<table>
<thead>
<tr>
<th><strong>Project Acronym:</strong></th>
<th>Euromuse</th>
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<tr>
<td><strong>Project Title:</strong></td>
<td>Euromuse.net</td>
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<tr>
<td><strong>Contract Number:</strong></td>
<td>C046229</td>
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<td><strong>Starting date:</strong></td>
<td>01.01.2008</td>
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<td><strong>Ending date:</strong></td>
<td>31.12.2010</td>
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<th><strong>Deliverable Number:</strong></th>
<th>D5.1</th>
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<tr>
<td><strong>Title of the Deliverable:</strong></td>
<td>Development of euromuse.net Training materials and organisation of the first course</td>
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<tr>
<td><strong>Task/WP related to the Deliverable:</strong></td>
<td>WP5</td>
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<tr>
<td><strong>Type (Internal or Restricted or Public):</strong></td>
<td>Public</td>
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<tr>
<td><strong>Author(s):</strong></td>
<td>Enzo Finocchiaro, Lynn Rother, Svenja Pokorny, Thorsten Siegmann</td>
</tr>
<tr>
<td><strong>Partner(s) Contributing:</strong></td>
<td>All</td>
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| **Contractual Date of Delivery to the CEC:** | T0+12 (December 2008) |
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Table of Contents

1. Executive Summary ............................................................................................................. 3
2. Background and approach for Stakeholder Support........................................................... 4
3. Training manuals for the euromuse.net service ................................................................. 5
4. Training workshops ........................................................................................................... 6
   4.1 Test training workshop, Berlin, 26th of November 2008 .............................................. 6
   4.2 Training course in Rimini, Italy, 19th of December 2008 .......................................... 7
5. Annexes ............................................................................................................................. 9
   Annex 1: Training in Berlin ................................................................................................. 10
   Annex 2: Training in Rimini ............................................................................................... 11

See the attached files for these Annexes:
1. Executive Summary

This deliverable contributes to the project objectives by creating the tools and the training services able to make an optimised use of the service, attract new users and to increase the customer loyalty of existing ones.

During Milestone 2, a set of training materials and manuals has been set up, to train the stakeholders of the euromuse.net service. The stakeholders needs have been analysed and reflected. All the manuals address individual target groups/stakeholder groups of the service; therefore nobody will be forced to read thick handbooks with information not relevant for them. Every user will find especially the information he needs for his concern:
- the manuals introducing the euromuse.net TYPO3 backend mainly address the editor from the museums public relation department
- the Harmonise handbook address both the museums and the users from tourism sector.

Updating the manuals will go on, aligned on the users needs.
To introduce the stakeholders in the use of the integrated euromuse.net-Harmonise service first training sessions have been organised in the last months of 2008.
2. Background and approach for Stakeholder Support

A service like euromuse.net, addressing more than one group of stakeholders, can only be successful when it reflects its stakeholder’s needs. A very important criterion is to get the users where they stand and not to presume great effort by them to understand how a system works.

This means, beside the set-up of a running service, it is essential to keep the continuous workload as small (and easy) as possible. For this reason it must be an important objective to define the activities necessary for supporting the professional users (i.e. the museums and tourism industries accepting to pay for the service), designing and delivering training packages to attract new stakeholders and users of the service, and developing the documents supporting the installation, maintaining and use of the service.

Work package 5 reflects this issue on two levels: Firstly, by holding training workshops to qualify the museums and tourism services to successfully use the backend or the Harmonise interface. Secondly, to ease the daily work with the euromuse.net system, to produce well prepared supporting material like handbooks, easy to understand and directly addressing the user’s questions.

These actions and the analysis and reflection of the users make an important step to involve the stakeholders of the euromuse.net system and not to molest them with avoidable effort.
3. **Training manuals for the euromuse.net service**

A set of training materials, which can be used by the single user to guide him/her through the system, has been designed and published by the project partners. This set of manuals answers the relevant questions concerning the data entry in the backend and supports the every stakeholder group in its use of the system.

It concentrates on the key questions for content editors from a museum who needs to use the euromuse.net TYPO3 backend. It concentrates on adding, maintaining and modifying data about exhibitions and museums in the backend. The information provided is very short and precise, to reflect the fact that nobody likes to read big manuals, but wants to find answers for questions.

This manuals have been tested with different user groups and will be updated continuously.

- **euromuse.net Training Manual – English edition**
  The euromuse.net Training Manual (enclosed in Annex 3) describes the use of the euromuse.net TYPO3 backend in English language.

- **euromuse.net Training Manual – German edition**
  The euromuse.net Training Manual (enclosed in Annex 4) describes the use of the euromuse.net TYPO3 backend in German language.

