Europeana – Core Service Platform

MILESTONE

MS41: Communications plan for Heritage in Motion awards advertising and event

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Chapter 1. Background

Following a Memorandum of Understanding between European Museums Academy, Europa Nostra and the Europeana Foundation, communications activities around the 2016 Heritage in Motion awards will be supported by Europeana, Europe's digital platform for cultural heritage.

Europeana supports Heritage in Motion in highlighting cultural institutions harnessing new media and digital technology to offer new routes into their collections. With its large Network Association of cultural heritage and technology professionals from across Europe, Europeana represents a community which shares this goal. The awards offer an opportunity to inspire other institutions to think about how they can get people involved with their collections in fresh and inspiring ways.

Encouraging re-use of cultural heritage

As outlined in Europeana's Strategy 2015-2020, Europeana's growth as a platform is a central focus for the years ahead. A major motivation behind this shift is to encourage and enable creative re-use of cultural heritage collections in new and innovative environments. Now in its second year, Heritage in Motion is an annual European award which recognises exactly these kinds of initiatives by institutions, rewarding exceptional multimedia and digital approaches to collections to engage, educate and entertain.

Whether an app or a game, a website or film, Heritage in Motion celebrates the most imaginative projects getting people excited about their heritage. A joint initiative between the European Museums Academy and Europa Nostra, the award's broader aim - to draw attention to the value of Europe's cultural heritage in all its varied forms - is closely aligned to Europeana's own. For both Europeana and Heritage in Motion, this means improving access to heritage, and inspiring different audiences to interact with it both on and offline. To do this, both Heritage in Motion and Europeana recognise the need for likeminded institutions to come together to share best practices, and support each other in their mission to reach people in engaging new ways.

The awards categories

There are four categories in the awards - apps for mobile device, websites and online content, games and interactive experiences, and film and video. There is then a Best Achievement award for a project which the judges deem the strongest from the four winners. Last year's winners were as follows:

1. Apps for mobile devices: Family Quest, a multimedia tour and game by the Rijksmuseum, the Netherlands.
2. Websites and online content: Breaking the Frame, an interactive film by the Framework Knitters Museum, UK.
3. Film and video: Gubec Teater, a film screened on a monument, by the Museum of Peasant Uprisings in Gornja Stubia, Croatia.
4. Games and interactive experiences (and 2015's Best Achievement winner): DOMunder, an archaeological experience under Domplein Square, Utrecht.

2. Communications Objectives

As outlined in Memorandum of Understanding mentioned above, Europeana will support communications by European Museums Academy relating to the Heritage in Motion awards. This support aims to broaden the reach and impact of all communications about the awards, and to ensure they reach key audiences both in our Europeana Network Association and across Europe. By extending the reach of the communications, the awards will grow in stature and attract a high calibre of entries from across Europe.

In our communications, we aim to position Europeana in relation to the award in a way that it can benefit. By enhancing the position of Heritage in Motion awards as an important annual event for cultural heritage institutions and professionals, Europeana will benefit from the increased discussion and interest around topics like the use of digital technology and new media to stimulate audience engagement and participation, and the potential benefits of re-using cultural heritage in games, apps and films. These discussions are central to our ongoing work championing re-use of heritage collections in these environments, therefore the success of the awards creates value for Europeana and its Network Association too.

As an opportunity for institutions to gain exposure for their digital initiatives, Europeana's involvement in the awards will also prove valuable for many members of our Network Association who work in relevant organisations.

Strengthening our association with the awards through communications will contribute to Europeana's reputation as a digital platform for culture in Europe, at the forefront of developments in this field.

3. Audiences

A segmented approach

To complement the audiences reached directly by Heritage in Motion, we aim to inform a range of relevant audiences with whom we have existing and growing relationships, and who sit outside the networks currently targeted by the European Museums Academy. The awards are highly relevant to a range of audiences working in different and overlapping sectors in the cultural and technology field, and need to be targeted individually.

The networks approached directly by EMA include Europa Nostra, European Museum Network, former Heritage in Motion participants, and a database of cultural and historical producers, institutions and publications in Europe.

