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1. Executive Summary

This report presents the development and results concerning the deployment activities undertaken. It describes the set-up of the deployment sites for piloting the service with the target users, the activities undertaken to fully understand the requirements of pilot users, and to identify potential for customising the service as well as the activities undertaken to encourage the use of the euromuse.net service by other museums and tourism organisations.

Especially the last task is strongly interconnected to work packages 3 and 5 activities, for this reason some aspects might also be reflected in the other work packages.
2. Setup of Deployment sites and description of tasks

The partners successfully set up the deployment sites in month four of the project. This has already been topic of the last review meeting. In the meantime the deployment sites started to work within the framework of tasks agreed in the Technical Annex.

Regarding the process, the respective deployment site primarily started its work on the museums of the project participants in Germany, Italy and Austria. This happened in the first months of work package 4. At the same time the connection to a first tourism service has been implemented via the Harmonise interface.

The main focus of deployment activities in the second milestone focused on:

• to accompany every stakeholder group on the deployment process and integrate further museums
• to generate feedback and identify problems by the single members as well as from external experts
• to deduce individual problem solution strategies as well as to optimise the general deployment process; in order to define changes and adaptations to the euromuse.net services, by taking into consideration the suggestions received in each deployment site
• set up basic ideas for a business model for the euromuse.net service
3. Results of deployment activities

In this chapter the first results of the deployment activities will be presented. The structure of this chapter follows the main focus of deployment activities like described above.

3.1 Accompanying the stakeholders

3.1.1 Museums contacted and declaring interest to join or integrated to the portal

Beside the activities from this Milestone, an up to date list of museums represented on the euromuse.net portal can always be found here: www.euromuse.net/en/members

Through the NEMO association:

Contacts established:
- Austria: Landesmuseum, Linz
- Denmark: Roskilde Museum,
- Denmark: Louisiana
- Germany: Filmmuseum, Potsdam
- Germany: Grassi Museum, Leipzig
- Hungary: National Museum, Budapest
- Ireland: Chester Beatty Library, Dublin
- Netherlands: Rijksmuseum, Amsterdam
- Portugal: Museo de Agua, Lisbon
- Romania: Literature Museum, Bucharest
- Slovenia: Slovene Ethnographic Museum
- Slovenia: City Museum, Ljubljana
- Sweden: Jamtli Museum, Oostersund
- Spain: Museo de America
- Spain: Museo del Prado
- Spain: Reina Sofia, Madrid
- UK: British Museum, London

Through the project partners:

Italy

Contacts established:
- Museo di Capodimonte, Naples
- Foundation Ravenna Antica
- Museum System Val Marecchia
- National and city museums in Rome and Naples, promoted by Pierreci (www.pierreci.com).
Twenty three museums gained during the seminar held in Bologna on 20 January 2009 (including Municipal Museums Piacenza, National Gallery Parma, University Museums Bologna, University Museums Modena)

New members on euromuse.net:
- Collezione Maramotti
- MET – Museo degli Usi e Costumi della Gente di Romagna
- MUSAS - Museo Storico Archeologico di Santarcangelo
- Mart - Museo di Arte Moderna e Contemporanea di Trento e Rovereto
- Musei di Riccione - Galleria d'Arte Moderna e Contemporanea Villa Franceschi
- Museo del Territorio
- Museo d'Arte Moderna di Bologna
- Museo degli Sguardi
- Museo della Città
- Museo della Regina
- Museo Internazionale delle Ceramiche in Faenza
- Palazzo Magnani
- Soprintendenza Archeologica di Roma
- Museo Civico Archeologico Verucchio
- Villa Olmo

Germany

New members on euromuse.net:
- Jüdisches Museum, Berlin
- Museum für Film und Fernsehen, Berlin
- Filmmuseum Potsdam
- Stadtgeschichtliches Museum, Leipzig
- MARTa Herford

Contacts established:
- Städel Museum, Frankfurt
- Grassi Museum, Leipzig

Considering the federal structure of Germany, chances of establishing data exchanges between euromuse.net and different German museum portals from the federal states of Germany have been analysed.