- **euromuse.net Training Manual – Italian edition**
  The euromuse.net Training Manual (enclosed in Annex 5) describes the use of the euromuse.net TYPO3 backend in Italian language.

- **Harmonise Training Manual**
  The euromuse.net Training Manual (enclosed in Annex 6) describes the use of the euromuse.net Harmonise system, in English language. Due to the use of a technical language for the Harmonise service, at the moment only the English version has been developed. If a further analysis of the stakeholders needs demonstrate that national versions will be necessary, the project will proceed with the translations.
4. Training workshops

Training activities targeting the stakeholders started within the first year of the project, in order to personally address the users of the system. The activities started immediately after setting-up the final pilot service, and will continue till month 30.

The training workshops organised help the stakeholders to inform about the service and the different ways to use it, to decide for the way they prefer and to be advised to it by qualified and experienced trainers. At the same time, the objective of this action is to find out how to improve activities necessary for supporting the professional users (i.e. the museums and tourism industries accepting to pay for the service), the training packages and to attract new stakeholders and users of the service.

For the project partners the workshops are a very effective way to introduce the service to an interested community.

Those workshops generated user feedback. Beside a general presentation of the euromuse.net project, the portal and the Harmonise interface the participant’s questions and the discussion on those workshops are used to improve the manuals and the next workshops.

Because of the fact that the Austrian partner KHM had to reduce their engagement in the project, the training workshop planned for Austria had to be postponed for a few months. The project partners are aware of this fact and will catch up the first Austrian training in the first months of 2009.

4.1 Test training workshop, Berlin, 26th of November 2008

To test and evaluate the training concept, a first training session has taken place in Berlin in the Institute for Museum Research in front of museology-students from the University of Applied Sciences. The workshops aim was to test the training approach in front of a museum related group of people, but not yet the real members of the service. The aim of this workshop is to generate feedback from the participants and to confirm the training approach.

The workshop was structured as follows:

- presentation and introduction into the euromuse.net project (portal and Harmonise)
- online-presentation of the euromuse.net backend
- test training workshop in front of the students
- discussion of the approach

The minutes from the workshop (enclosed in the Annex 1) reflect the suggestions given by the students.

Some very concrete suggestions to better tackle the aim of the project, to link the museums to the tourism sector have been given, like to add links to tourism related service from the museums on the portal.

One group of suggestions was related to improve the online portals function, like:

- integrating GIS-services
- enlarge fonts of headlines
A second topic with suggestions was related to refinements of the current (printed) manuals, which have been reflected in majority. Most of the suggestions concerned the layout and the structure of the manuals, like:

- highlighting the screenshots to improve their contrast also for black/white-prints
- add “summary boxes” to the manuals, e.g. for symbols from the TYPO3-backend

The suggestions have been reflected by the project group and have been implemented as far as possible.

4.2 Training course in Rimini, Italy, 19th of December 2008

Testing continued in a second workshop organised by the Italian Partners of Euromuse. The event took place the 19th of December. It targeted Museums which are already Euromuse members as well as interested Museums that wanted to gain an insight in the complexity of the data entry mechanisms before joining the platform.

The 13 participants (partners included) followed the training session:

- Maurizio BIORDI, Museo degli Sguardi - Rimini
- Maria BORGHI, Provincia di Reggio Emilia Assessorato alla Cultura e al Paesaggio_ Servizio Cultura
- Lorenzo CORBELLI, Museo Fellini - Rimini
- Mauro FERRI, Comune di Rimini
- Isabella GIACOMETTI, Istituto per i Beni Culturali (IBACN) Bologna
- Sonia MARIOTTI, Comune di Rimini
- Olga MATTIOLI, Comune di Rimini
- Sara PICCININI, Collezione Maramotti Reggio Emilia
- Elena RODRIGUEZ, Museo Civico Archeologico - Verucchio
- Margherita SANI, Istituto per i Beni Culturali (IBACN) Bologna
- Patrizia VOLPINI, Istituto Musei Comunali Santarcangelo
- Annalisa ZANNI, Museo del Territorio – Galleria Villa Franceschi - Riccione
- Luca VANNONI, Provincia di Rimini

Margherita Sani (IBACN) presented the history of Euromuse and gave a picture of the initiative as a whole. Sonia Mariotti from the Municipality of Rimini introduced HARMONISE highlighting the differences when compared against TYPO3-backend. Furthermore participants learned about the portal currently under development through which the City of Rimini has decided to automatically transfer data to Euromuse. She illustrated how the service could be extended to other bodies or organisations. Mauro Ferri as system administrator from the Municipality of Rimini simulated a the data-entry via a test exhibition using the TYPO3-backend. Participants who had been provided by Thorsten Siegmann with an access code were able to follow the process directly from their computer. The event was followed in real time by the partners in Berlin.

