

DIGITAL EXPERIENCES AT COASTAL MUSEUMS

THE WITCHES MUSEUM IN RIBE

Mads Bødker, CBS

Lulu Anne Hansen, Sydvestjyske Museer

Ana María Munar, CBS

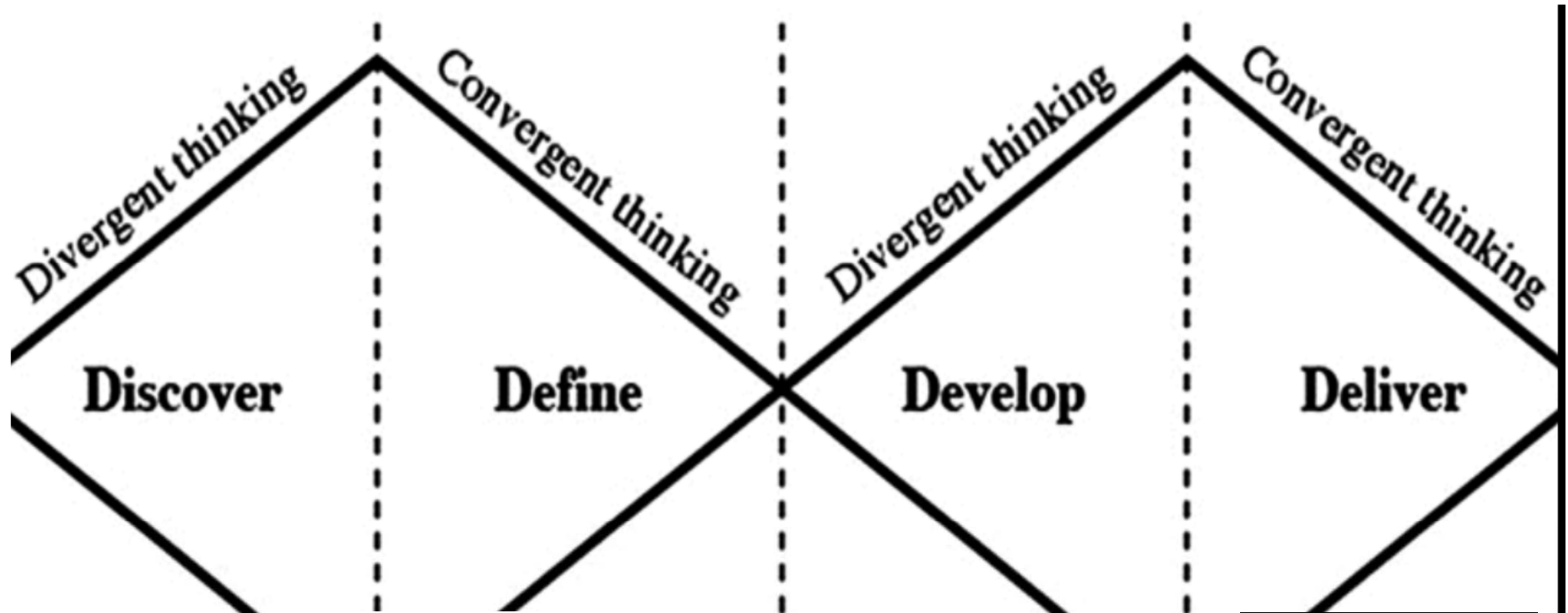
Work-package 2, InnoCoast



THE WITCHES MUSEUM IN RIBE



THE PROCESS OF CULTURAL HERITAGE INNOVATION



2nd INNOVATION WORKSHOP "THE WITCHES MUSEUM"

Program for joint workshop between the Museum of South West Jutland and InnoCoast

5th April, 2017, Copenhagen Business School, Porcelanshaven 24A, First floor, Room 1.68.

Workshop theme: Innovation Product Development and Customer Co-creation

This second workshop is the follow up to our first Idea-generation and Design Workshop. We will be working with the development of two product ideas: 'The visual portfolio of sounds' ideas and the Instagram campaign

Programme

Breakfast

10:00 – 10:10 Welcome and Introduction to activities of the workshop. Ana Maria Munar, CBS.

10:10- 11:00 A background on the management and operationalization of the Witches museum. Lulu Hansen Museum of South West Jutland

11:00 – 12:30 **Product development 1: Instagram.**

Facilitated by Signe Geil, M.Sc. in Creative Industries, Copenhagen Business School

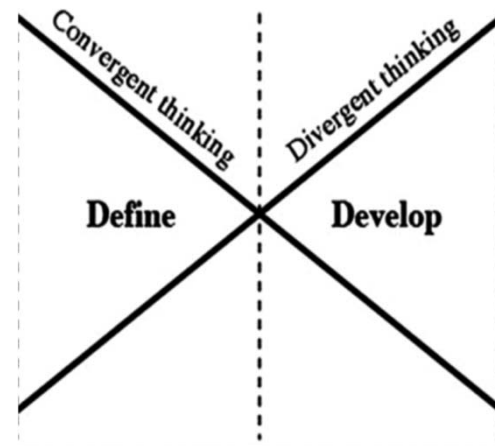
1. Marketing plan:
 - situation analysis
 - objectives
 - targetgroup
 - promotional strategies
 - implementations & control

2. Campaigns



CREATING AN INNOVATIVE INSTAGRAM STRATEGY

#witchmuseumribe #witchit #wmr #witchtrialribe
#ribewitchmus
eum#thewitch
esmuseum
#witchinribe
#witchribe
#witchesinribe
#witchmuseum
#witchcraft #witchstories #witchtrials #witches
#witch #witchlife #witchesofinstagram
#witchesoftheworld



THE SOUNDS OF HERITAGE

