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How to attract new Audiences? New Ideas and Innovations for the Interpretation of Industrial Heritage

An Introduction about some Basics by
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We have a message about our heritage!
About its history and presence.
Stories about people behind it.
And much more in details.
It is all so interesting, yes it is!
But how do we attract more people to it?



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Basic channels for the communication and marketing

‘Online and ‘On site’:

Online is attracting many people in these days, yes.

But ‘On Site’ is very important as well:

As ‘word by mouth’ spread by our visitors is still and will always be the most effective marketing tool.



The basic tool for the both:

Good pictures.

No: Very good pictures!

At marketing actions, web sites
and for the visitors on site.

People are picture-orientated, mainly.

Do we have or even use good pictures?



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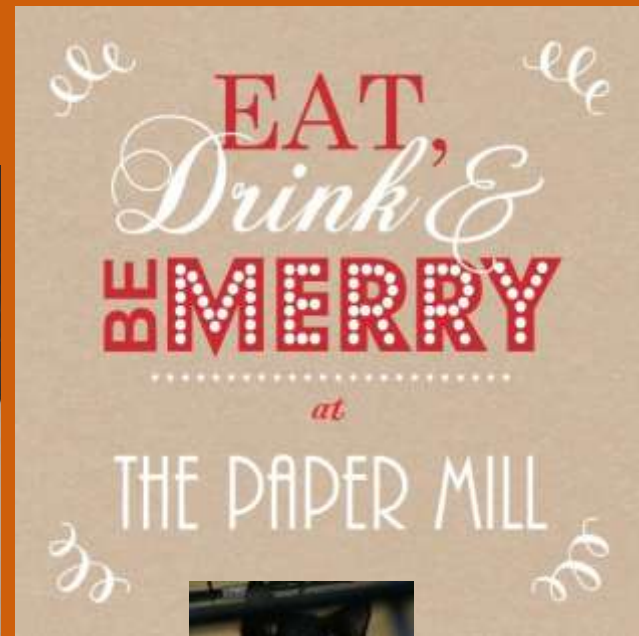
No. Nearly never.



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It could be so easy!



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**We could attract
so many more visitors.**



**A change only for this
would cause a dramatic increase
of visitor numbers!**

**No need to do more,
could be the end of the conference...**

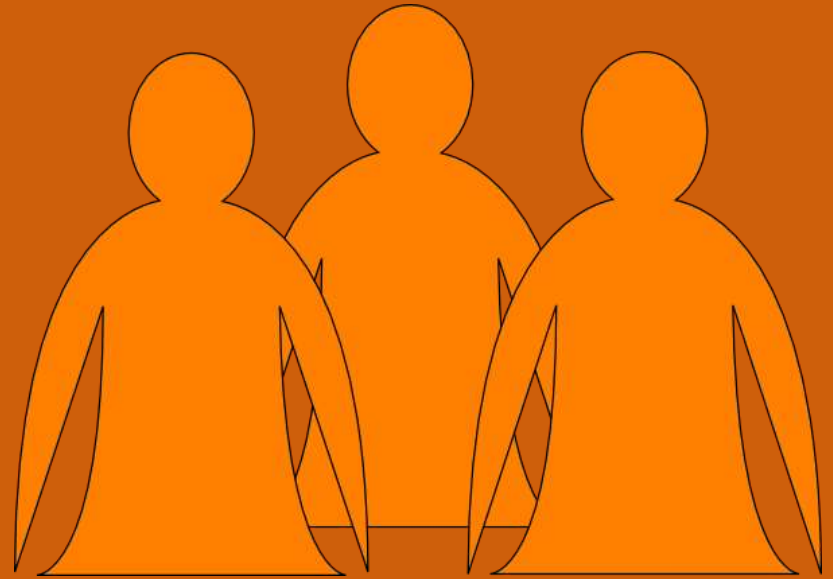


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But now:



**What are people really interested in?
It is all about psychology and evolution.
People are interested in people.
In nothing else!**



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Why this?

Human beings search for their entire lifetime for reflections of their own ego.

Because they want to learn about their potentials and develop it in order to survive.

The mirror is the presence or past of other human beings.

Therefore we have to tell human stories, mainly!

Best solution: told by human beings.

This means: well trained guides on site.





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You don't believe me?:



Look at modern ads and
marketing of the industry:

It is all – all – based on people and their emotions.

By the way:

No difference between oldies and youngsters!

Ok? Never forget this, please!



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And what about emotions?

Yes, we need them, urgently!

But aren't there enough present in our heritage?

At least hidden in it,
waiting for a wake-up call?

Yes, there are.

It can be so exciting.

But we don't believe
in the power of our heritage
ourselves, often.



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Don't believe me?

Look at our marketing and web sites:
The heritage itself is mostly not visible.
And no emotions.
And again – no good pictures...



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Instead we believe obviously...

in 'needed upgrades' to our heritage:

Events, parties, concerts, exhibitions and more.

Ok, we need them as well.

But the reality is that we hide
the heritage behind all this, too often.

Don't believe me?

Again – look at our web sites...



Why is this wrong?

?

Because people are interested first
in the real thing, not in fictions.

The buzz word is 'authenticity'.

Because only real stories are reliable.

Because our reflections in the mirror
must be reliable.

Otherwise we and our potentials
are not reliable.



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So:

CERTIFIED OF AUTHENTICITY

We must find and show the authentic site
of our heritage first.

And tell the human story behind it.

And how?

?

Are there new innovations for the interpretation?

Well, yes! Out there.

Examples of best practice are numerous.

We must not always invent the wheel new.

We must mainly search, look, listen...

... and travel.

**But we don't spend enough time
to learn, unfortunately.**



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Some interesting stuff:



Active or passive role play – the human story, live.
Ambassadors spread the message.

Good hands-on technology,
interesting for everybody, not only for kids!

Because it is very much familiar for humans
to use their own hands and senses,
as this way they learn about their potentials best.

Much more than by the use of screens
and some pointing devices.



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Anyway:



**Good examples of new media are helpful.
But we use them wrong, too often:
Too many, too much information.
And a screen is nothing really new.
But may be 'augmented reality' on it?
A good chance to involve visitors actively.**



Light! Sound! Music! Smells!

Let's talk to people's all senses much more!



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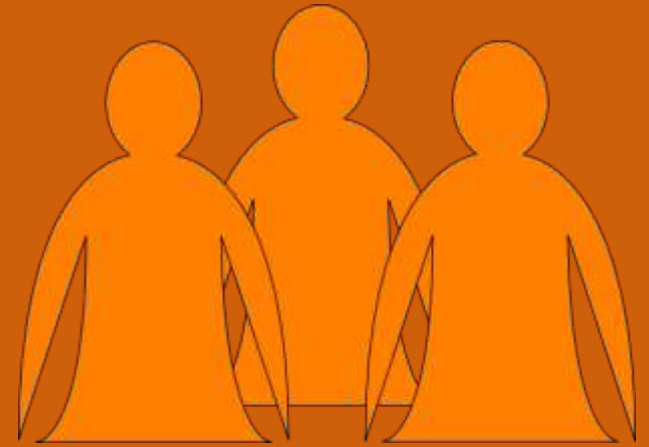


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Whatever we do:



**We should never forget the basics
of human evolution:**

**People are interested in people's stories
told by real people.**

Because evolution is very slow.

Again: This is right for oldies and youngsters.



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And now, Ladies and Gentlemen:

Let's listen, look and learn.

**(And may enjoy the smell and taste
of a good Pilsen beer later?)**

Enjoy our ERIH Conference 2015!

Thank you for your interest.

