

Working together gives better returns

Björn Stenvers
Milan, July 2016



Museums in cities working together: more collaboration: better returns

1. Amsterdam Museums

2. Working together within a city
3. Working together on attracting new audiences, happy citizens & business
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7. Working together on knowledge and education
8. Working together is more sustainable for the future
9. Working together among museums & among Culture
10. Implementing marketing in working together; values

AMSTERDAM MUSEUMS

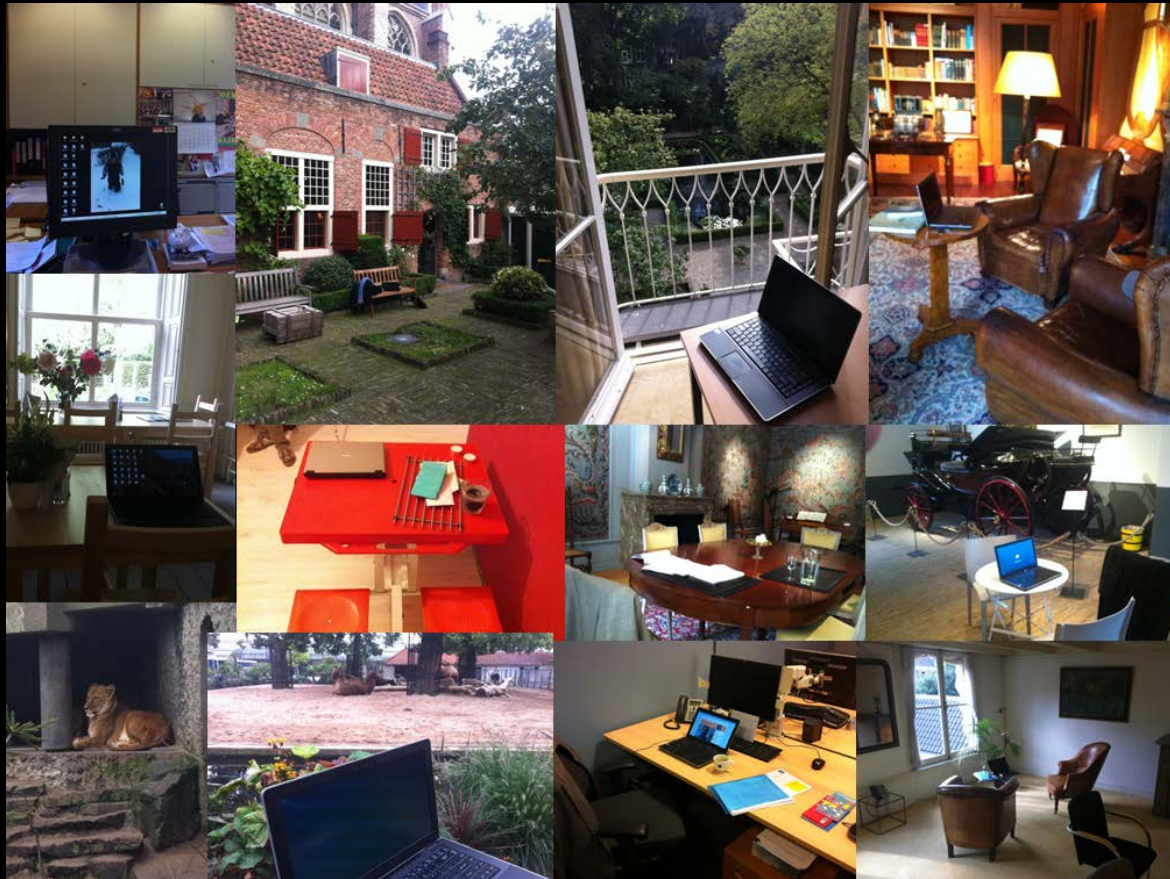
Iamsterdam.com

We do

- Amsterdam	OAM	(8)	1994	
- Amsterdam	Plantage	(13)	2001	
- Amsterdam	Museum	(2)	2008	
- Amsterdam	Heritage Museums	(5)	2010	
- Unesco World	Heritage Canal District	(1)	2011	
- Amsterdam	Heritage	(8)	2012	
- Amsterdam	Museums [eng]	(40)	2012	
- Amsterdam	Marketing		2012	+
Cultureel Toerisme		(40)	2013	
- Amsterdam	Museums (stichting SAM)	(40)	2013	
- Amsterdam	SAM (+ Internationaal)	(45)	2016	

