

Coordination Strategy for Cooperation among 24 Museums -The Museum Festival

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國立海洋生物博物館

Situation-Diverse Nature

- Dis-advantages
 - Diverse Nature of partner
 - Unique for each partner
- Advantages
 - Kinds of “Materials” (Jewelry) for a “Necklace”
 - Administration “Resources”
 - Man power,
 - marketing channels etc
 - Etc.....



Solution-Necklace



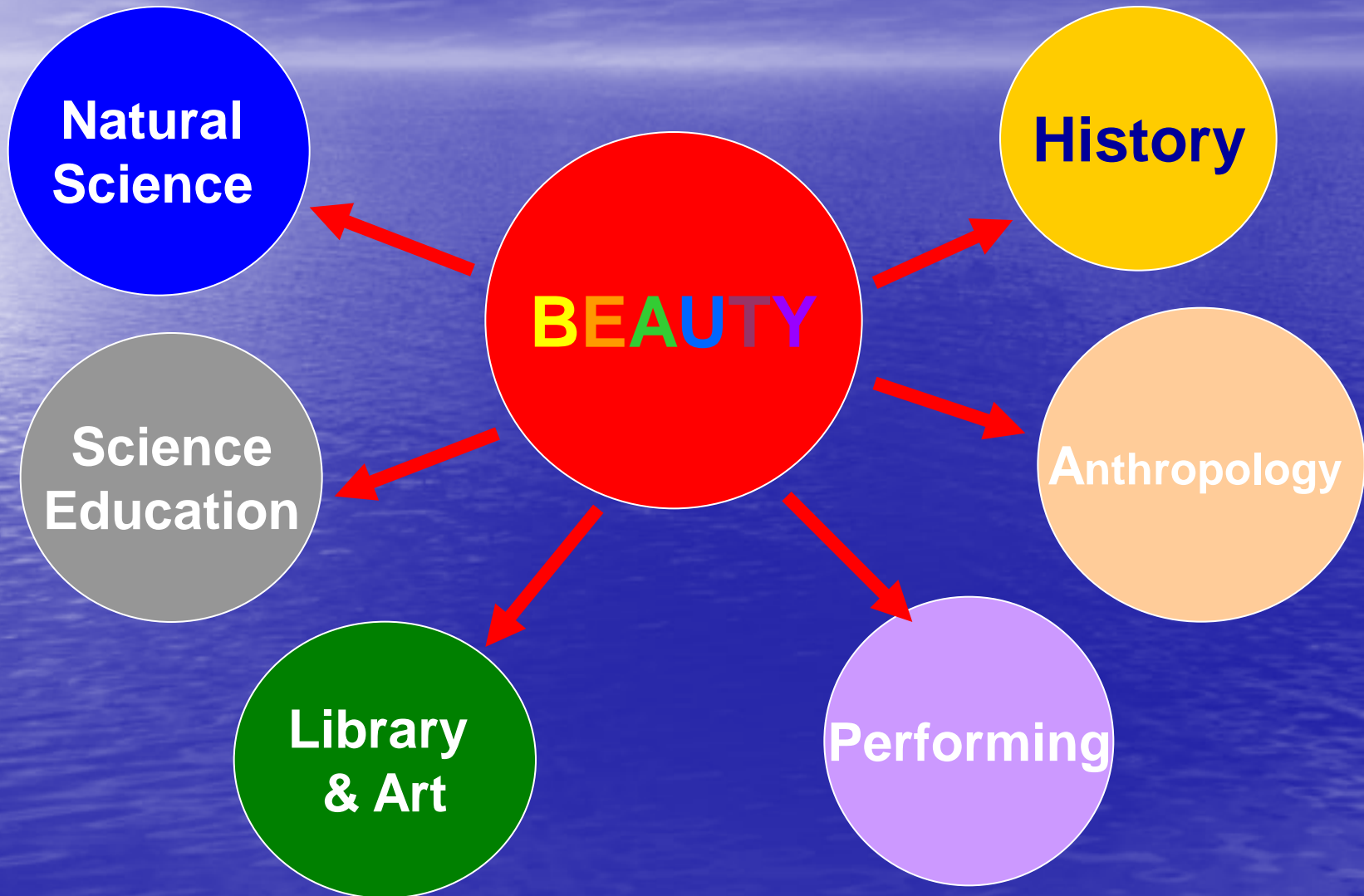
Common Mission- **Make Your life More Beautiful**

