

**ICMM CONGRESS, DENMARK 5-10 OCTOBER 2009
- 'AUDIENCE' MASTER CLASS FEEDBACK (KEVIN
FEWSTER)**

What are the factors and forces working in *favour* of maritime museums?

- Easy to understand / relate to “everybody knows boats”
- Pirates are always popular
- Good stories
- Migration / genealogy

- Tourist numbers
- Location
- Interest in Maritime history and exploration
- Cluster
- Interest in global warming
- Quality of collection and display

- Location
- National / cultural heritage
- Sexiness factor
- Local community awareness relevance
- Government (funding) support
- Media presence
- Tourism focus
- Link to present and future

- Location
- Proximity to other major attractions
- Capital and big city
- Maritime = big global stories
- Iconic and size
- Multi-sensory
- Attraction of natural environment

What are the factors and forces working *against* maritime museums?

- Tourist situation
- Location
- Financial situation

- People don't live in the harbour
- Our visitors (with maritime interest) is decreasing
- Spare-time is limited

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- Image a problem (perception of)
- Limited subject matter and association
- Ageing audience
- Traditional design and interpretation
- Major visitor attraction can alienate locals
- Too much history?
- Fit with schools?

- Competition
- Poor Funding
- Relevance

How can we *maximise* the positive factors?

- Promotion / profile / cross-marketing
- Airports... international promotion to influence decision making
- Use material in creative and exciting ways!
- Play to strengths / wow factor. Less is more? Stage your iconic objects
- Link into environment / events eg tall ships; waterfront

- Work with tourist offices and hotels
- Tell good stories and make sure they know about them
- Interest children (capture)
- Seize upon interest in genealogy and migration

- Staff motivation
- Branding, promotion and marketing
- Content – what's important to audience not us
- Themes, and Stories – not isolated things
- Cross sector co-operation / partnership
- Appeal to new demographics:
 - Young – sea and young person's world
 - Old – sea and past
- Immigrants – sea as link

- Rebranding
- Surprise your audience
- School programmes – widen the story
- See older audience as positive (encourage cross-generational)
- Target initiative local audience
- Find contemporary links

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How can we *minimise* the impact of the negative factors?

- Don't let displays feed prejudices
 - Be positive about negative:
 - the sea is tough
 - the sea is adventure
 - Tailor programmes to enhance image
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- Try to improve your image
 - Involve youngsters
 - Sell it better / positive message NB: marketing budget and maintaining profile