HOTDESK @

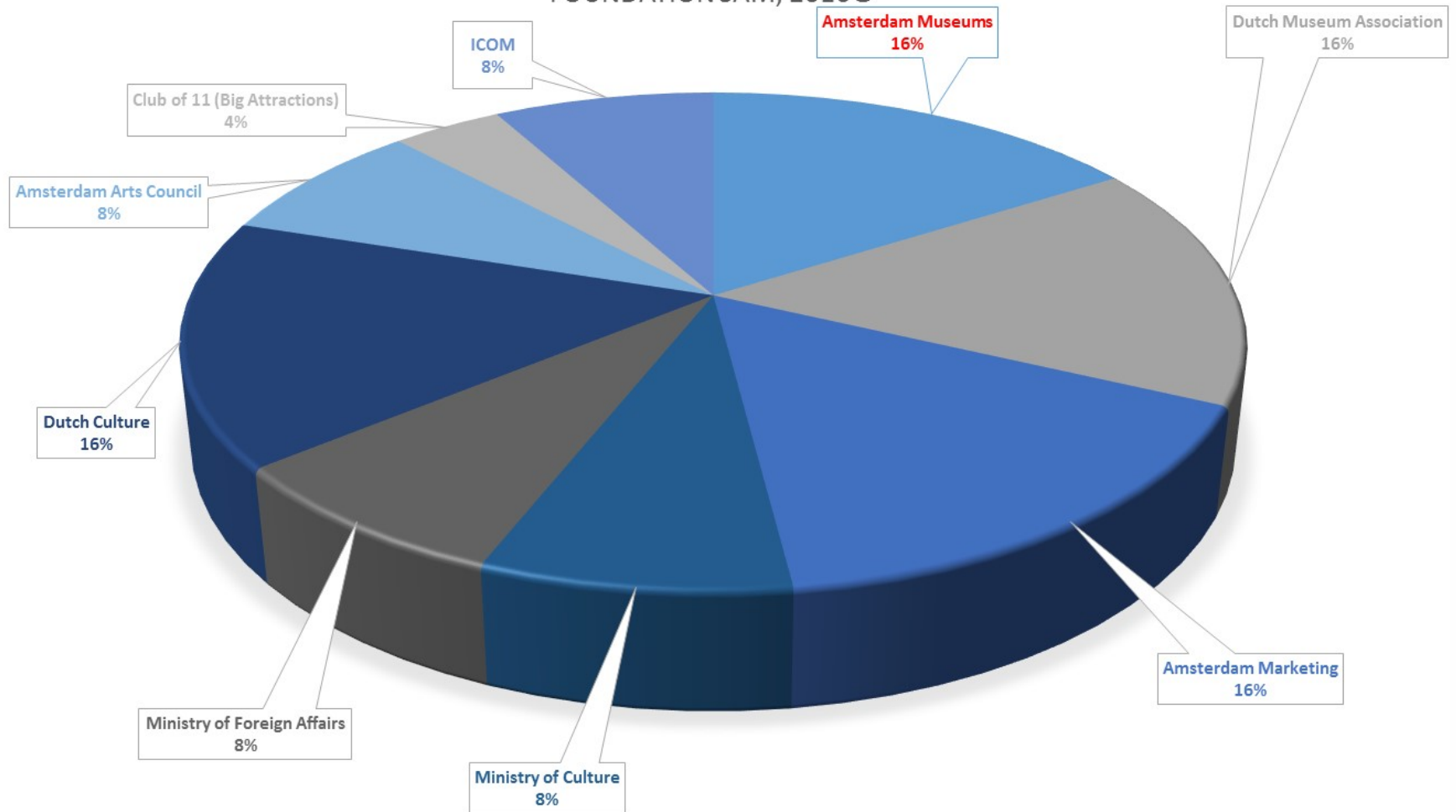
44 MUSEUMS – CITY MARKETING – MINISTERIES– GEM. AMSTERDAM