- Goal-Attractive to **More Visitors**
- Interactive Platform
 - **Show** his best + **Interact** with others
- **Joint** issues-Cooperations
 - **Exhibition** Park
 - **Marketing** Channels
 - **Online** Games from each partner

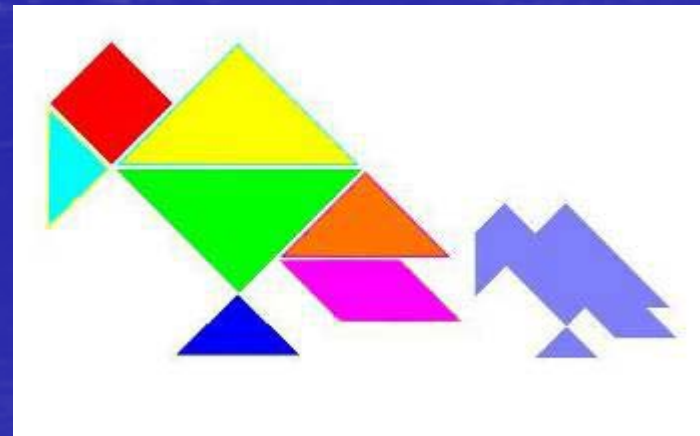
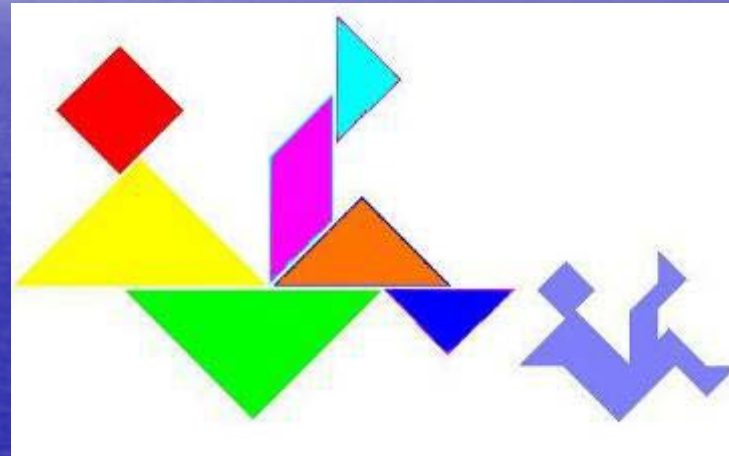
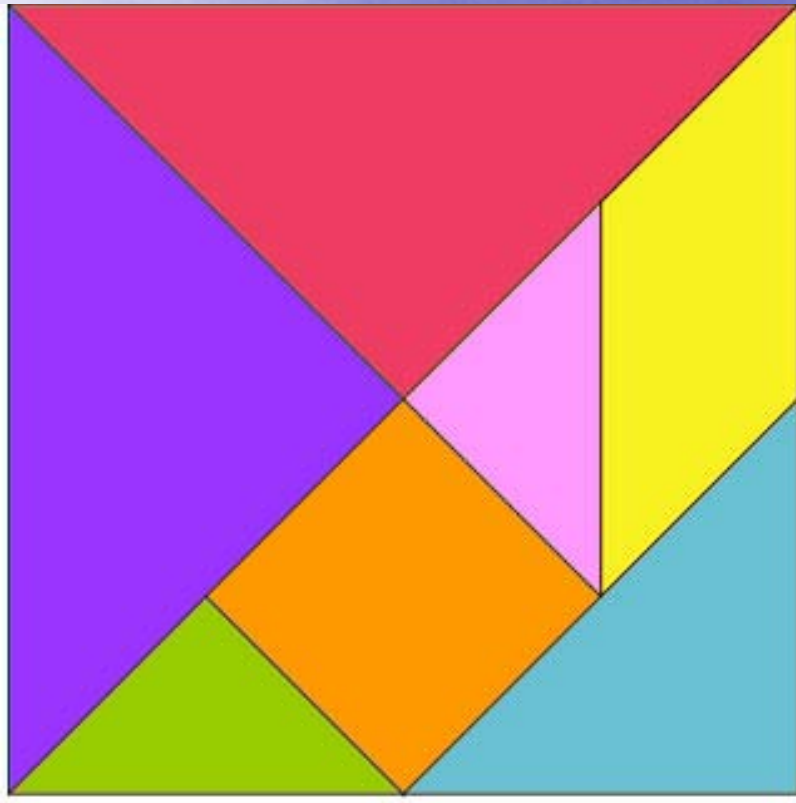
Subject-orientated Classification to form a Theme

