

## **MINUTES OF THE START UP MEETING**

**3-4 February 2011**

**Leonardo Da Vinci Programme**

**Responsible author: CIDEM**

**Project MU.COM. –  
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**Project Partnership:**

1. Sapienza Università degli Studi di Roma - CIDEM
2. Regional History Museum “Academician Jordan Ivanov”
3. EURO INNOVANET SRL
4. Provincia di Ragusa
5. Museo Internazionale delle Ceramiche in Faenza
6. Universitatea Lucian Blaga din Sibiu
7. Muzeul Național Brukenthal
8. OAKE Associates

**MINUTES OF THE START UP MEETING**

**Status**

Draft

Public – for public use

Deliverable

IST – for IST programme participants only

Report

Restricted

## **FIRST DAY – 3 FEBRUARY 2011**

### **PARTICIPANTS**

Nicolla Boccella

Valentin Debochichki

Bill Fryer

Monica Gori

Renata Imbruglia

Mirella Lattanzi

Marco Merlini

Irene Salerno

Cosmin Suciu

Miroslava Taskova

Raluca Maria Teodorescu

Dave Tynan

Anamaria Tudorie

The meeting is starting at 14.30

### **14.30**

Professor Boccella is welcoming the participants and introducing the project. He is stressing the importance of the project, underlining also that for the success of the initiative it is necessary to respect the rules of the National Agency as well as the deadlines to provide the expected products.

### **14.45**

Prof. Imbruglia is welcoming the participants in English.

## **15.00**

Before the coordinator's presentation all the participants are introducing themselves.

## **15.10**

Mr. Marco Merlini, the project coordinator, is illustrating the project general aims.

## **15.45**

Monica Gori is introducing the MIC Foundation. She is underlining that the MIC Foundation has about 10.000 email addresses and afterwards she is stressing the importance of having received the starting Model. She is saying that the Museum personnel is missing of a specific training in Museum communication.

## **16.00**

Cosmin Suciu is presenting the activities of the Lucian Blaga University and its strong communicational strategy. He is also illustrating some interesting cases like the one of the Grigore Antipa Museum, that has a lot of visitors due to its integrated communicational plan.

Mr. Suciu is stressing that it is necessary to provide each Museum officer with a training in communication, thinking to a specific training module according to the diverse targets.

At the end of Mr. Suciu's presentation, Mr. Merlini is asking to receive a summary of 2 pages about his presentation, to be shared with all the partners in order to collect feedbacks on the communicational strategy proposed.

## **16.30** Coffee break

## **16.45**

Raluca Maria Teodorescu and Anamaria Tudorie are presenting the activities of the Brukenthal Museum, underlining the strong local links that the Museum has at the local level due to the fact the Museum has a very effective communicational strategy. Ms. Teodorescu is stressing the importance to train all those officers dealing with the public, from the receptionist to the supervisor. At the end of the presentation, Mr. Merlini is asking to receive a summary of about 2 pages concerning the Museum communicational strategy, focusing on the communicational

projects carried out, describing the training received by the personnel and the related aspects , what is missing to that training and needs to be improved.

#### **17.15**

Ms. Miroslava Taskova is presenting the activities of the Jordan Ivanov Museum. She is saying that the Museum has specific experiences in training guides and desk officers. Furthermore, the Museum is experienced in using Facebook as a promotional strategy. According to this point, Cosmin Suciu is saying that it would be worth to have an internal training in the use of the social networks, due to their importance. At the end of the presentation, Mr. Merlini is asking to receive a summary of about 1 pages focusing on the use of Facebook as Museum communicational strategy; in the meantime, Ms. Monica Gori will prepare a summary of 1 page concerning the use of Youtube. Both the short report will be shared with all the partners in order to collect feedbacks on the communicational strategies proposed.

#### **17.40**

Mr. Bill Fryer and Mr. Dave Tynan are presenting the OAKE Association, focusing on the importance of technologies for communication. They are stressing that the target of the volunteers association is important for the Museum Communicator Project in particular for the transfer action. At the end of the presentation, Mr. Merlini is asking to receive a report of 1 page about technologies for communication.

#### **18.00**

Mrs. Irene Salerno is presenting the results of the comparative analysis on the basis of the questionnaires filled by the partners, highlighting strengths, weaknesses, opportunities and threats of the starting Model for Museum Communicator proposed, and of the adaptation and transfer action.