no office – 8 interns per year – borrow hours from colleagues of the 44 museums

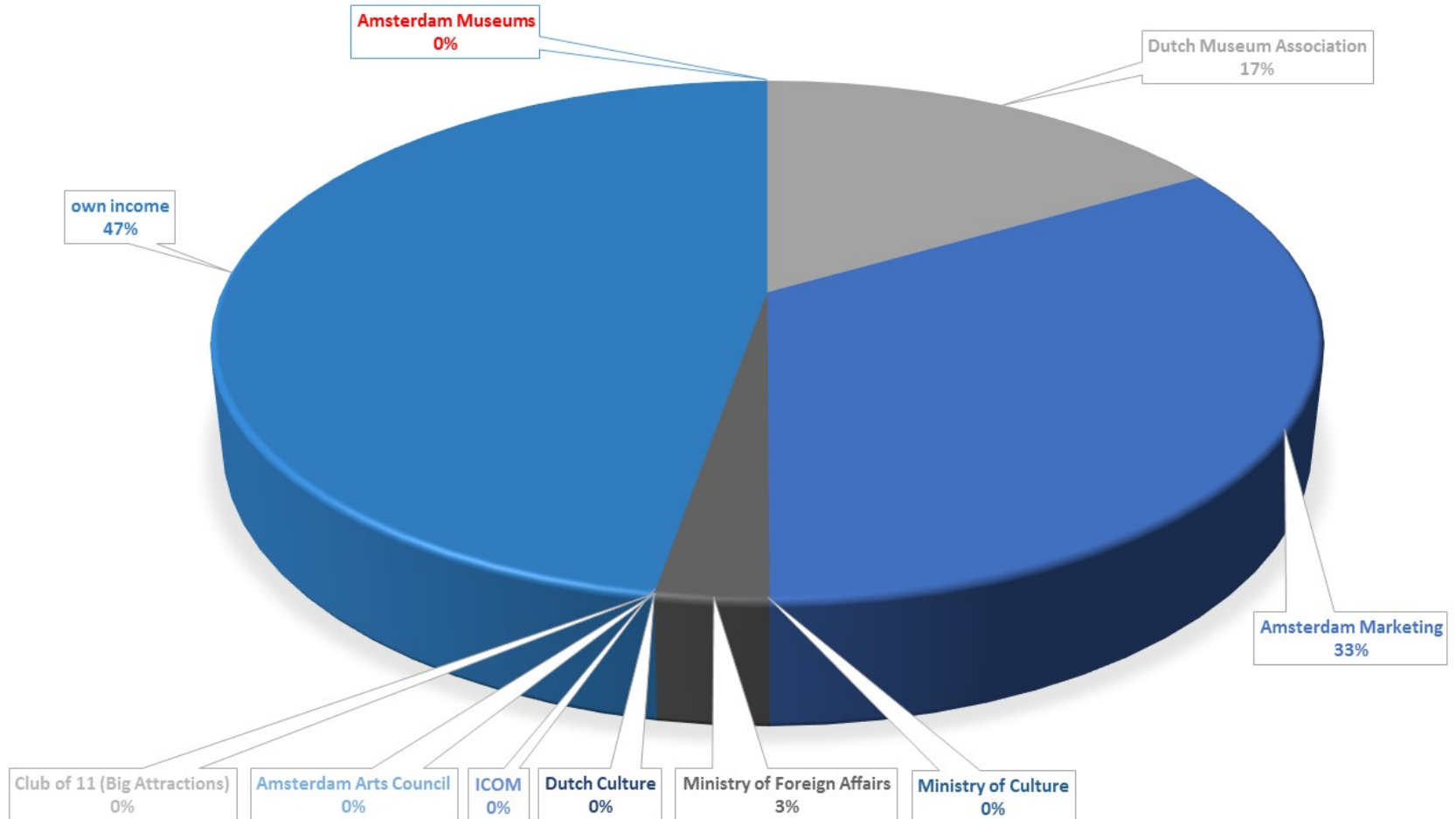
AMSTERDAM MUSEUMS

STAKEHOLDER MEETINGS
FOUNDATION SAM, 2016©



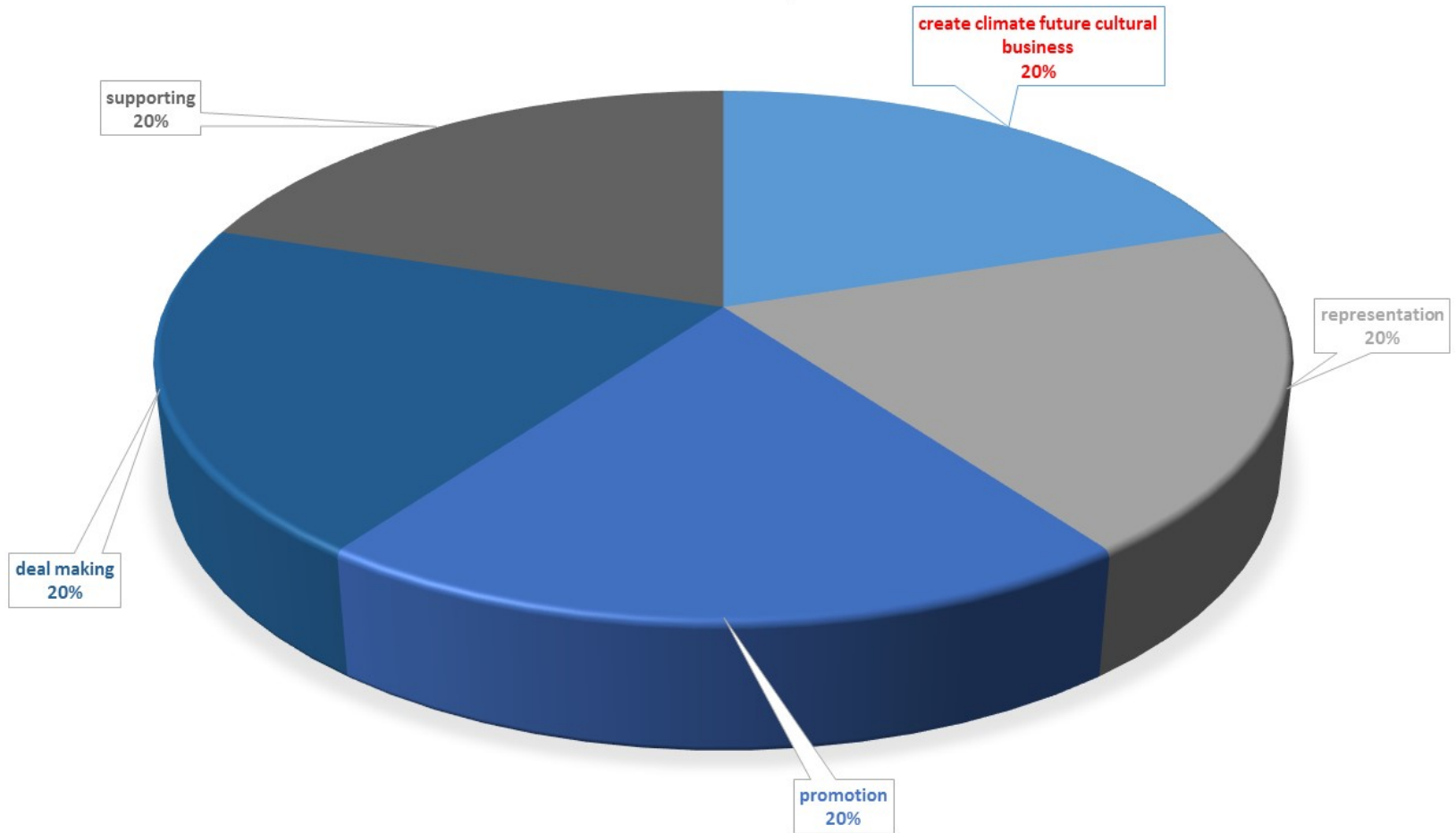
AMSTERDAM MUSEUMS

STAKEHOLDER FUNDING
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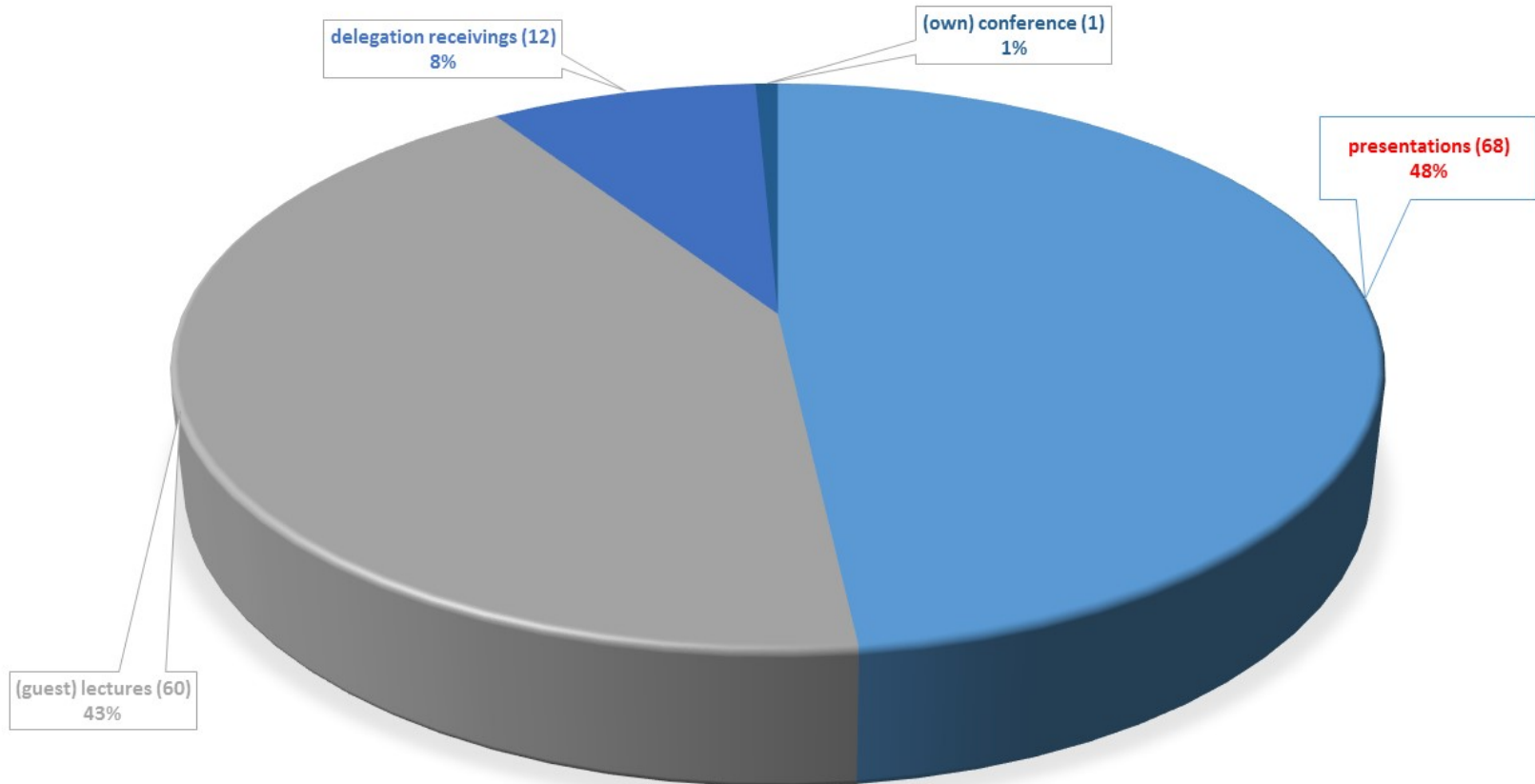
AMSTERDAM MUSEUMS