- Natural Science
- Science Education
- History
- Anthropology
- Performing
- Library & Art

Subject-based Classification



Creative Combination



Characteristic Theme





Museum·派對

2006博物館博覽會

Museum Exposition 2006

Location of Museum Festival

- 千層野台 ① Outdoor Stage
- 華山劇場 ② Huashan Theater
- 藝術大街 ③ Art Boulevard
- 森林劇場 ④ Forest Theater
- 煙囪廣場 ⑤ Chimney Squaer
- 草原劇場 ⑥ Lawn Theater
- 公園區 ⑦ Park
- 藝文資訊站 ⓘ Arts and Culture Information Center
- 華山部落格 ⓘ Huashan Blog
- 中3 ⓘ M3
- 東1、東3 ⓘ E1, E3
- 中2、中3、中6 ⓘ M2, M3, M6
- 現在位置 ⓘ Here

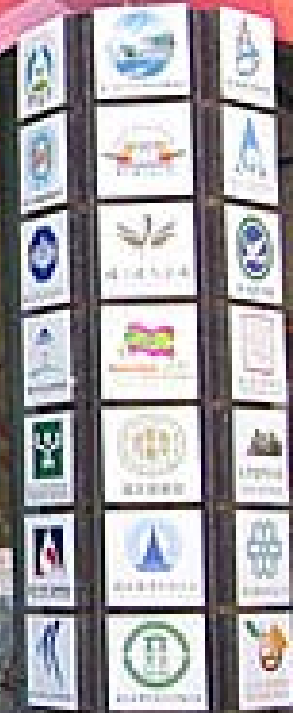
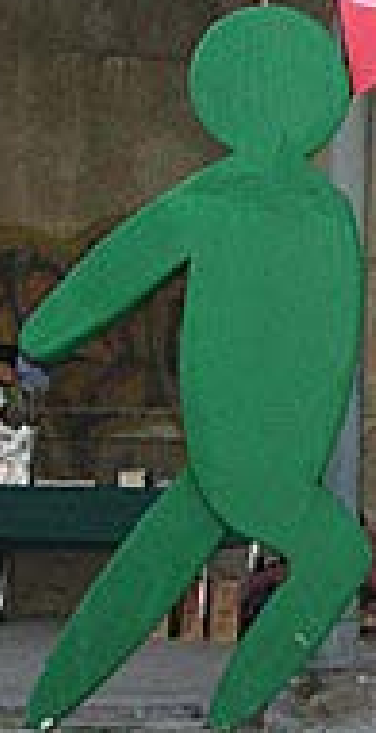


Event Period in 2006

- Marketing period: Sept 1- Dec 24
- Online Activity: August 1- Dec 31
- Warm-up Activity: Sept 1-Dec 1
- Museum Party: Dec 16-Dec 24

Joint Exhibition Building

Museums 派對
2006年博物館博覽會
Museums Exposition 2006



Joint Website



Museums 派對
2006年博物館博覽會
Museums Exposition 2006



主辦單位



協辦單位



贊助廠商



Joint Online Games



Museum 派對
2006博物館博覽會
Museum Exposition 2006



Online Marketing WebSite

What we do:

- > Interactive Home page
- 3 promotion events
- > Mobile Action

Achievements :

- > 530,000 visits
- User interactive time:
50 min/day
- Museum Forum :
46,000 texts



Natural Science

- Theme-Natural Beauty
- Terrestrial Ecology-Forest
 - Natural history (NMNS)
 - Bird Garden-Diversity of Bird (FBEP)
- Marine Ecology
 - Coral Reef (NMMBA)
 - Deep Sea (NMMST)



Science Education

- Theme-Beauty of Science Work
- Natl Museum of Science Technology
- Natl Taiwan Science Education Museum



History

- Theme- Beauty of Museum Collections
- Natl History Museum
- CKS Memorial Hall
- SYS Sen Memory Hall



Anthropology

- Theme-Beauty of Austronesian Culture
- Taiwan Salt Museum
- Natl Museum of Pre-History



Library

- Theme- Beauty of Story Reading
- Natl Libraries
 - National Library- Old Books
 - Taiwan Library- Story



Performing Art

- Theme-**Performing** Beauty
- Natl Theater and Concert Hall
 - Music concert
- GuoGung Opera company
 - Opera Show
 - Faces of each characters





