Local Networks of Industrial Heritage
Founding - Managing - Funding – Marketing

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Founding – How to start?

Where are the Stories?

Where are the Sites?

Where are the Pictures?
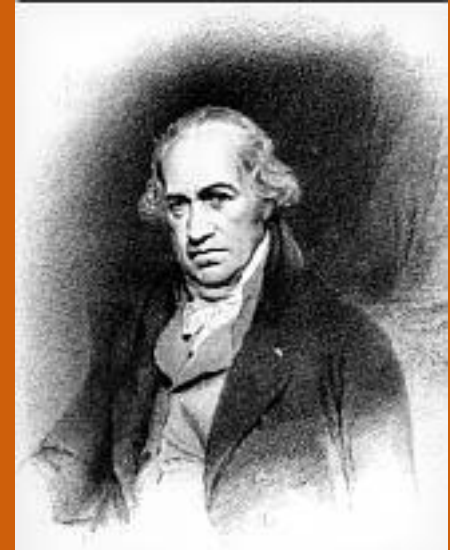
Where are the People?

Where is the Support?

Communicate the Idea

Who is the best Communicator?

Establish a Network of Sites and Experts

Involve the local Tourism Industry

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Managing – How to maintain a Network?

It needs a central Hub – the Anchor Point

It needs a common Board of Managing

It needs a Manager of a certain Character

It needs local Support

It needs political Support

Funding – the difficult Task

No Benefits – no Funding !

Membership Fees of the Sites

The common Solution: Public Money

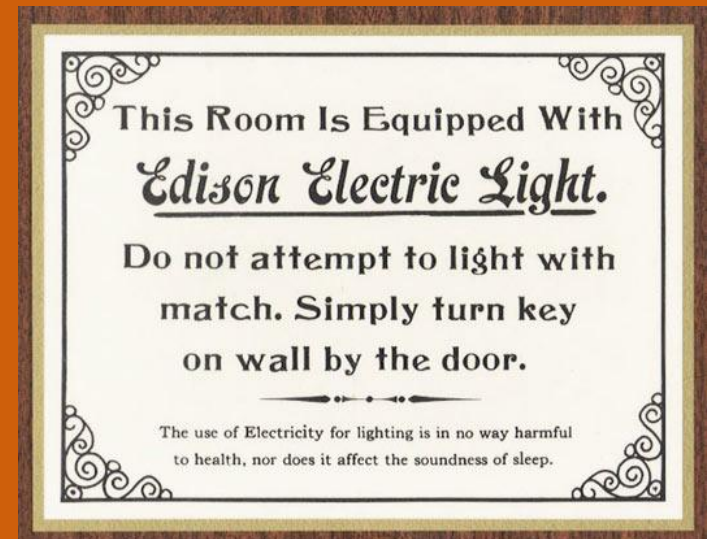**The uneasy Solution: Private Money**

Merchandising

New Solutions:
Internet Sponsoring

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This Room Is Equipped With
Edison Electric Light.

Do not attempt to light with
match. Simply turn key
on wall by the door.

The use of Electricity for lighting is in no way harmful
to health, nor does it affect the soundness of sleep.

Marketing – Everybody knows how?

The Human Story – this is what People are interested in mainly

A sharp Profile – the main Theme

The overwhelming good Pictures

On Site Quality - be a good Host

Branding – a Symbol?

Signposting - on the Road and at Sites – with QR-Codes: more Information at and about Sites

The Lighthouse – The Anchor Point

The Network - One for All, All for One

Establishing a Network of Scouts and Ambassadors

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Marketing – Everybody knows how?

Provide the big Content Providers with any kind of Information

The common Event – once per Year, based on the Human Story

The electronic Newsletter – for the Network, the Press and Everybody
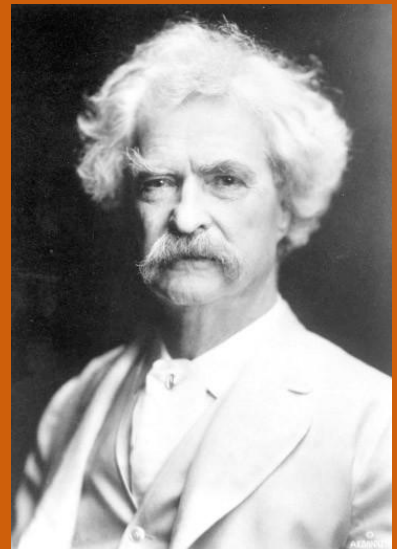
The Web Site - with many Downloads, especially Routes for GPS

Facebook, Twitter and YouTube

Active Role Play – as a Tool for Marketing and Interpretation

Geocaching

Augmented Reality

Very few print media – one Flyer for all

All aboard !

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Thank You for Your Interest

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