STAKEHOLDER WORKING TOGETHER RESULTS
FOUNDATION SAM, 2016©



AMSTERDAM MUSEUMS

STAKEHOLDER WORKING TOGETHER RESULTS
FOUNDATION SAM, 2016© - COSTS € 0,-



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INTERNATIONAL PROJECTS

WORKING TOGETHER IS PRODUCT & INT. MUSEUM TRADE

e.g. UK, RUSSIA, FINLAND, SPAIN, ARUBA, CURACAO, INDONESIA, FRANCE, SINGAPORE, BELGRADE, MOLDOVA, BELARUS

Madrid:
P13, guest-lecturing, presentations, workshops

UK:
Several projects;
e.g. National Trust,
British Council,
Tate, HRP, HHS,
AIM, Watfort.

Helsinki/ Tampera:
Support change of
heritage & museum
strategy, working
together, study
dashboard dev.

Brussels/ Paris:
Connect with Muscon,
on working together,
& exchange
knowledge with
Culture Space

Belarus:
Museum support &
dev. strategy set
up, advise
museums, guest-
lectures, trustee

Moldova:
Heritage support,
EU towers project,
on marketing &
dev. on working
together

Edinburgh:
Support heritage
development,
working together

**St Petersburg/
Katharinaburg:**
Presentation,
strategy advise,
working together

Hadrian's Wall:
Support change of
heritage & museum
strategy, working
together on
marketing



Russia/ Moscow:
Support museums
& heritage sites
on marketing &
dev. on working
together, RANPEA
projects

Siberia:
Support change of
heritage and
museum strategy,
connected with
A'dam, support set
up union O&G
museums

Brest:
Heritage strategy
set up, advise
museums, working
together on dev. &
marketing

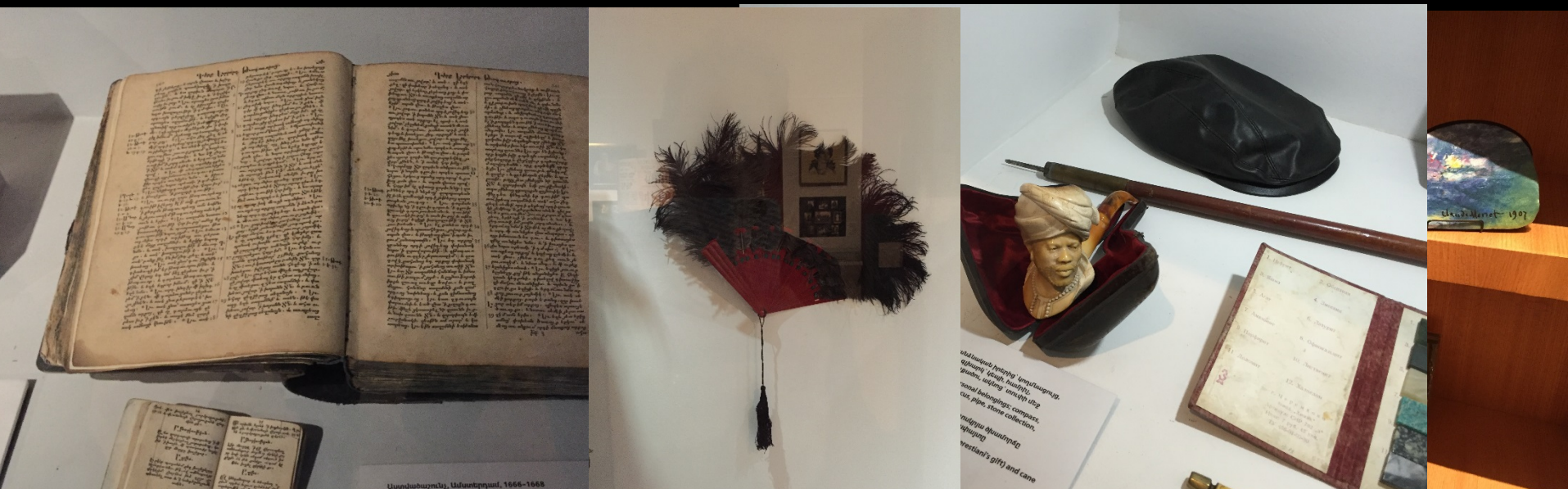
Istanbul:
Support changes of
museums, city
strategy, connected
with A'dam, working
together on
marketing & dev.