At the end of the presentation, a discussion focused on 3 key issues is taking place. About the first key issue (priority of the communicational action to be realised within the Course) choosing among: communicating with large audience; communicating with the media; communicating with the networks of territorial actors; empowering the Museum educational role, Ms. Teodorescu is saying that for the Brukenthal Museum the order of the priorities could be:

1. empowering the Museum educational role

2. communicating with large audience
3. communicating with the networks of territorial actors

Bill Fryer and Dave Tynan are saying that according to their opinion, it is important to communicate with the media;

Anamaria Tudorie is saying that for the Ivanov Museum the order of priorities could be:

1. communicating with the networks of territorial actors
2. communicating with large audience

Ms. Gori is saying that for the MIC Foundation the order of priorities could be:

1. communicating with large audience
2. empowering the Museum educational role

Ms. Imbruglia is saying that according to her opinion, the priority could be:

1. communicating with the networks of territorial actors

Mr. Merlini is stressing that the communicator with the territorial actors should be a kind of “connector”, having specific skills like: ability to involve the local networks, creating links at diverse levels, knowing deeply the local stakeholders, creating projects.

About the key issue n. 2 (target of the course for Museum Communicator between Students intended as people accessing the labour market, and Museums employees), partners choose the target as follows:.

The representatives of the Brukenthal, The Jordan Ivanov, the MIC Foundation and CIDEM are saying that the target should be made by museums employees; secondly, Journalists and other unemployed people plus people accessing the labour market.

In conclusion, participants agree that the Course for Museum Communicator will be addressed to both the targets, students meant also as young people accessing the labour market, and museums employees, but it will be specifically tailored for the latter target .

About the third key issue (**what kind of course will be created**) all the partners agree on the fact that it has to be realised **a high level professional course**, mainly addressed to Museums employees.

About the modules and the subjects which the Course should be built on, partners agree that Cosmin Suciu will prepare and send to the partnership a proposal indicating: **learning areas and possible modules to be included.**

The meeting is ending at 19.00 p.m.

## SECOND DAY MEETING - 4 FEBRUARY 2011

### PARTICIPANTS

Nicolla Boccella

Valentin Debochichki

Bill Fryer

Monica Gori

Renata Imbruglia

Vincenzo Leone

Marco Merlini

Giuseppe Metitiero

Andrea Padua

Irene Salerno

Cosmin Suciu

Miroslava Taskova

Raluca Maria Teodorescu

Dave Tynan

Anamaria Tudorie

The meeting is starting at 9.30

### 9.30

Mr. Metitiero is explaining the project financial rules.

## 11.15

Coffee break

## 11.30

Mr. Vincenzo Leone is illustrating the project graphical design, the newsletter template, the brochure as well as the structure of the web site.

Concerning the reserved area of the web site, Marco Merlini and Cosmin Suciu are stating that it is worth to create a section inside the reserved area, named "Resources", where he will put restricted documents (such as researches, articles, questionnaires, etc.) to be shared only among the partners.

It is proposed to realise **a separate section inside the reserved area**, accessible also for the beneficiary users that should not access to all the reserved documents of the partners. For each of the 6 sections proposed inside the reserved area, 2 branches (one accessible only to the partners, one only to the beneficiary users), will be realised, in which everybody will share opinions and feedbacks.

Furthermore, partners agree that the beneficiaries will have the right to send news.

Concerning the mailing list template presented by Mr. Leone, Mr. Merlini is stressing the importance of creating **a good mailing list in order to properly disseminating the Project products**. The mailing list will be accessible only for partners, not for the beneficiary users.

Afterwards, Mr. Leone is asking partners to provide soon a short English description of their Organisation. Mr. Merlini is saying that it is worth to foresee the possibility for people to ask to be included in the mailing list.

Mr. Leone is finally presenting the basic structure of the section that will host the Course for Museum Communicator and is proposing a structure for the Course modules. He is also presenting the forum area, and according to this, Mr. Merlini is proposing **to use that section as area to discuss together relevant topics**. The decisions taken according to the discussions within the forum will be placed finally in an archive. Again, Mr. Merlini is proposing to realise a system like a kind of alert to let people know when there is a new topic to be discussed.

At the end, it is decided **to put the forum inside the reserved area**, and to have **two separate forums, one for the Course platform area and one for the reserved area**.

### **12.15**

Mrs. Irene Salerno is presenting the next months project activities. She is asking partners to provide a double mailing list in 10 days, so as to be able to deliver the first number of the Newsletter within the end of February.

About the brochure, the text to be translated into Romanian And Bulgarian will be soon sent to the concerned partners.