Austria

Contacts established:
- Österreichische Bundesmuseen
- Albertina
- Belvedere
- MAK - Österreichisches Museum für angewandte Kunst / Gegenwartskunst
• MUMOK - Museum Moderner Kunst, Stiftung Ludwig Wien
• Naturhistorisches Museum Wien
• Technisches Museum Wien

Even though the focus of this Milestone is the integration of museums from the partners’ countries and the deployment process will extend on other countries later on, further museums have declared interest to join the service:

**Further countries:**

**Finland**
• Finish National Gallery (status: joining)

The Finnish Portal on museums and exhibitions is considering, if there are chances to translate the information into English to make the Finish portal interoperable with euromuse.net.

**Netherlands**
The Dutch Museum Portal [www.museum.nl](http://www.museum.nl), which publishes exhibition information about museums from the Netherlands is analysing chances to translate the information into English, which would make the Dutch portal interoperable with euromuse.net and ways to generate money for those translations. If successful, there would be an interest of a co-operation with euromuse.net.

**Cyprus**
Contacts to cypriotic museum networks established

Further on, contacts to a Hungarian, a Romanian and a Slovenian museum have been established and the project is currently preparing the integration of those museums.

**3.1.2 Dissemination events participated and contacts made**

This report presents the dissemination activities carried out during the second Milestone, in particular describing the first workshop organised in the partner countries. By visiting these events the project group received valuable suggestions or experiences from the museum and tourism stakeholders as well as feedback from potential users of the service.

Even more, in many cases those events build the basis for the first contact to museums and/or tourism professionals. Many first contacts have been made on these events. A detailed list of the results of work in the second Milestone of the project has already been presented in Deliverable D3.5.
3.2 Generating feedback (external and by the stakeholders)

3.2.1 Feedback from professional stakeholders

ITALY, Mr. Gottifredi, President, Tourism Board of the Region Emilia-Romagna:Italy

Several important issues arose from the meeting organised with Mr Gottifredi:

- euromuse.net should be able to provide information on future exhibitions in August of the year before the starting date of the exhibition. The current difficulties of travel agencies to prepare a specific tourism offer on these events depend on the fact that the strategy and the tools for marketing tourism services must be ready in October of the previous year, when all the information materials and brochures are finalised. Respecting this deadline will provide euromuse.net with a crucial advantage versus any competitors, also including the same web sites of the exhibition itself, which are used to be launched few time before the official start.

- the opportunity to start a commercial transaction, or at least to plan the user's trip to the town where the exhibition takes place must be included. According to Mr Gottifreddi, the euromuse.net web site is well organised and attractive, however this positive attitude perceived by the user is not immediately transferred to a commercial web page for finalising a tourism economic transaction. The shorter the time requested to the users for completing the order after the sympathetic emotions created by the web site, the higher the benefits for the tourism industry.

- euromuse.net should provide additional services besides the basic information on the exhibition. These can be direct benefits (avoid the queue at the box office, discount on tickets and publications, etc.) but also additional information created by Web 2.0 social community services, such as blog, comments, description of travels, etc., which are not available on the web site of the exhibition itself.

AUSTRIA, Vienna Tourism Board

To find out more about the needs of local tourism associations at 23 September 2008 a meeting between the VIENNA TOURISM BOARD (VTB) or Wien Tourismus was organised. This meeting took place between employees from the Vienna Tourism Board (Mrs. Vergud, Mrs Caetano) and Maria Gattringer (KHM), Gudrun Hatvagner (KHM) and Manfred Hackl (ECCA) from the euromuse.net project.

Because the VTB runs a local exhibition portal for Vienna, though there does not seem to be an interest to use the data from the euromuse.net project on the Harmonise interface. Because of a similar topic the VTB and the euromuse.net projects deal with, many interesting questions have been discussed.

Because the VTB is running a local exhibition database for the Vienna museums a lot of similar questions arisen and could be discussed, for instance, the VTB dealing with questions like:

- How to automatically work with duplicates of data sets
- How to integrate ways to rank exhibitions by quality
- Billing / Online ticketing possibilities
• How to display special opening hours
• Languages to query and to display results

In the meeting a common interest in additional data was claimed. At the same time, the difficulties to generate this data have been pointed out, because many museums do not deliver such data and the effort would be extremely high to generate those:
• GIS-services
• Information about guides, side events, etc.
• Billing possibilities / Online ticketing possibilities

GERMANY, Tourismusgipfel 2008, October 13th/14th

One important event to get in contact to tourism professionals and their needs for the euromuse.net project was the “Tourismusgipfel der Deutschen Tourismuswirtschaft” held in Berlin on 2008, October 13th/14th. The project gained valuable experience on the needs of professional tourism sector concerning the requirements to offer a service reflecting the needs of the tourism industry. Two key topics shall be highlighted here:

• Differences in lead times between museum and tourism sector
  While the tourism sector works with lead time of one year or more, the most museums publish their exhibition calendar for temporary exhibitions with a much shorter lead time. One reason for this short lead times are copyright reasons – e.g. images of works and exhibits from the exhibition can earliest be published only a few weeks in advance. This difference in operational procedures and cultures of the two sectors have to be reflected by the project consortium.