Caucasus:
Support change of
heritage and
museum strategy,
connected with
A'dam, RANPEA
projects

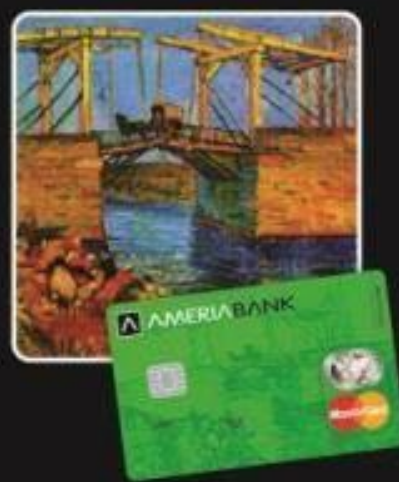
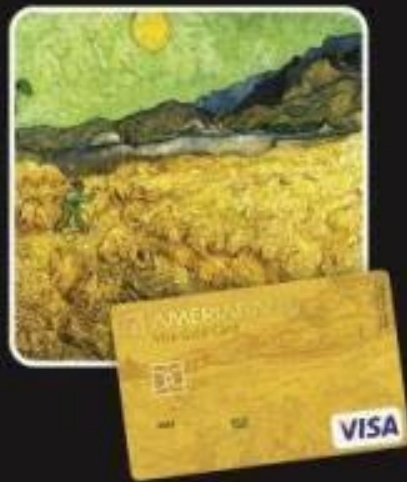
Ulyanovsk :
Support change of
heritage and
museum strategy,
connected with
A'dam

Chanti Mansieick:
Heritage
development, work
with & advise
museums.

a case



Արվեստը Ձեր գրպանում...



a case



2016: LOBBY & REPRESENT



FESTIVALS:

AMSTERDAM LIGHT FESTIVAL
UITMARKET

N8

MUSEUMWEEKEND

GAYPRIDE

TULPENFESTIVAL

MONUMENTENWEEKEND



LOBBY:

VERGUNNINGEN

BUSSEN BELEID

RONDVAARTEN

BEWEGWIJZERING

VERTEGENWOORDIGING

(PROCESVERBETERING)

Rijksmuseum

amsterdammusea.org/ 🔁 Zoek

De Amsterdamse musea feliciteren...

Met de I amsterdam City Card gratis naar 34 musea. Ga naar iamsterdam.com/citycard

...het **Amsterdam Light Festival** met hun overweldigende programma waarin de Amsterdamse musea volop deelnemen



...het **Amsterdam Museum**, de **Hermitage** en het **Rijksmuseum** met hun gezamenlijke portretgalerij **Hollanders van de Gouden Eeuw**



I amsterdam.

 iamsterdam.com/citycard

Koninklijk Paleis Amsterdam

ar

De Amsterdamse musea

FELICITEREN MICROPIA

met het openen van haar deuren

Met de I amsterdam City Card gratis naar 34 musea & vanaf januari 2015 óók naar **MICROPIA**



I amsterdam.

iamsterdam.com/citycard amsterdammusea.org

2016: DEALS



POWER DEALS:

PARTNER SHIPS

MUSEUM CARD

I AMSTERDAM CITY CARD

HOLLAND PAS



SUPPORT

- CENTRUM XL
- COVER CONSTRUCTION
- WELCOME SIGNS
- WELCOME TEAM RECEIVING

2016: MARKETING



POWER DEALS:

KLM

- MUSEUM SQUARE AIRPLANE
- HOLLAND HAROLD
- SCREEN SAVERS
- ON BOARD PRODUCTS
- FREQ.FLYERS DISCOUNTS
- STAFF DISCOUNTS
- CHILDREN GAMES

SCHIPHOL

- 7 MUSEUMS ADVERT
- I AMSTERDAM STORES
- RIJKSMUSEUM



2016: MARKETING



POWER DEALS:

