



MARKETING AND BRANDING AT THE CORE OF STRATEGIC **CHANGE**

Javier Jimenez, Lord Cultural Resources

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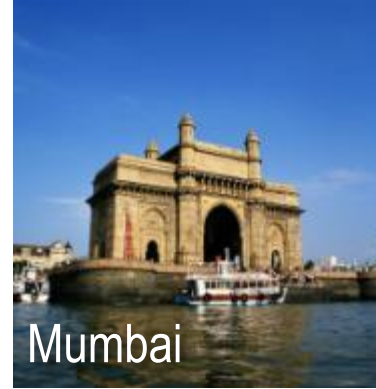
Toronto



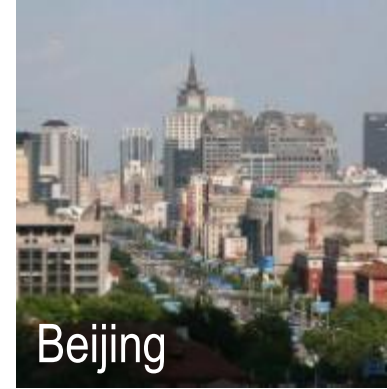
New York



Paris



Mumbai



Beijing

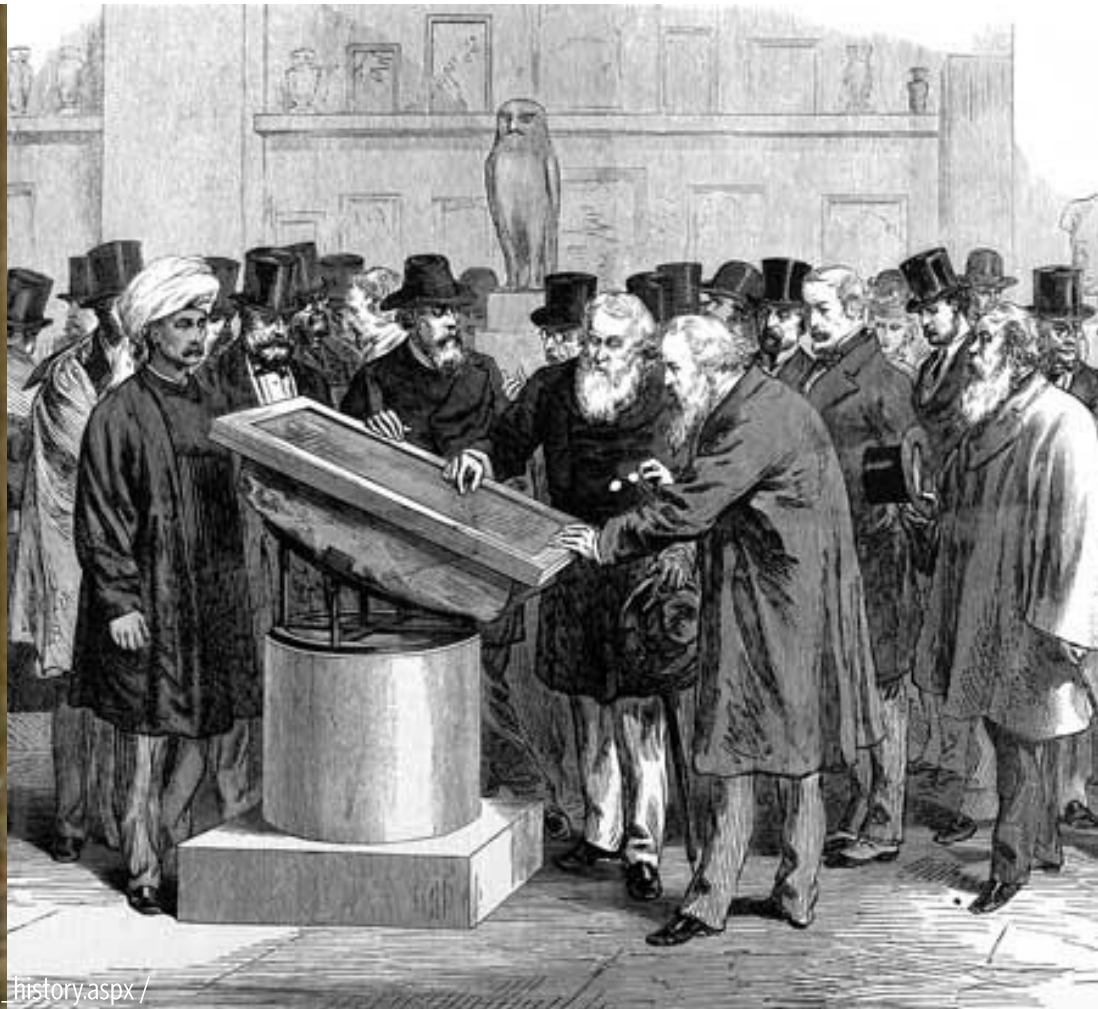
- **Lord Cultural Resources** founded in 1981
- The world's **largest** cultural professional practice
- **2,000+** assignments over **34 years**
- **56+** countries on **6** continents
- An international reputation for sector leadership, innovation and excellence

How have Museum Values Changed?



