

Change and innovation:

How to double visitor numbers in six years

PR & MARKETING

By Kathrine Daniloff

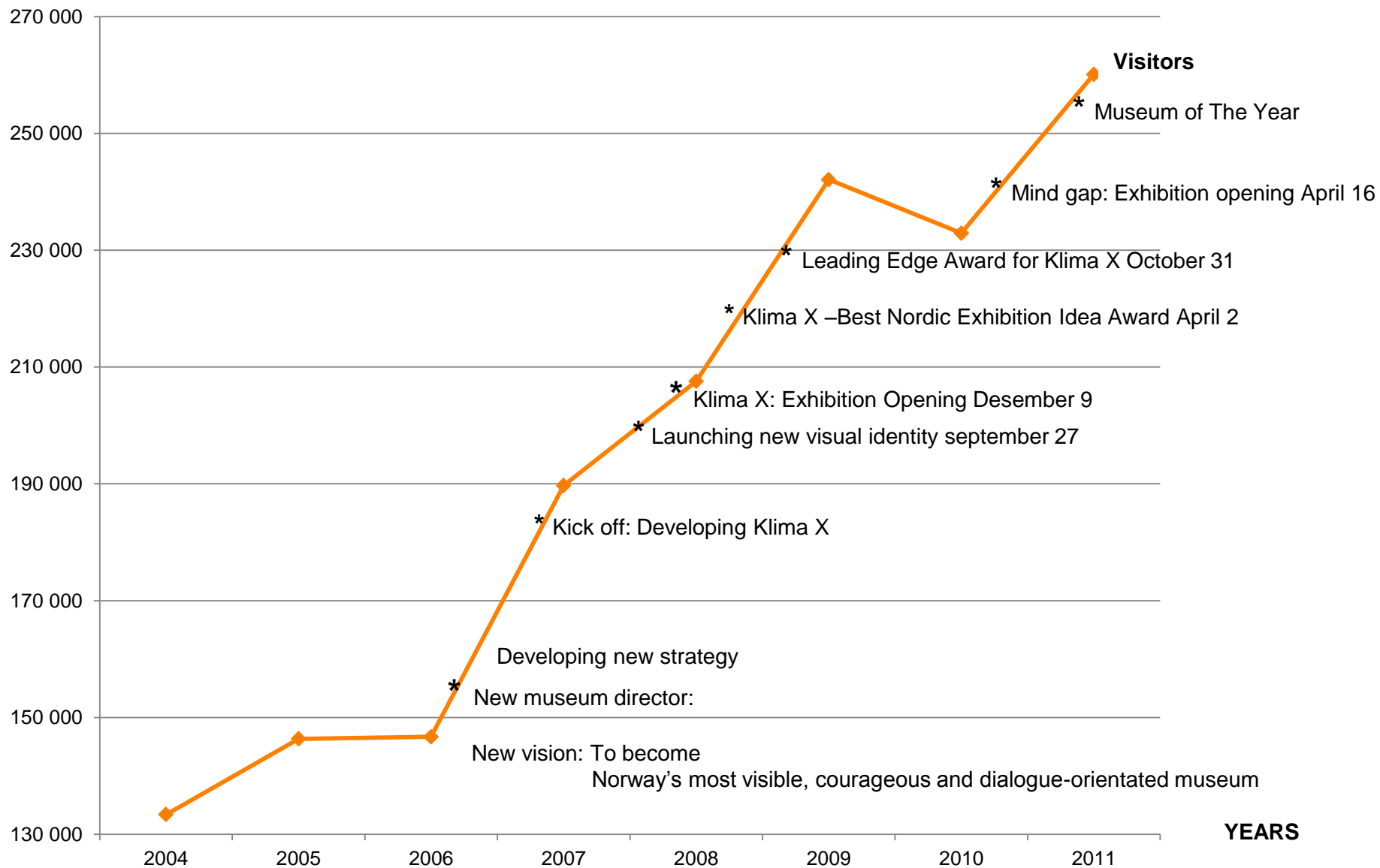
Head of Communications

Norsk Teknisk Museum



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NORSK
TEKNISK
MUSEUM



YEARS



Klima X

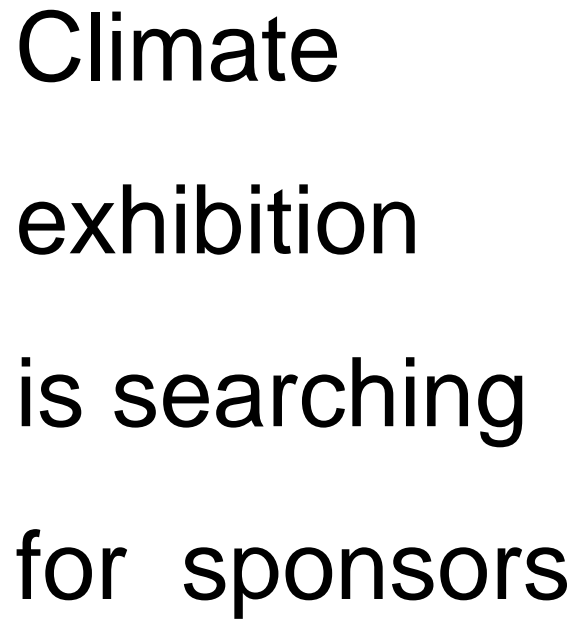
A success story



CONCEPT

CURRENT (relevant)

CAMPAIGN

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Live TV
NRK, main
national
broadcaster:

“Pachauri
wades
to his ankles”



"I have never been to an exhibition where you have to wear rubber boots and where you walk in water. Then you understand what this is all about."

Jens Stoltenberg,
Prime Minister of Norway

"It was a brilliant idea to cover the exhibition floor with water. Then you can really see what kind of challenges many countries now face."

Dr. Rajendra Kumar Pachauri,
Nobel Peace Prize Laureate

slipp i ubalanse

et seg. Men menneskelig aktivitet

et seg. Men menneskelig aktivitet

dan k... te?

Vi kan støt...

rapport

reduserer eller fjerner v...

reduserer eller fjerner v...

Klima X











Lessons learned

CONCEPT CURRENT (relevant) CAMPAIGN

MIX:
website
marketing
PR
social media

Besides, it is crucial that

- The project is rooted in the top management, so the project can have the best put together project group and better opportunity for success
- Communications are represented in the exhibition group
 - so the campaign can be planned optimally