DISNEY

- COLORING PICTURE
- POSTERS
- DONALD DUCK MAGAZINES
- MEMBER DISCOUNTS

AEROFLOT

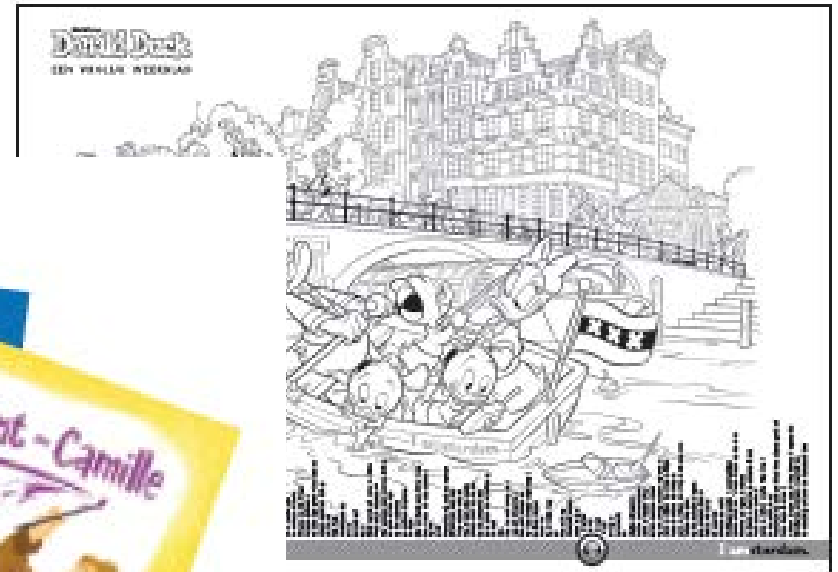
- ON AIR MAGAZINE
- PLACEMET

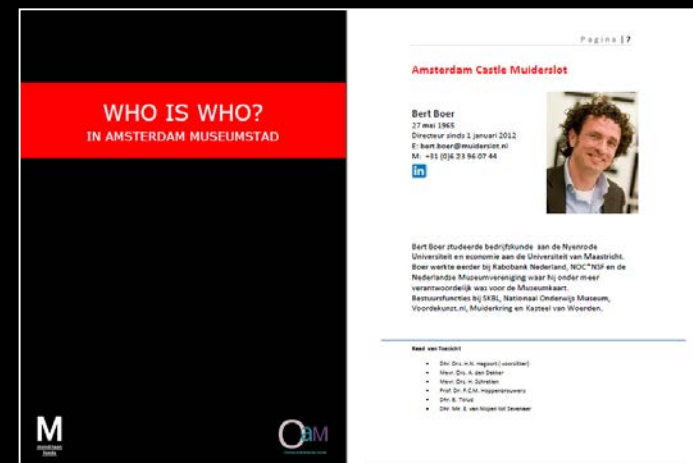
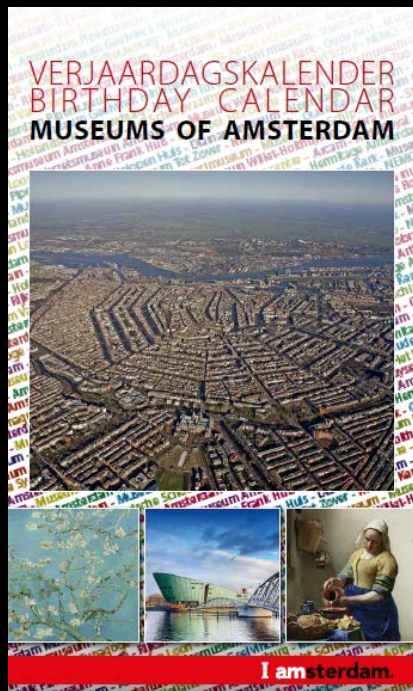
BELAVIA

- FLYERS ON BOARD
- MAGAZINE
- PLACEMET

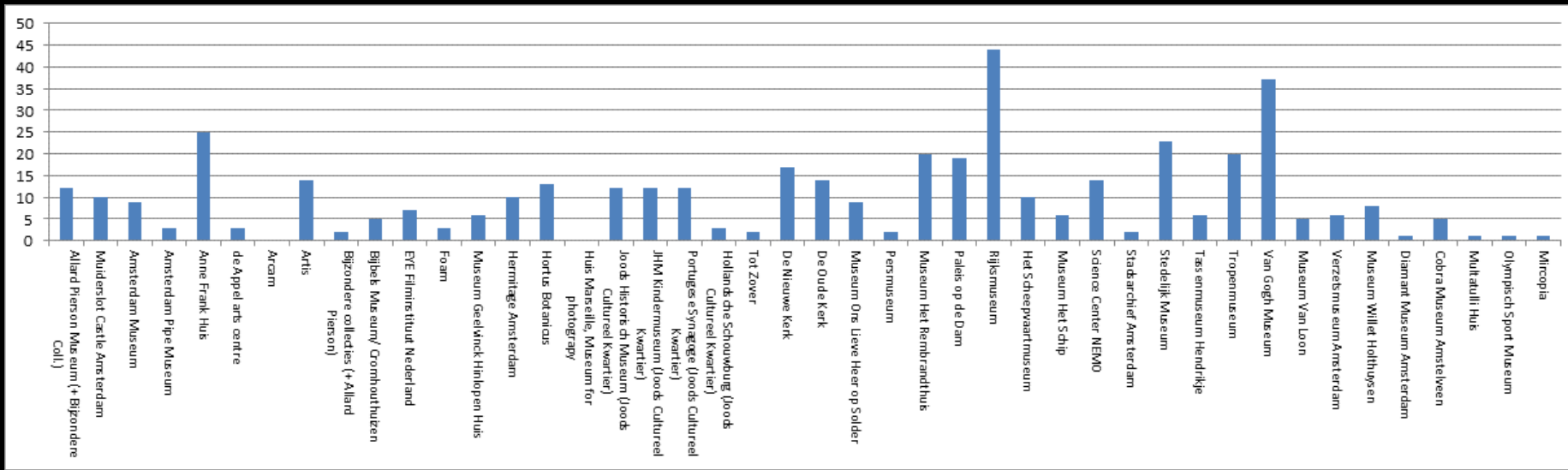


AMSTERDAM MUSEUMS

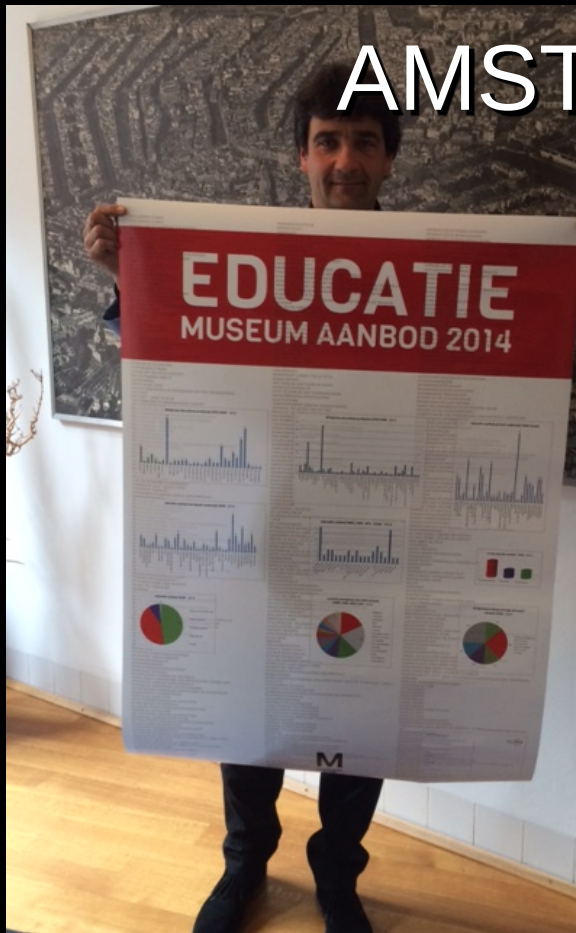




AMSTERDAM MUSEUMS



AMSTERDAM MUSEUMS



City Hospitality



Amsterdam Museum Academy - Hilton

MUSEUM ACADEMY

SINGAPORE – AMSTERDAM – ROSTOV - ULYANOCSKY

@ the National Heritage Board Academy
(Singapore): variety of staff trainings

@ the Amsterdam Museums: Front Office
trainings (i.c.w. Hilton & Amsterdam Marketing
and others),