宋江鎮

2006年博物館博覽會
Museums Exhibition 2006

16日~12

極
空
間

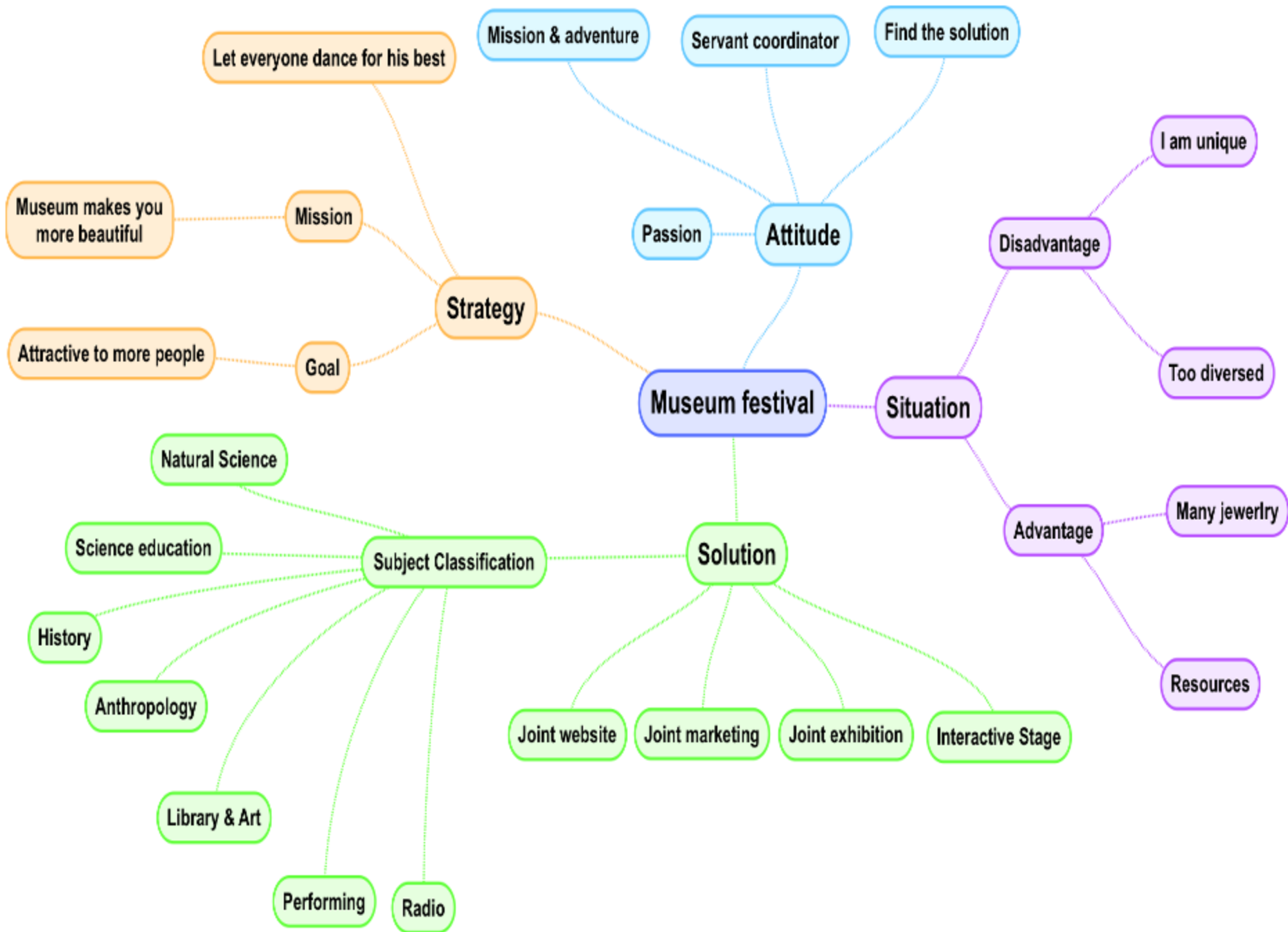
Natl Education Radio Station

- Theme-Beauty of Broadcasting sound
- Natl Education Radio “Station”



A Radio Host-I am ONLINE





ATTITUDE IS EVERYTHING

- Persistent Passions.....
- Be Creative
- Focus on the Mission
- Find the Solution for a problem
- Serving others is the key for Cooperation



Thanks for Your
Attentions