To complement these, Europeana will reach out to and reach out through the segmented communities which we work with, acknowledging a tailored approach will be necessary to make the awards relevant for each group. Though there are overlaps between these groups, different emphases are necessary in communications.

3.1 Europeana Network Association
A key audience is the Europeana Network, a network of hundreds of professionals from galleries, libraries, archives and museums as well as creative and technology organisations and cultural heritage aggregators. Often working with or in institutions, organisations or related projects that are eligible for a Heritage in Motion award, we believe they will benefit from information about the awards, particularly as a successful application can raise the profile of a smaller institution. This will feed into our wider mission to create value for our Network.

3.2 Europeana Labs community
Often, the initiatives celebrated by Heritage in Motion are collaborations between established institutions and innovative design firms. It is therefore important to raise the profile of the awards outside the institutions covered by the European Museums Academy and Europa Nostra, something we are in the unique position to be able to do through our Labs community. Through Europeana Labs, we can highlight the awards to a community of developers, cultural innovators and creative professionals interested in re-using cultural heritage in new ways. It will help build bridges between these often disparate professional communities.

3.3 Aggregators & data providers
Beyond the Network, Europeana works with a broad community of aggregators and, through them, data providers. As these data providers are museums, galleries, archives and libraries from across Europe, they are directly relevant for Heritage in Motion as potential entrants. Furthermore, they will benefit from information about the awards as they can put forward the projects and developments they are working on they believe worth of greater exposure and recognition.

4. Messages

The messaging around the awards should recognise the audiences outlined above and be:

Prestigious - the awards are important for those interested in digital & multimedia re-use of cultural heritage in institutions

Innovative - the awards recognise pioneering and imaginative projects and initiatives, highlighting exceptional examples

Europe-wide recognition - the awards bring together diverse institutions from across Europe and offer opportunity for institutions to gain recognition outside own region

5. Challenges

The challenges facing communications around the awards are:

- Need clear messaging around the parameters of the prize: multimedia use in European museum, library, archive and audiovisual collection setting, both online & offline.

- Need to align messaging for the awards more closely with Europeana's tone of voice so it sits better with our wider communications.
- As the awards celebrate multimedia approaches, key sections of the audience are used to online communication but:
  - the awards not yet very active on social media (<700 followers),
  - web presence not yet established so difficult to find out about the awards online.
- No existing press interest.

6. Approach

- Ensure we create value for Europeana as a Network and for our partner organisations by our association with a pioneering award which recognises efforts by relevant institutions in the field of digital cultural heritage.

- Extend reach of Heritage in Motion with targeted communication to relevant audiences we have access to, ensuring focused messages via specific groups, channels and figures that the audience identify closely with and/or use regularly.

- Promote and strengthen messaging around the awards in order to:
  - highlight its prestige and its ability to confer status on a shortlisted or winning institution;
  - emphasise how the awards surface the most innovative projects from across Europe;

  This will encourage applications, as well as attention around the award announcements themselves, which will in turn benefit Europeana.

- Make messaging around Heritage in Motion awards relevant to our audiences and communities, including through alignment with our new tone of voice.

- Make effective use of social media and related channels in order to:
  - improve the online presence of the awards through endorsement on social media and to drive traffic to Heritage in Motion's own channels;
  - help the awards build up its own online profile by encouraging the Network and other audiences to stay up to date with developments via their dedicated channels.

- Post-event follow-up communication will be important to build on the messages about the importance of the awards to the European heritage sector. By working with winners, we can build our relationships with them as well as emphasise the benefits of the awards themselves.

- Include new question in application form asking entrants where they heard about awards and use this information about effective channels to inform future communications and planning.

- Target a number of key press with information about the awards to build media interest in and discussion around them that can be sustained in future years.

- Investigate the possibility of creating an additional 'Europeana' prize which rewards innovative projects and initiatives that re-use Europeana collections.