@ the Lenin Memorial (Ulyanovsk): Chinese
lessons for museum staff,

@ the Rostov Kremlin Museum: English lessons
for their staff (in two levels)



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MUSEUM CLUSTERS ARE ECONOMIC CATALYSATORS

Michael Porter, Economist 1990

MUSEUMS ARE ECONOMIC CATALYSATORS

*MUSEUMS UK > £ 2.6 BILLION INCOME, 38'000 JOBS
CONTRIBUTE £ 1.5 BILLION IN ECONOMY*

MUSEUMS RUSSIA > OVER 75'000 JOBS

*MUSEUMS US > 400'000 JOBS,
CONTRIBUTE \$ 21 BILLION IN ECONOMY*

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CITIES
LEARN
HOW TO DISPLAY
THEMSELF
AS A
BRAND

We  Love Budapest



I  NY[®]

CITY
OF SYDNEY


MADRID
about you

LONDON

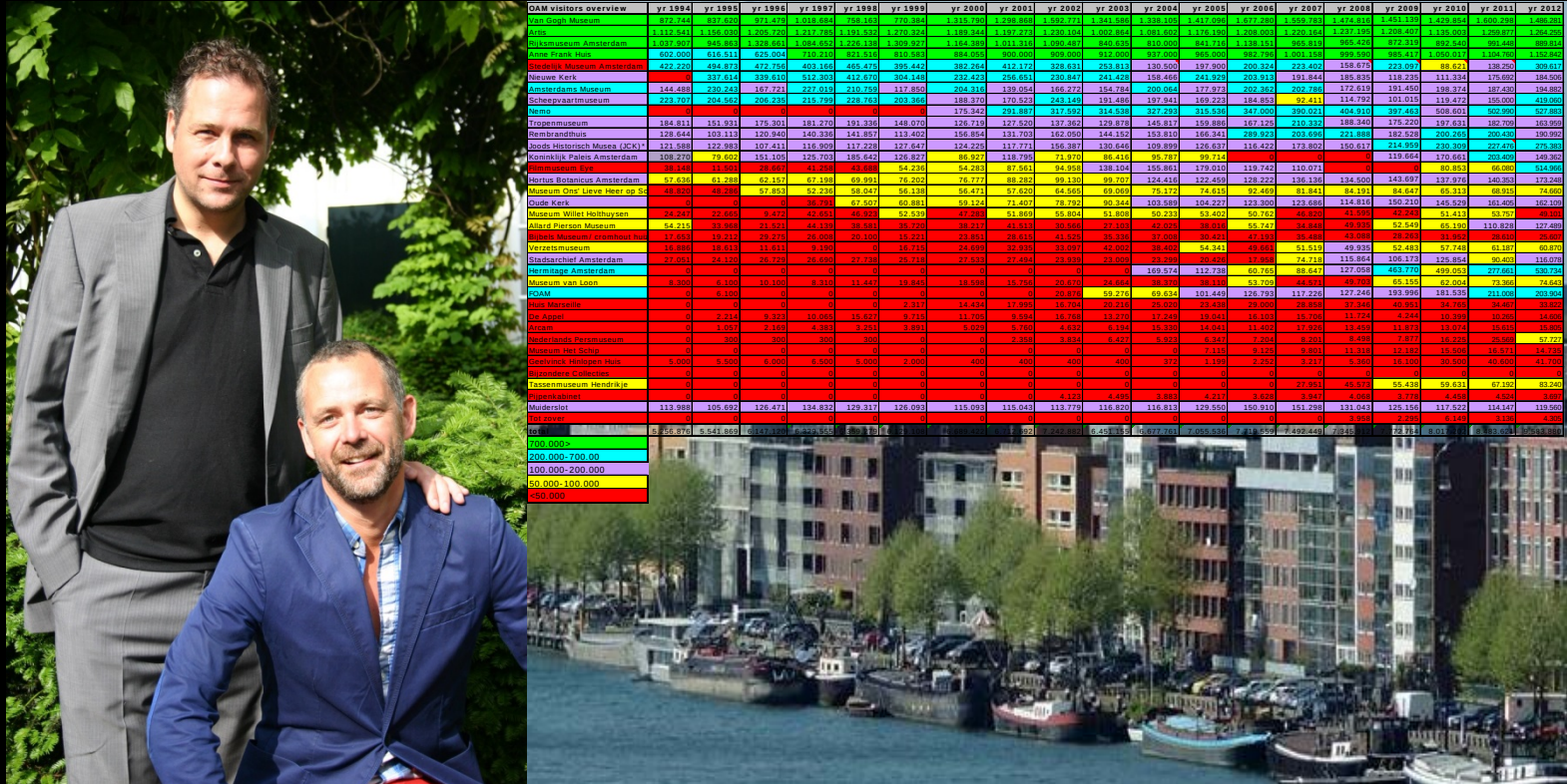
be  Berlin

I amsterdam[®]



2016: WITH CITY MARKETING

AMSTERDAM – VENICE



Smart on cards



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Stenvers, B., Marketing Strategy Moscow Zoo 2015-2020, <http://moscowzoo.su/>

