

Telling Our Story

Cultural Tourism & Engaging Our Communities

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Arts and Culture: For anyone, or everyone?

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ArtPrize is super-
inclusive and
radically open!
(right?)



The
opposite of
relevance is
obsolescence



And the point is?

- Both stories are about planning for anyone, not everyone
- Both put up unintentional barriers
- Both exclude potential visitors
- Both risk irrelevance
- Need to plan with intention

My all-time favorite
collaboration



Three levels of engagement

- **Creators** – the primary stakeholders and the trusted partners who plan and make something happen
- **Commentators** – participants in a meeting or event, people who will share on social media, comment on the museum's blog, start conversations, draw in consumers
- **Consumers** – will visit the exhibit, attend outside events, be privately engaged

(Portland Art Museum)

Making it work: have a plan

- Be clear about the goals of your collaboration
- The institution sets the agenda
- Decide what you need to control and let go of the rest
- Figure out where your marketing efforts need to go to attract the audience you want
- Every project does not need the same level of engagement, but be intentional every time

Who will listen if
your audience is the
same people that
created the story?

- Who is your story relevant to? How are you reaching them?
- Be creative about partnerships
- Encourage stakeholders and community partners to create their own complementary programming
- Build and maintain relationships
- Grow your audience and connect with your community

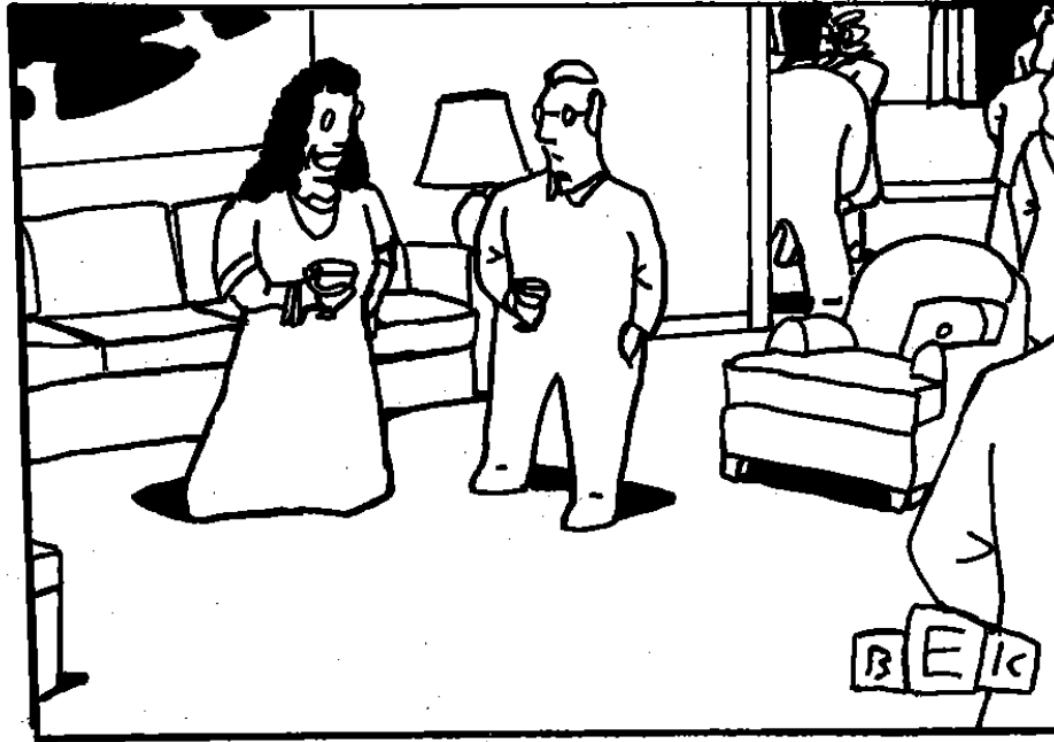
Collaboration Lite
(and ineffective)



The takeaway

The point of collaboration isn't collaboration. It's getting better results.

More on my blog at
www.ordinaryvirtues.com
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*"We do a lot of amazing work bringing the arts
to people who don't want the arts." **

*Only because they don't think the arts are relevant to them