NEMO LEARNING EXCHANGE to Poland

Marketing Planet 360°
POLIN Museum: Marketing and Research in Practice

Facilitator: POLIN Museum of the History of Polish Jews in cooperation with AEJM (Association of European Jewish Museums)
Date: 2 & 3 March 2020
Venues: POLIN Museum, Warsaw, Poland

Tentative Programme
MONDAY 2 MARCH

9:00 - 9:30  Welcome by NEMO and hosts & short introduction of participants
9:30 - 9:45  Introduction by Eva Koppen, Managing Director of the Association of European Jewish Museums (AEJM)
9:45 - 10:15 Introduction to POLIN Museum of the History of Polish Jews by Lucja Koch, Head of the Education dept. and Board member of AEJM
10:15 - 10:30 Short break
10:30 - 12:30 Curatorial tour of the core exhibition of POLIN

12:30 - 13:30 Lunch break

13.30-14.15 Segmentation of participants in culture life – basis for marketing planning (Marketing & Research dept.)
14.15-15.00 Polin Museum’s Marketing strategy by Katarzina Krauze, Head of Marketing and Sales dept.
15.00-15.15 Short break
15.15 – 17.00 Audience Research and Evaluation in POLIN Museum (Marketing & Research dept.)
Discussion
17.00-17.30 Presentation of the feedback desk (Marketing & Research dept.)

18:30 Optional group dinner (at participants’ own costs)

TUESDAY 3 MARCH

9.00-10.30  Marketing 360°. Exhibition for families: In King Matt’s Poland
presented by curators, Marketing & Research and Communications departments
Using research for preparing language and activities on the exhibition (Marketing& Research dept.) 15 min
Presentation of the exhibition (Curators) 20 min
Marketing strategy (Marketing & Research dept.) 10 min
Promotion plan (Communications dept.) 15 min
Evaluation (Marketing& Research dept.) 15 min
Improvements of the exhibition (Curators) 15 min
10.30 - 11.00  Discussion

11.00 - 11.15  Short break

11.15 - 13.00  IN-HOUSE RESEARCH, CREATION AND EVALUATION METHODS
When and how to use them?
Practical exercises, led by representatives from the research division
In-house tear off coupons (Marketing & Research dept.)

13.00 - 14.00  Lunch break

14.00 - 15.30  In-house online surveys (Marketing & Research dept.)

15.30 - 15.45  Short break

15.45 – 17.00  Workshops when and how? (Marketing & Research dept.)