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MUSEUMS & COMMERCIAL COMPANIES WORK TOGETHER



Rabobank



Philips



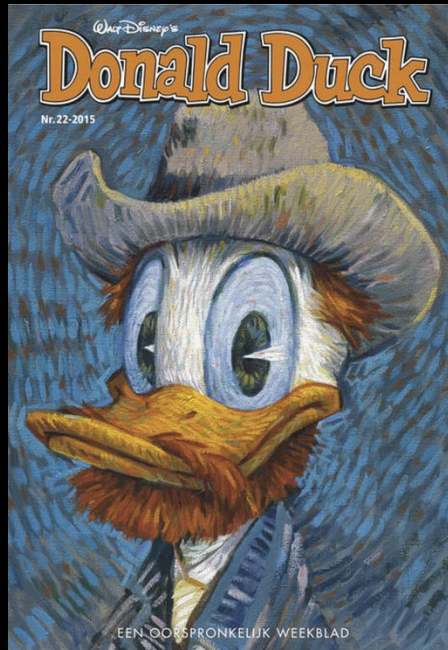
Polytechnic



Philips

COM. COMP TEST

WE BOTH DISCOVER & LEARN



COM. COMP TEST

WE BOTH DISCOVER & LEARN



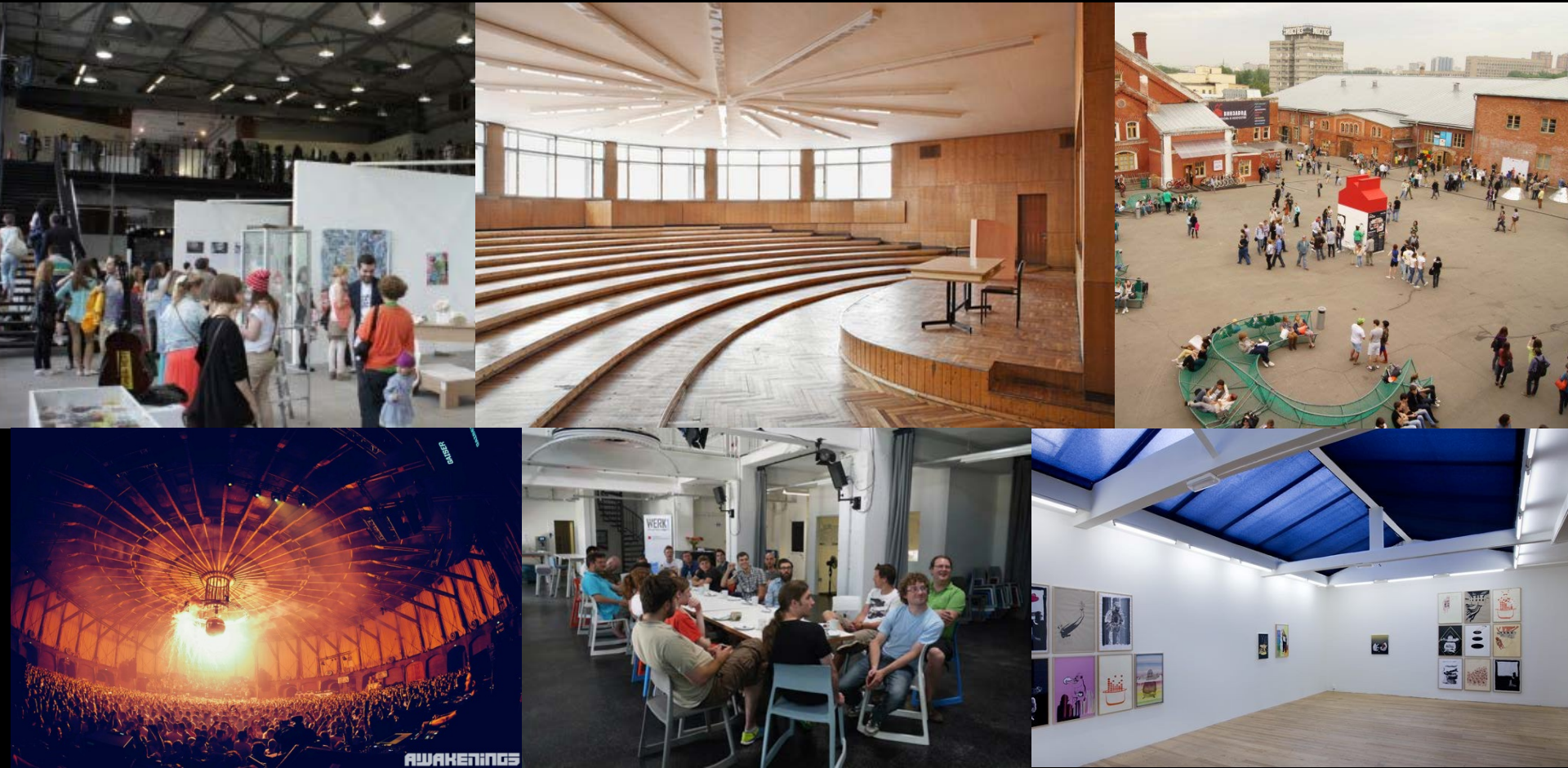


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INSPIRE CREATIVE SPIRITS

ZILL – WINZAVOD – ARTPLAY – STEDELIJK MUSEUM – FOAM MUSEUM



Trendwatch 2015/ 2016, American Alliance of Museums

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GLOBAL VALUE – Belarus



TOP 10 ECO - CITIES

1. Calgary (Canada)
2. Honolulu (USA)
3. Ottawa (Canada)
3. Helsinki (Finland)
5. Wellington (Nieuw-Zeeland)
6. Minneapolis (USA)
7. Adelaide (Australië)
8. Kopenhagen (Denemarken)
9. Kobe (Japan)
9. Oslo (Noorwegen)
9. Stockholm (Zweden)







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Tomorrow Challenges

Cities:

Brussels (85%), Barcelona (0 hotels), Amsterdam (spread touristst in region), Singapore (transform hun into content-History Development), Belarus (EU perception), Philips (Alf, Rijks Lights, city lab For Innovation), Rostov/Yaroslavl (Hospitality, logistics), Moscow (17mio, First 39 Community hubs 2018)

Leadership:

Ladies, share, safely, learn from each other

Education:

Involvement Companies (Coca cola) and culture (location), into knowledge power

Income versus Costs

Next to usuals of globalization: corridors, new technologies, transport and communications, financial centres, water and food issues

THANKS - BJORN@AMSTERDAMMUSEA.ORG - FACEBOOK - TWITTER - LINKEDIN

SPECIAL THANKS TO



I amsterdam®



РАНХиГС
РОССИЙСКАЯ АКАДЕМИЯ НАРОДНОГО ХОЗЯЙСТВА
И ГОСУДАРСТВЕННОЙ СЛУЖБЫ
ПРИ ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