republic / Online hub for historical monuments and buildings restoration stakeholders cooperation (service providers, architect, urbanists, developers, building companies, etc.)

Máme pro vás zimní vydání našeho časopisu
V zimním čtvrtletníku PROPAMÁTKY se dočtete o obnově tří vodárenských věží v Praze, Karviné a Novém Městě nad Metují a mnoho dalšího.

AKTUÁLNÍ ZPRÁVY
3. 3.  Volný přednáškový cyklus ...
2. 3.  Dobrovická muzea pořádají ...
2. 3.  Domažlický památník děkana ...
1. 3.  FOTOGALERIE | V Klatovech ...
1. 3.  KONFERENCE | Obnova památek ...
28. 2.  Kraj Vysočina opravuje hrad ...
28. 2.  Vyšel Průvodce pražskou ...
27. 2.  Fotosoutěž Alej roku ...

European Cultural Heritage Summit | Berlin, Germany, 18-24 June 2018
The Presidential, Portugal / Developing a transmedia audience development strategy and creative storytelling
Sensing Place, UK / Cultural heritage, on this case film archive, to engage rural communities to explore their local heritage and ‘the power of place’

What stories are important to you?
Siena The Civic Museum, Italy / **Light** as a ‘new way of knowledge’ integrating **technology** and **visual experience**
Conversazioni d’Arte, Italia / Communicating and promoting cultural heritage to **Visually Impaired Persons**, exploiting the potential of **suggestions** ('images' sonorous)
KOLOROWE PRZYSTANKI – ‘Colored Bus Stops’, Poland / Community building by exploring local heritage and promoting sustainable living/transport
KOLOROWE PRZYSTANKI – ‘Colored Bus Stops’, Poland / ... and harnessing territorial integration
Conclusions & Recommendations

- **Co-creation** of projects and narratives are key for community building and the audience development.

- **Cross sectoral approach (open innovation)** and a holistic concept of cultural heritage.

- **Digital storytelling and technology** (augmented reality, apps) are essential to raise awareness and engaging with visitors (both locals & tourists) enriching their experience.

- It is fundamental to implement Audience Development Plan with **long term and comprehensive vision**, involving marketing, programming, education activities, customer care, etc., integrating both digital/analogic world.
Thank you for your attention!

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We are based in Málaga, Spain, working globally

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Antonio Carlos Ruiz Soria
Founder & CEO

Antonio Carlos is an international creative & digital economy consultant and speaker, co-founder and CEO Economia Creativa Consultancy. He has delivered expert advice, research, capacity building, workshops and conferences for institutions such as the European Commission and Council of Europe, corporations and SMEs, NGOs, Universities and other stakeholders. He has undertaken field work in more than ten countries, including UK, Belgium, France, Spain, Poland, Hungary, Morocco, and Finland, among others, on tourism, creative and digital economy, innovation and entrepreneurship. He is project leader of ‘Reinventing Costa del Sol through Creative Tourism’ included by OECD at Forum LEED (Local Economy & Employment Development).

Before Economia Creativa, Antonio Carlos worked in corporate strategy and consumer behaviour analysis at The NPD Group, a leading global market research consultancy, and as data and market researcher at Brindisa Ltd., a gourmet food importer, both in London (United Kingdom).

He holds master degree in Economics from Seville University (Spain), completed with courses on international economics at London School of Economics (UK) and political science and international relations at Francois Rebelais University in Tours (France), EU, Regions and policy making at the Committee of the Regions and Tourism SME Management at EOI Business School (Spain).

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Team

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Justyna is co-founder at Economia Creativa Consultancy. Her work focuses on digital marketing, research (creative economy, tourism and hospitality) and content editor. She has been facilitator and event producer at numerous workshops and trainings about communication, tourism, marketing and social media and project development in an international level (recently she has been facilitator at the Seminar Reach More Youth, Erasmus Plus, European Commission, in Brussels, Belgium. She has managed online dissemination for international conferences such as Creative Innovation Global 2016, Melbourne (Australia) as Endorsing Partner. Prior to co-founding Economia Creativa, she worked at Model Fruit Garden at Royal Horticultural Society (Wisley, United Kingdom) where she was responsible for service management, staff training, organizing and participating in events and public demonstrations.

She holds a MSc in Horticulture from University of Life Sciences in Lublin (Poland). She has realized stages in Scotland and England about fruit and vegetables production and trade. She has studied Digital and Social Media Marketing at Salford Business School and EU, Regions and Policy Making at the EU Committee of the Regions.

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