

**MOTOR IS PROUD TO PRESENT A FREE
SERIES OF ONLINE SEMINARS ABOUT**



DIGITAL TRANSFORMATION IN THE MUSEUM WORLD

**FOCUSING ON DIGITAL
STORYTELLING, MARKETING
AND FUNDRAISING**

You will hear from world-class
speakers:

- + How to bring digital storytelling to museums
 - + Why much of marketing has moved to digital and which channels are best
 - + How did some museums raise large amounts of money during a financial crisis, thanks to innovative solutions
- and much more.

04.03.2021
10.30-12.00 (GMT+2)

11.03.2021
15.30-17.00 (GMT+2)

25.03.2021
10.30-12.00 (GMT+2)

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DIGITAL TRANSFORMATION IN STORYTELLING

DATE & TIME

04.03.2021

10.30-12.00 (GMT+2)



VIRTUAL LOCATION

PROTO INVENTION FACTORY

Everyone loves a good story, and we all have our favorites. Whether it's a book from your childhood, the latest action movie you saw, or something a friend told you last week, stories have the ability to engage us in a way regular words on a page or typical presentations don't. And there is a science behind it.

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SCHEDULE

10:30 Introduction

10:40 **Digital Storytelling to activate the Mindsets for Museums of the future**

The Liminal Space will introduce their future museums report and expand upon how the digital can be used to keep museums relevant and inspirational in the next ten years.

Liv Taylor, Visual Strategist / Cultural Researcher of **The Liminal Space**

11:00 **Digital Storytelling**

The past decade has seen a transformation not just in the use of digital media in museums and visitor attractions, but also in placing storytelling at the heart of the museum experience. We are now at a point to look critically at digital storytelling: what questions should we ask ourselves when we want to bring digital into our projects? What principles should we be applying? Digital storytelling is fundamentally not about adding screens to everything! Rather it's about imagining the experience you want to create and understanding how digital tools can help you with this. Eithne will illustrate her learnings with case studies, including EPIC the Irish emigration museum, one of the world's first digital museums, and the new Hans Christian Andersen Museum, which is reimagining the museum as a space for immersive storytelling.

Eithne Owens, Creative Director of **Event**

11:25 **Case Study**

Tim van der Grinten, Co-Founder / Creative Director VR development of **Enversed**

What can game technology offer in museum and leisure environments? In this presentation Tim will share his knowledge from past, present and future projects. We will of course cover virtual reality, but we will focus on the way that digital game environments can shape the customer journey of any location.

11:45 Q&A

DIGITAL TRANSFORMATION IN MARKETING

DATE & TIME

11.03.2021

15.30-17.00 (GMT+2)



VIRTUAL LOCATION

VABAMU

International tourism is dead, perhaps for several years. Many predict that international visitors won't return until 2022. One way to survive is to switch to local and offer your activities for international visitors online.

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SCHEDULE

15.30 Introduction

15:40 Digital Channels, Budget and Results

Many museums acknowledge that digital channels are the only channels they are using today and days of reaching audiences through Facebook and Instagram without paying are behind us. The presentation will answer three simple questions: What channels to use? How to budget for marketing? How to measure results?

Priit Kallas, Founder / Strategist of **Dreamgrow Digital**

16:00 Digital visitors are visitors too: a look at how museums are meeting digital challenges

The online world is a crowded place and has become even more so in 2020 and into 2021 as the pandemic forces more businesses online. Speaker will share and discuss out of the box museum marketing campaigns and initiatives that you may have seen recently and that may be new to you. Participants will find out how to be audience focused, data informed and will focus on aspects of these campaigns that can translate to other organizations.

Ryan Dodge, Chief Digital Officer of **Ingenium** - Canada's national museums of science and innovation

16:25 Case Study

Undīne Perse-Vilerte, Communication Specialist of **Latvian National Museum of Art**

Speaker will share her experiences working on the mobile app for LNMA and what to keep in mind before launching a new digital platform for your museum? She will offer a perspective from the project manager's point of view and also cover problems and obstacles on the way. You will hear her speak on why using technology should not be a goal in itself, but rather a way to solve the problem.

Minni Soverila, Communications Specialist of the **Design Museum Helsinki**

She will talk about how to get out of the museum bubble and involve yourself in a larger societal discussion through social media campaigns. Minni will introduce their #SoilSelfie campaign, which they created together with three environmental organizations. This campaign allowed the museum to engage with new audiences and broaden the impact of their exhibition.

