The New Normal
Reinventing Our Digital Strategy

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The New Normal Reinventing Our Digital Strategy

Introduction

Museum Foundation Post and Telecommunication (MSPT)

> 3 Museums for Communication in Frankfurt, Nuremberg and Berlin

> Archive of Philately in Bonn and 2 depots in Berlin and Heusenstamm

> 108 employees

> more than 350,000 visitors a year

> Historical roots in 19th century

> MSPT founded in 1995
Middle of the 90s:

> Rise of the World Wide Web

> Start of the digital revolution

> MSPT in digital transformation since its beginning
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25 years of digital transformation

1990 „New Media“ in permanent exhibitions

1985 Digitization of collection

1995 Foundation MSPT

1998 1st Website
1999 Vision MSPT
1998 Digital collection concept

1999 1st IT-Network

2000 Gallery of Computers in MKB

2001 2nd Website

2000 MuseumPlus

2000 MACH

2000 MediaGuide

2001 2nd Newsletter

2007 1st Podcast

2007 Second Life

2007 1st Blog

2008 Mediaguide

2008 1st Newsletter

2008 eMuseumPlus

2009 3rd Website
2009 MuseumPlus

2009 1st Letter Volume

2009 eMuseumPlus

2009 MediaGuide

2009 1st Newsletter

2009 eMuseumPlus

2009 1st Letter Volume

2009 MediaGuide

2011 1st Microsite

2011 1st Podcast

2011 1st Newsletter

2011 Google Arts & Culture

2012 4th Website

2012 Canto Cumulus

2012 2nd Letter Volume

2012 3rd Letter Volume

2016 5th Website

2016 VDI

2016 4th Letter Volume

2016 5th Letter Volume

2017 1st Expotizer

2017 VDI

2017 1st Letter Volume

2018 5th Letter Volume

2018 Google Arts & Culture

How do you work out a strategy for a permanent process?
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6 steps for a digital strategy*

1. STATUS QUO
2. EVALUATION
3. VISION
4. STRATEGY
5. WORK ON PROJECTS
6. NETWORK

Status quo:

> Workshop with all members of MSPT
> Digital mind-set on management level
> Important: Sharing the same goal
4 questions:

1. Where are you already digital?
2. Which projects should we start with?
3. What benefits do you hope for?
4. What challenges do you expect?
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Challenges

Missing expertise
Education
Manpower
Technical infrastructure
Strategy
Budgets
Acceptance
Internal communications

- Missing expertise
- Education
- Manpower
- Technical infrastructure
- Strategy
- Budgets
- Acceptance
- Internal communications
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Benefits

- Attract more visitors
- Employee satisfaction
-Greater outreach
-Better internal communication
- Visitor analysis
- Technical infrastructure
- Thought-provoking impulses
- Reduction of workload
-Precise/better services
-Time-saving
-Knowledge management

Benefit in competence
-Satisfied visitors
-Flexibility
-Higher budgets
-Efficiency
-Increase in speed
-Participation
-Being up-to-date
-24h museum
-More resources
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How digital are we?

PR & Marketing Everywhere
Research
File plan
Hardware
Software
Databases
Administration
Digital is the new normal!*  

* Peter Hinsen: The new normal (2011)
Do we want to be digital?
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Our new approach

How do we want to be digital?
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We are already digital!

> New awareness
> New starting point
> Less pressure
> Already lots of know-how
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Evaluation:

> main goal: professionalizing

> How can we improve the efforts we already make?

> How can we optimize our routines?

> How can we work more effectively?
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6 steps for a digital strategy*

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Vision:

> We already have a vision for the MSPT
> It is still very modern
> Update our former ideas
> Re-invent our strategy!
Still a long way to go
Worth looking back
MSPT is just an example
Your institution has been in the digital transformation for 25 years, too
What we have learned so far:

> We are already very digital
> We need to share the same goal
> With less money: technology, education and professionalism is key
> The digital transformation is a constant process
Digital is the new normal!

Thank you very much!