RITRATTO DEL MUSEO DI
FERRANTE IMPERATO





Source: http://www.britishmuseum.org/about_us/the_museums_story/general_history.aspx/

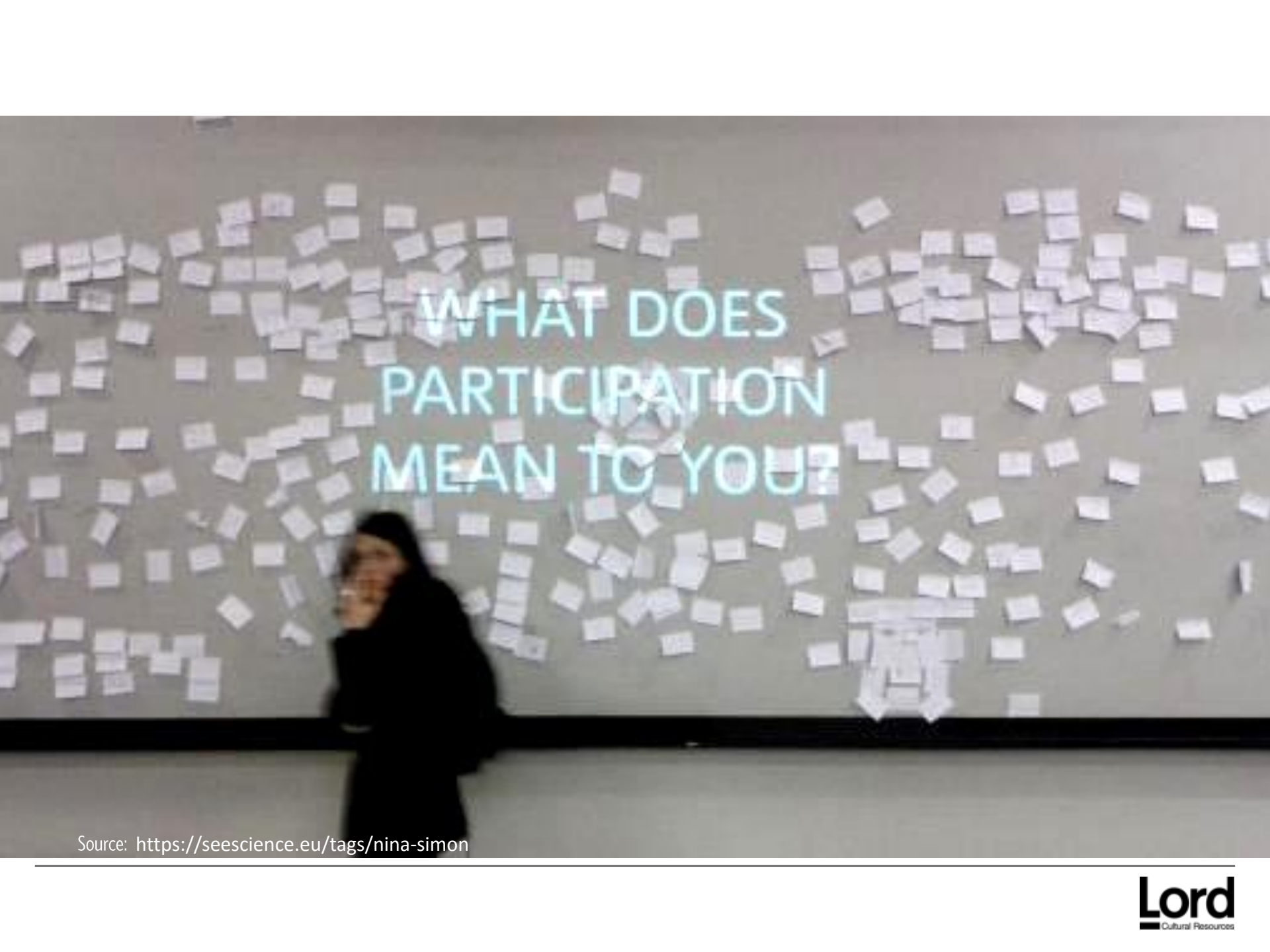






2012 - Passage



A woman wearing a black hijab is standing in the foreground, slightly out of focus. Behind her is a large wall covered with numerous small, white sticky notes. The text "WHAT DOES PARTICIPATION MEAN TO YOU?" is projected onto the wall in a light blue, sans-serif font. The scene is lit from the side, creating a soft glow on the wall and the woman's face.