7. Channels

Initial communications will come from Heritage in Motion via press releases circulated to a list of networks they have drawn up. Europeana will help Heritage in Motion to increase their social media presence and boost their following from similar events such as MuseumNext, Museums on the Web.

Europeana can supplement this by reaching out to the segmented audiences referred to previously. In order for communications to reach audiences effectively, we will use different channels that are relevant to each. These are as follows:

7.1 Europeana Network Association
  o Monthly Network newsletter
  o Europeana Twitter
  o #AllezCulture Facebook
  o Europeana Network LinkedIn
  o Europeana Pro blog
  o The Europeana Annual General Meeting
  o External sectoral events and conferences e.g. Europeana Sounds conference

7.2 Europeana Labs community
  o Europeana Labs newsletter
  o Europeana Labs blog
  o EuropeanaTech Twitter

7.3 Aggregator/Data provider community
  o Aggregator Basecamp forum

8. Tactics and Timeline

To build on the communications put out by Heritage in Motion we must use their timeline to guide our communications. We will identify useful engagement points in our own timeline, and hook these into theirs in order to amplify the messaging put out around the awards. Coordination will be important when disseminating key information in order for messages to make an impact.

In order to create value for our audiences, and stimulate interest in the awards, it is important to use them as a springboard to examine the topics the awards address which are most relevant to them. Whenever we relay key messages about the awards, we should ensure they are appropriately adapted to the different communities we are reaching out to.

To enhance the awards' profile in our own audiences, we can identify figures that are relevant to them and their work to include in the judging panel. By including judges our audiences relate to, we will enhance their receptivity to communications around the awards. We can also work with these judges in our communications, for instance through our Professional blog and social media. Presenting Heritage in Motion at external sectoral events and conferences through postcard drop offs and lightening talks will help amplify wider communications activities by Heritage in Motion and Europeana, and will effectively disseminate information about the award to key audiences working in the galleries, museums, libraries and archival sector.

We will use our press list to issue well-timed announcements to targeted European cultural journalists which will help raise the profile of the award in the wider arts community.

8.1 Communications Timeline

Date	Heritage in Motion	Europeana
September 2015	• 29/09: Press release calling for entries. (Deadline: 1 December) • Presented at Best in Heritage conference in Dubrovnik	• Support call for entries with Pro blog and inclusion in relevant newsletters • Use social media to share link to blog • Present at Archives Portal Europe conference, Budapest
October 2015	• Website open for entries • Presented at Children's Museums conference at Rijksmuseum	• Reminders in newsletters and social media where relevant • Postcards at Europeana Sounds conference in Paris
November 2015	• Press release about extended deadline for submissions (15 Jan 16) • Presented at Europeana Network AGM	• Retweet announcement about deadline • Use AGM to encourage entries from Network and cement messaging around awards • Postcard in AGM folder • Present at Museums Association conference in Birmingham.
December 2015	• Continue communication around extended deadline (15 Jan)	• Support messaging around extended deadline via Twitter/newsletters • Blog on Pro/ Labs about how a past winning project has developed/changed/been picked up elsewhere • Work with last year's winners to promote this year's.
January 2016	• Communication about deadline closing/further extension (TBC)	• Support communication around deadline announcements

February/ March 2016	• Communication with jury and applicants	• N/A
April 2016	• Press release announcing finalists	• Support finalists announcement via a blog and on social media/in newsletters • Issue press release to our updated arts & culture press list
May 2016	• Press release with 'teaser' • Heritage in Motion awards at EMA conference, Lesbos Friday 20 May • Launch new website • Press release announcing 2016 winners	• Support communications around awards via social media • Share link to new site via social media • Blog on Pro about 2016 winners • Interview with winners about their products on Labs? • Issue press release to updated arts & culture press list
Later in 2016		• Work with 2016 winners to promote 2017 awards

9. KPIs

- o Increase in number of applications
- o Applications from the Europeana Network Association and other affiliated communities
- o Increased traffic to new awards site
- o Increased engagement on social media: more impressions and new followers
- o Series of related blogs published on Europeana's channels informing Network about awards