16:50 Q&A

MOTOR

DIGITAL TRANSFORMATION IN FUNDRAISING

DATE & TIME

25.03.2021

10.30-12.00 (GMT+2)



VIRTUAL LOCATION

SEAPLANE HARBOUR

With Covid-19 having hit most income streams, museums are learning that the internet isn't just for sharing collections. Sharing learning resources, online collections and digital exhibitions has been a focus for many during lockdown, but with no income from shops, cafes or ticket sales, digital fundraising is an increasingly important area of practice to get right. Organizations that might have been scared of working digitally now have to embrace it because it's the only option.

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SCHEDULE

10.30 Introduction

10:40 **Why people care about, and want to give, to museums and cultural institutions**

Donation culture and traditions vary greatly from country to country. In some countries, donating and raising money is still something very new, while in other countries it's a functioning part of society. Presentation will focus on the following topics: what makes fundraising for museums unique and different to other causes; psychological and emotional motivations for giving to museums; case's for museums.

Dana Kohava Segal, Chair of the **Chartered Institute of Fundraising's Cultural Sector Network** / Curator of #ArtsSummit

11:00 **Digital Fundraising**

What is digital fundraising and how does it work? Tips on getting your campaign right, from choosing a platform to saying thank you. How to plan a fundraising campaign?

Howard Lake, Director of **Fundraising UK**

11:20 **Case Study**

Rick Gibson, CEO / Founder of the **BGI**

Talk about his fundraising during the Coronavirus, during which his new charity raised over €1m despite the museum being closed for 10 out of 12 months. He will discuss using the JustGiving and Tiltify fundraising platforms, as well as grant and corporate fundraising.

Keiu Telve, Executive Director of **Vabamu** Museum of Occupations and Freedom Fundraising success stories from abroad can be found on the internet, rumors of donations for culture are heard over private conversations and dreams of finding a sponsor go together with every project. What is the fundraising reality for the museums in Estonia at the moment? One museum's story of hardships and aimable goals

11:45 Q&A

SPEAKERS



LIV TAYLOR

Liv Taylor brings together visual strategy and cultural research at The Liminal Space, helping to shape ideas that are meaningful and engaging for their audiences. She led on the Mindsets for Museums of the Future research report for UKRI (UK Research and Innovation). Liv have worked on projects for, and consulted for clients including The Liminal Space, Google, The Wellcome Trust, Nike, The Natural History Museum and the V&A.



EITHNE OWENS

Eithne Owens is a Creative Director at Event, an international design agency dedicated to the planning, design and delivery of visitor experiences for the cultural and attractions sectors. Eithne is a cultural strategist, storyteller and experiential masterplanner who has led many projects since she joined Event in 2003. As a Creative Director, she works across the studio, championing vision and driving quality from project inception to final execution.



TIM VAN DER GRINTEN

Tim van der Grinten is co-founder and creative director of Enversed Studios. Since 2016 he has built a track-record of over 200 VR-related projects. From this experience he has become a specialist in the application of interactive VR and gaming technology in entertainment, training, simulation, and visualization industries. Tim believes that the combination of real and digital experiences are the future for learning, play and creation. This dual focus has also been shaped by Tim's roots as an architect of physical environments.

SPEAKERS



PRIIT KALLAS

Priit Kallas is the founder and strategist of Dreamgrow Digital, a digital agency. With his 25+ years of internet marketing experience, he is helping companies to understand and use digital marketing to reach their target audiences. He has taught thousands of marketers by leading more than 500 seminars and conferences on different aspects of internet marketing. Priit also hosts the Estonian radio show “Practical Digital Marketing”.



RYAN DODGE

Ryan Dodge has over 15 years of experience in the arts and culture sector in both operational and curatorial divisions with stops at the Public Archives of Nova Scotia, the Royal Ontario Museum, Canadian Broadcasting Corporation, and most recently at the Canadian Museum of History and the Canadian War Museum where he was Head of Digital Experiences. Ryan is interested in and has spoken internationally on the connection between physical and digital museum experiences. He has published papers on digital and content strategy and is a leader in the global museum digital engagement community. He is interested in how museums can use technology as a tool to not only engage communities but have a lasting impact on their lives. Ryan is community focused and data driven, and he works to ensure museums are striving to increase their relevance with diverse communities.



UNDĪNE PERSE-VILERTE

As a communication specialist Undīne works with different types of projects, such as the LNMA audio guide app as its manager, the volunteer program as its coordinator, and is responsible for visitor-oriented museum environment creation. Undīne’s previous experience was related to audiovisual projects in cultural and higher education institutions. She is always looking for ways to improve her work and go beyond expectations with what she provides for projects.