WHAT DOES
PARTICIPATION
MEAN TO YOU?

Source: <https://seescience.eu/tags/nina-simon>



Source : http://2.bp.blogspot.com/-vbkBC5h2A0s/T7HwRsCAFHI/AAAAAAAAAMI/BdYj9fqI7kl/s1600/street_museum_nl.jpg

CHANGE IN VALUES

Museums were:

- Private spaces
- Inward
- Object-centered
- Passive
- Single discipline
- Voice of the curator

Museums are / need to be:

- Public spaces
- Outward
- Visitor-centered
- Active
- Interdisciplinary
- Voice of the visitor



More Uncertainty than in the Past

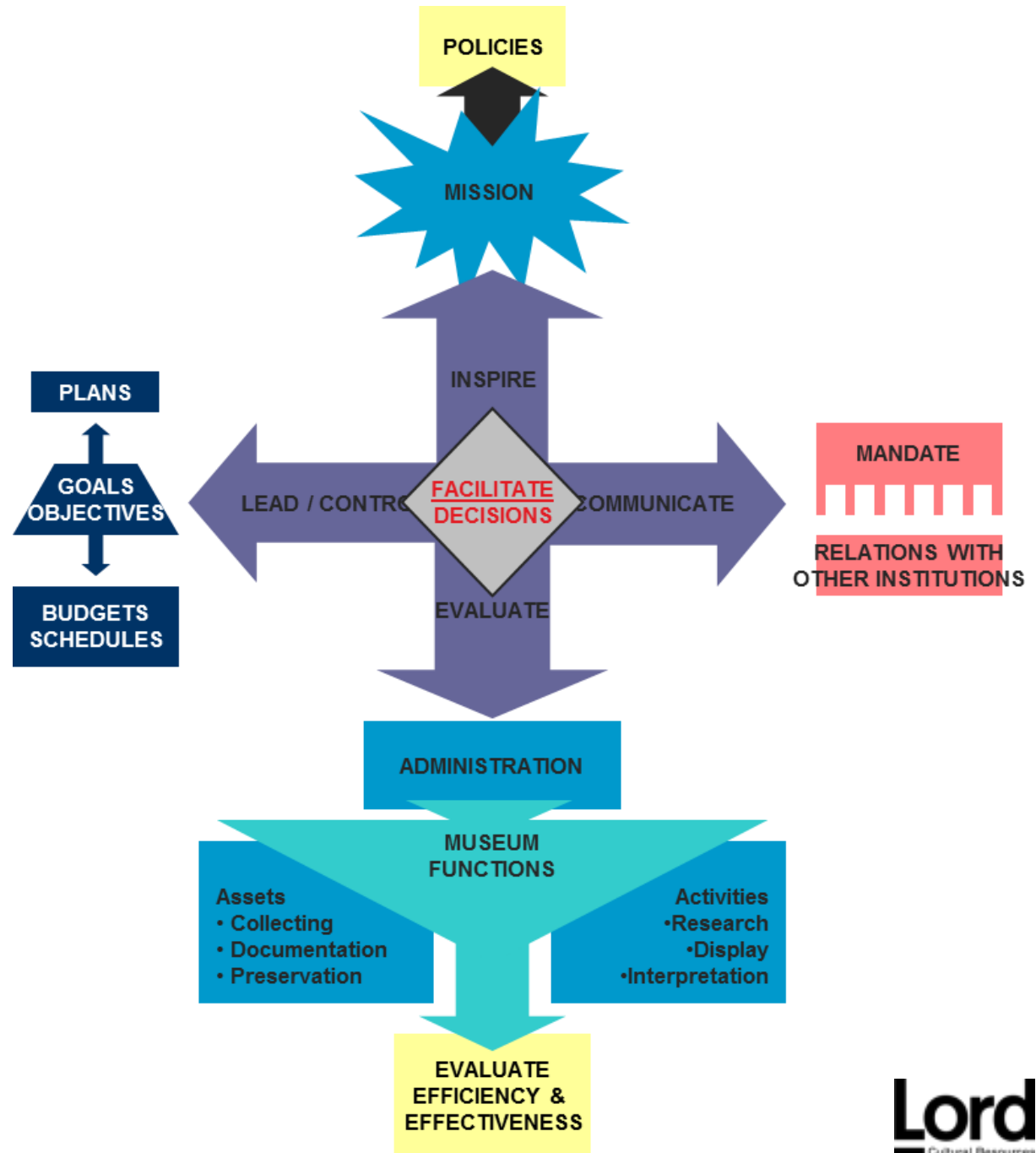
- Digital shift
- Demographic change
- More educated populations
- Greater competition for leisure time
- Crises