• Need for an overview about the exhibition market
  A service like euromuse.net is of special interest for a tourism company, when the service covers the same or more destination than the tourism company.

From an individual discussion with a manager of a big international hotel chain, the general interest in the integration of exhibition information from a special location to the website of this hotel has been expressed.

3.2.2 Feedback from museums

Several discussions with the responsible members and interested euromuse.net members from the museum sector have taken place during the second Milestone on dissemination events and conferences (please consider the list of dissemination events below for concrete information) as well as at the euromuse.net training events. Beside these events, the euromuse.net teams receive suggestions, wishes and ideas of improvement through the constant contact and support given to its members in the museum sector, mainly employees in the museums’ public relation departments – which means, the people who are maintaining euromuse.net and having very concrete experience with the use of the system.
• Easy and timesaving transfer/input of data to the euromuse.net system
Public relation department in the museum sector have to tackle the challenge of a very little amount of human resource in comparison to their tasks and their responsibilities. Despite of this lack of manpower there is a strong interest to advertise their exhibitions and other offerings of their museums beyond the museum’s proper website.

Reflecting the situation in the museums, which are indispensable stakeholders of the service, the project group strongly reflects the suggestions from the museum sector to align it to the needs of the stakeholders using it. To reduce the time to send data to the system (beside the automatic data transfer by the Harmonise interface) some of the backend entry forms have been improved and rearranged. In order to demonstrate the effects, one concrete action will be described in the followings: For instance, by merging two entry forms from the backend into one, the editor from the museum covers at one glance the whole set of information which he has to enter. At the same time the navigation effort within the euromuse.net backend is reduced. This step reduced the total time needed to enter the exhibition information to euromuse.net and strengthens the acceptance to support this system.

• Impact for effort
A key argument for the museums to support the euromuse.net system is the impact of the effort brought in. Beside the strong interest to minimize the time needed to transfer the information to the euromuse.net portal (demonstrated above), the cost-benefit-ratio between this effort and its impact is the second important criteria for the decision to join the service or not.

The general approach of the project group to disseminate the euromuse.net information on two way, both, on a web portal as well as on a direct database connection is strongly supported.

To serve this interest of the museums the project is going to build out its SEO-activities to raise the amount of users. Beside this, the project started investigations how to publish transparent user statistics to its members.

3.3 Deducing problem solution strategies

The euromuse.net service is aware of the fact, it is not enough to set up a service without reflecting the needs of its users or developments in the web. For this reason, the project looks out for user feedback and suggestions by all kinds of stakeholders which can be used to improve the service and to align it on the needs of its users.

Different suggestions have been given to the project members by the users of the website, by the members (and at the same time editors in most cases) and the tourism services. To give an overview about this feedback received, this chapter of the Deliverable describes some suggestions and the project’s reaction.

Firstly, the differences of the users’ computer systems have been a reason for several minor adaptatations. Even though the project tried to align the service and the TYPO3 backend on the most common versions of computer systems and internet browsers, from time to time unforeseen misfunctions have been reported. In most of the cases this are misfunctions, caused by TYPO3-Extensions who do not support every browser version. At this stage of the
With the update from Firefox 2 to Firefox 3 versions, one of the entry forms in the backend could not be filled in anymore. As soon as the project was aware of this, the system developer was informed to solve this error, which happened within 24 hours. Because development caused problems will appear again and it can not exactly be foreseen what will happen, the project group is aware of things like this within the quality management.