MINNI SOVERILA

Minni Soverila is a Communications Specialist at the Design Museum Helsinki, the National Special Museum of Finnish Design. She focuses on social media planning, digital marketing, and digital events production. Due to her background in journalism, Minni wants to find new ways of storytelling and conveying information and cultural experiences to the general public. At the moment she is exploring new ways to better integrate digital events into social media. Previously worked as an Executive Director of Design District Helsinki. Master’s degree in Journalism from the University of Tampere.

SPEAKERS



DANA KOHAVA SEGAL

Dana Kohava Segal is an international fundraising and management consultant. As a specialist in the creative and cultural sector, she has worked with artists, museums, galleries, performing arts venues and companies all over the world to help them improve their fundraising. Clients include: York Museums Trust (UK), Zaluso Arts (Malawi), Cuban Ministry of Culture (Cuba) and Creative Partnerships Australia (Australia). She has trained hundreds of cultural workers in essential fundraising skills through her role as Deputy Director of the UK's National Arts Fundraising School. She holds a postgraduate in Arts Fundraising and Philanthropy from the University of Leeds and an MBA Essentials for London School of Economics.



HOWARD LAKE

Howard Lake is a digital fundraising entrepreneur. He has over 30 years of experience in the charity fundraising sector, working originally as a fundraiser at Oxfam GB, Afghanaid and Amnesty International UK. He has published UK Fundraising (fundraising.co.uk), the world's first web resource for charity fundraisers, since 1994 and wrote the world's first book on the subject in 1996. He trains and advises charities and fundraising companies on how to make the most of digital tools and opportunities. He created the interactive 'unconference' Fundraising Camp and co-created Barcamp Nonprofits. A Fellow of the UK's Institute of Fundraising, he is Chair of the judging panel for the National Fundraising Awards. He has co-founded GoodJobs, a jobs board for fundraising and charity jobs.



RICK GIBSON

Rick Gibson is chief executive and founder of the UK charity, the BGI, which runs the National Videogame Museum. A commercial games strategist for 20 years who has advised over 100 games, media and finance companies on games strategy, Rick has also campaigned to win tax relief for video games companies and to set up the charity itself in 2019, winning support from hundreds of games companies.



KEIU TELVE

Keiu Telve has been active in the Estonian museum scene since 2012. She has worked previously in Tartu City Museum as a curator of education programs. Keiu led a 3-year-long community project Over the River, she is one of the authors of dictionary for museum education and brought into life nationally recognized school-project Museum in a Suitcase. Her last and most prominent project was the travelling exhibition in North - America "Masters of Our Own Homes: Estonia 100". Keiu Telve is finishing her PhD thesis "Family Life Across the Gulf: Cross-Border Commuters' Transnational Families between Estonia and Finland" in Department of Ethnology in University of Tartu and she is also a co-founder of the Center for Applied Anthropology of Estonia.

MODERATOR



OTT SARAPUU

Ott Sarapuu is the CEO and a Member of the Board of Motor OÜ. He has been involved in the field of museums and tourism since 2009. He is the co-founder and Director of Proto Invention Factory. Ott has studied economy and journalism at Tartu University, Estonia. After establishing and working for five years in a professional conference organizer company, he joined Estonian Maritime Museum. Since 2009 he has been responsible for the exhibition of Seaplane Harbour. Working together with curators, experts, architects, designers and more than 30 companies, his team succeeded in creating an award-winning maritime museum in Tallinn. After that Ott continued his work as managing director of Seaplane Harbour. In 2014, Ott joined Enterprise Estonia, Visit Estonia and took the lead of marketing Estonia as a tourism destination. His responsibilities included brand management, marketing campaigns, media relations, press visits and digital marketing. He has been a member of several museum supervisory councils' and currently he is the chairman of the board of Estonian Convention Bureau.

ABOUT MOTOR

Our experience in exhibition design and production spans over 20 years. We offer visual communication solutions from concept to production and everything in between. We are passionate about combining multimedia and virtual reality with education.

MOTOR

ADDITIONAL INFORMATION

WORKING LANGUAGE: ENGLISH
FREE OF CHARGE
IN ZOOM

PRE-REGISTRATION REQUIRED

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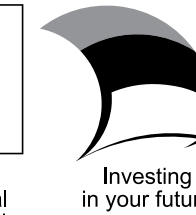
SCHEDULE **A MEETING WITH MOTOR**

FOR AN INSIGHT INTO WHO
WE ARE AND HOW WE WORK

FOLLOW US **ON LINKEDIN**

ORGANIZED BY

MOTOR **KOKO**



EMBASSY OF ESTONIA
HELSINKI



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