Museums are changing and
strategic planning is what they use
to decide how and what and when
to change

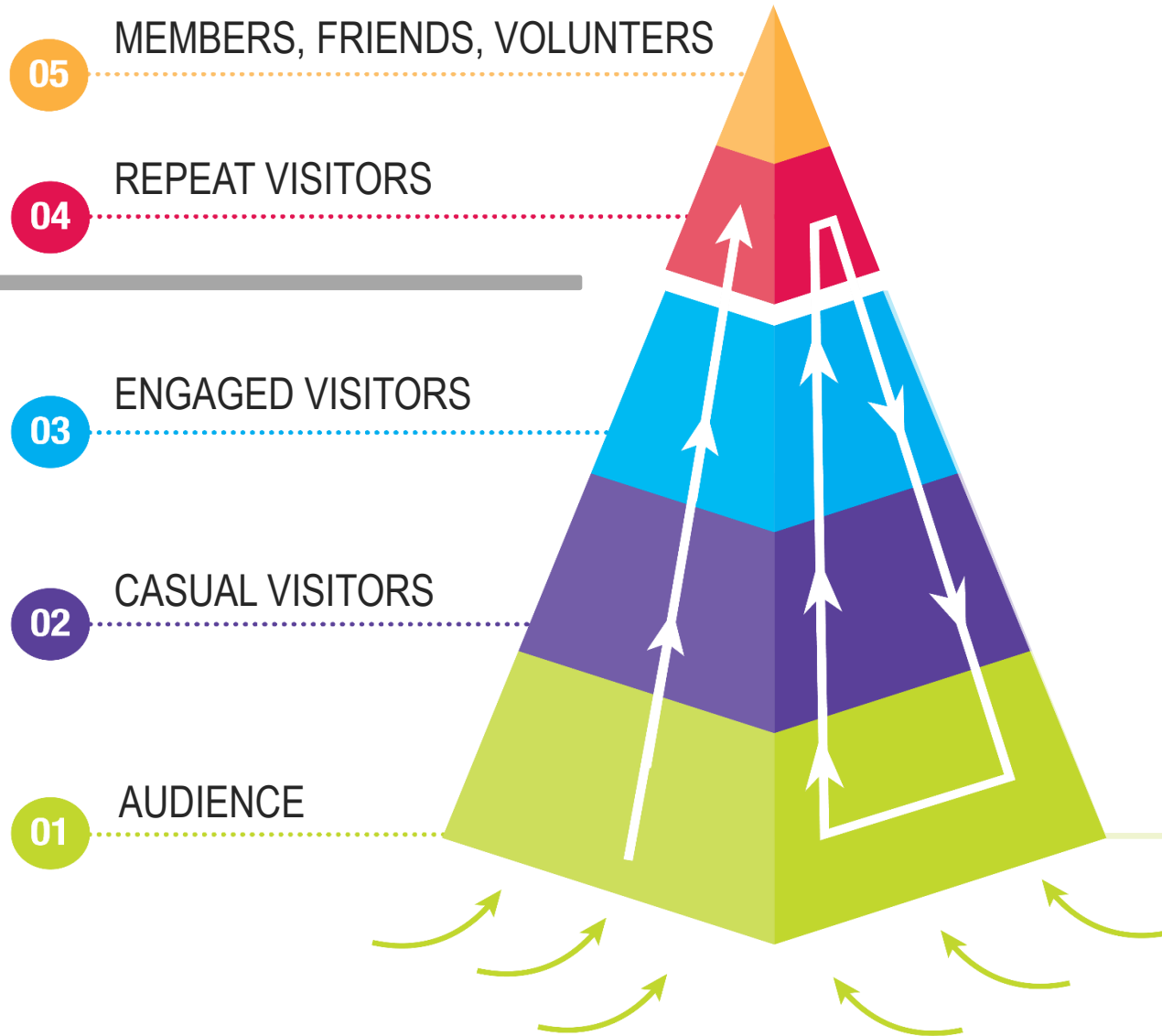
STRATEGIC PLAN

- **Mission: Why the Museum Exists**
 - **Vision: What the museum's impact will be**
 - **Goals: Broad Qualitative**
 - **Objectives: Specific and measurable**
 - **Actions: Who? When? Resources Needed!**
 - **Measures/KPIs**
- Communications / Marketing is transversal --**

THE STRATEGIC PLANNING PROCESS



THE DEVELOPMENT LADDER



Thank You - Grazie

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