Secondly, the project group received suggestions to improve the service – some of those are displayed in the reports from the workshops and trainings. The project group is always interested in ideas of improvement, though – obviously not all of them can get reality. Nevertheless, by user feedback several improvements have been implemented or will be implemented with the next updates:

- Redirection of TYPO3-backend forms to ease the entry procedure and enlarge the overview
- Improvement of translations in the front- as well as in the backend
- Adaptation to new firefox / Internet Explorer releases
- Update of extensions
- Restructuration of backend masks

A third aspect of problem solution is to enlarge the content of the service. Concerning the needs of the tourism services the project is well considering all the feedback it can get. Though there is a great interest to align the service on the tourism industries, some information needs of the project can not be served, because the stakeholders from the museum sector do not even know this information yet. A concrete example for such a case is the tourism industries strong interest to receive information on temporary exhibition at least one year in advance, while the museums plan their activities only a few months in advance and publish the information about their offers only short before the beginning. The euromuse.net project – in its role as an intermediator between professional tourism industry and museum sector can not solve this problem at all. But to tackle this challenge the euromuse.net service modified its strategy and developed ways to serve the tourism industries needs by also including information about the permanent collections of the museums on the portal for instance.

This process of refinements, adjustments and redirectioning the service is – in the opinion of the project partners – one of the most important step in the deployment process to produce a fully working service at the end of the project.

### 3.4 Business plan

In order to ensure that the project is in line with the obligations set up in the technical annex, a business plan meeting was organised in Vienna the 17th December 2008. The working group, made up by Thorsten Siegmann (SPK), Lynn Rother (SPK), Manfred Hackl (ECCA), Enzo Finocchiaro (Province of Rimini) and Svenja Pokorny (Amitié), This meeting had two key functions: firstly to check the compliance with the requirements concerning deployment and secondly to sort out a fundamental question:
What is the concrete DEFINITION of the product/service euromuse.net can offer from this project stage on.

This definition will strongly impact on all remaining parts of the business plan such as:

- target group
- competitors,
- marketing strategy
- sustainability
- start-up plan (source of finance, amortisation schedule, cost of the service per year)

In order to create a common understanding, so that the group could get successfully to the bottom of the matter, all possible and/or available benefits/services solutions were listed. These 25 service ideas were grouped into the following categories:

A- PROVIDE INFORMATION  
B- OFFER TOURISM SERVICES  
C- SUPPORT PROMOTION AND PR ACTIVITIES OF MUSEUMS  
D- MAINTAIN MUSEUM NETWORKS  
E- GENERATE DATA FOR MARKET RESEARCH  
F- OFFER USER COMMUNITY SERVICES

It became immediately clear that a focus on some categories had to be performed. The key priorities were determined via a ranking shown in the table below (selection).

<table>
<thead>
<tr>
<th>List of benefits/services (selection out of ca. 30 items)</th>
<th>Categories</th>
<th>Priority of work</th>
<th>Vote results by the project members</th>
</tr>
</thead>
<tbody>
<tr>
<td>High quality visitor oriented, multilingual and complete information on exhibitions and museums</td>
<td>Providing information</td>
<td>1</td>
<td>8 votes</td>
</tr>
<tr>
<td>Connect euromuse.net to tourism services</td>
<td>Offer tourism oriented services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use the euromuse.net database as an added value e.g. air carriers can integrate into their homepages</td>
<td>Offer tourism oriented services</td>
<td>2</td>
<td>8 votes</td>
</tr>
<tr>
<td>Use the euromuse.net database as an added value e.g. hotels can integrate into their homepages</td>
<td>Offer tourism oriented services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use the euromuse.net platform for sponsoring</td>
<td>Support promotion and PR activities of museums</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enlarge target groups for museums</td>
<td>Support promotion and PR activities of museums</td>
<td>3</td>
<td>8 votes</td>
</tr>
<tr>
<td>Improve visibility of museums towards an international audience</td>
<td>Support promotion and PR activities of museums</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social network for museum maintain museum</td>
<td></td>
<td></td>
<td>4 votes</td>
</tr>
</tbody>
</table>
The first three categories were prioritized over the others since the remaining were considered too ambitious in terms of investments. It was decided to bring up the result during the next partner meeting and to vote on it. The key priorities will then form the mainstay of the team’s work on the business plan. The service ideas which were not ranked as key-themes were not rejected but will however been taken into consideration for strategic business development. User profiling and web-site statistics will not be commercial by-products but they will play a fundamental role for marketing and as such need a back-up. Geographical coverage of the available information (exhibitions/museums displayed) is a further key-theme which will automatically be defined when the target groups are defined especially when it comes to tourist players. In this case the position of hubs (in case of airlines) or the dimension of the hotel chains can impact on the museum acquisition campaign. Also the strategic decision to target not only European travellers but also incomers from Asia will impact again on the usability and long-term development of the platform.