

A DIFFERENT VIEW

Presents For

Ministerul Culturii

Management & Planning for Cultural Heritage
Attractions



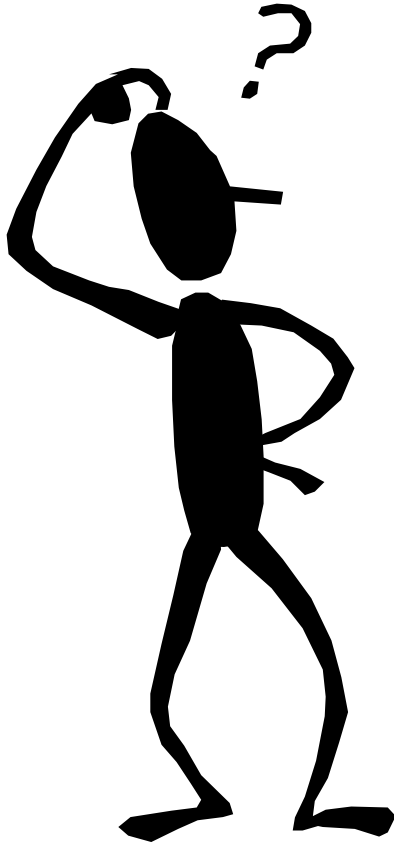
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ARE YOU?

- * Building a new project?
- * Renovating an existing project?
- * Redeveloping an area?
- * Thinking about any of the above?



Planning & Managing



Have you ever thought “Where do I even begin?”

How do I plan for something like this?

What questions do I need to ask?

Who do I contact to help me?

How can I avoid mistakes that other have made?

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The Beginning



Everyone starts at a different place, but should they?

Feasibility study

The architect

Raising money

The designer

Business
Planners

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Why do projects fail?

Projects fail primarily due to:

1. Poor planning
2. Over spending
3. Over estimating visitor attendance
4. Poor location

Case Study: Washington State's Bellevue Art Museum

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What are the success factors of a project?

A recent survey of museums engaged in building programs identified the success factors:

- .Strategic Planning
- .Program Planning
- .Architect selection
- .Cost estimating
- .Funding Sources
- .Project Management

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Strategic Planning



What is it?

It is a process that helps your organisation set realistic short term and long term goals.

This **process** helps you set up for:

- business plans that are realistic,
- feasibility plans
- development of master planning
- hiring the architect
- program development

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What makes up a good strategy?



A good strategy is one that defines and supports:

- the organizations “vision” (picture of the future), mission and values.
- a clear understanding of their audience (visitor, customer).
- your environment.
- your resources.
- involvement your stakeholders.

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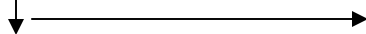


Vision, Mission & Values

Vision: picture of your future - the 30,000 ft view!

← **Mission:** what business are you in and what do your customers value

Values: under what values do you want your organisation to operate under (honesty, integrity, customer focused, etc.)



Mission focus:

1. Product centered
2. Market (customer) centered?

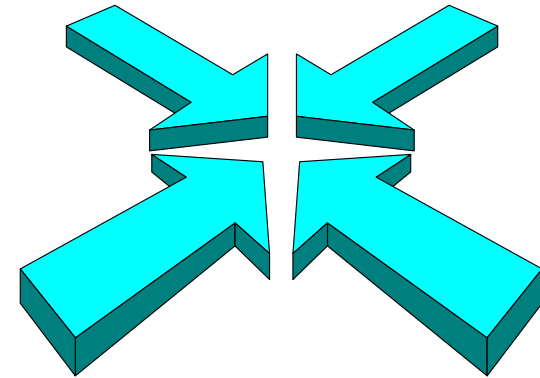
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Mission Focus

Where is your focus?

1. Product centered
2. Market (customer) centered?



By focusing on a “**customer-satisfying**” process you will:

- Generally serve more consumer groups
- You will more clearly meet customer needs

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Understanding Your Customer!



Who is your customer/visitor?

Most mistakes are made because museums:

- focus on getting “ALL” visitors.
- sometimes make too many assumptions about their visitors.
- fail to understand consumer behavior.
- research is based upon a poorly written brief which is “internally” focused (trying to affirm what they already believe to be true).

CASE STUDY: Dragon Hall

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Your Environment

Your Resources



YOUR ENVIRONMENT

- * Political
- * Social issues
- * Technological
- * Regulatory
- * Competition
- * Market

YOUR RESOURCES

- * Collection
- * Financial
- * Fundraising ability
- * Organisational competencies
(what are your strengths & weaknesses)

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STAKEHOLDER INVOLVEMENT

What is a stakeholder?

Those with an active influence in the museum.

(Example: your city council, loyal patrons, a special donor, etc.)

CASE STUDY: Confidential US Client

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The “bottom line”



REMEMBER:

Plan and manage a strategic planning process that focuses on **the customer**.

CLOSING CASE STUDY: A confidential aquarium client

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Thank you for listening!