The hands on session brought to the identification of some malfunctions which were reported back to the general system administrator:
• the archive "storage-buildings" should not be visible to everybody to avoid accidental cancellations of already inserted data
• some users were not able to visualize some tables like "exhibitions" and "museums"
• the calendar to enter the dates of the exhibitions is not active in the Italian interface
• there are still problems with the up-load of pictures (which are visualized in the back-end but not on the portal)
• once the entered data is saved the anteprima web is not working in the Italian interface
• visualization of the data-entry should be visualized immediately.

The Italian version of the manual was considered very helpful and effective.

At the end to the event the following museums /public bodies expressed their interest in joining Euromuse.net:

• Province of Reggio Emilia
• Maramotti Collection (Reggio Emilia)
• Fellini Museum (Rimini)

In the meantime the technical malfunctions have been corrected and the museums started to transfer their data to the euromuse.net project group.
5. Annexes

Annex 1: Training in Berlin
Annex 2: Training in Rimini
   See the attached file D5.1 Annex 3
   See the attached file D5.1 Annex 4
   See the attached file D5.1 Annex 5
   See the attached file D5.1 Annex 6
Annex 1: Training in Berlin

Ort: Institut für Museumsforschung
Teilnehmer: Studenten des Besucherforschungsseminars aus dem Studiengang Museologie, Thorsten Siegmann, Lynn Rother

Ablauf:

- Präsentation des euromuse.net Projekts (inkl. Harmonise-Schnittstelle)
- Vorstellung des euromuse.net-Portals
- Vorstellung des Trainingkonzepts für das euromuse.net Backend
- Diskussion

Das Protokoll hält im Folgenden stichwortartig Feedback und Kommentare der Studenten fest, die im Rahmen der Veranstaltung gegeben wurden.

Allgemeine Anregungen/positive Kritik:

- hilfreiches Tool, um sich Übersicht über Ausstellungen zu verschaffen
- einfache und übersichtliche Bedienung
- Harmonise wird als sinnvolles Tool angesehen

Verbesserungsvorschläge und Anregungen, die das euromuse.net Portal betreffen:

- Bilder galerie ist nicht ausreichend als solche erkennbar. Deutlichere Kennzeichnung des Umschalters
- Titel (Ausstellungen und Museen) sind zu klein
- Ziel der Anknüpfung von euromuse.net Internetportal an Tourismussektor auf der Website deutlicher herausstellen
- Besteht die Möglichkeit, direkt auf Tourism-Related-Offers auf den Museums websites zu verweisen? sinnvoller Zusatzservice für Tourismusdienstleister
- Georeferenzierung: Die Museumsstandorte sollten auf Karten anzeigbar sein, um Besuchern die Anreise zu erleichtern und Verknüpfungen mit Routenplanern etc. zu ermöglichen

Kommentare und Anregungen bezüglich der Manuals

- Deutlichere und im S/W-Druck unterscheidbare Hervorhebung in die Manuals einfügen (aktueller Farbton ist zu schwach)
- Glossar mit zentralen Begriffen / Fragen ergänzen
- Symbole (Backend) sollten an einer Stelle herausgestellt werden.

Weitere Kommentare:

- euromuse.net – Wie spricht man den Namen aus?
- Mehr Museen würden das Interesse der Nutzer am Portal erhöhen.
Annex 2: Training in Rimini

PROVINCIA DI RIMINI
COMUNE DI RIMINI
ISTITUTO PER I BENI ARTISTICI, CULTURALI E NATURALI

PROGETTO EUROMUSE.NET
GIORNATA DI FORMAZIONE PER L’UTILIZZO
DEL PROGRAMMA DI INSERIMENTO DATI TYPO 3 e HARMONISE
Venerdì 19 dicembre 2008
AULA INFORMATICA DEL CESCOT, VIA CLEMENTINI, 31 – RIMINI
(zona stazione)
PROGRAMMA DELLA GIORNATA

Ore 9,30 – 13,00
- Breve presentazione del progetto euromuse.net (Margherita Sani, IBACN, Bologna)

- Presentazione del backend TYPO 3: L’inserimento e l’aggiornamento dei dati relativi ai musei ed alle mostre. (Mauro Ferri, Comune di Rimini)

- Le evoluzioni del progetto euromuse.net: Il sistema HARMONISE. L’esperienza del Comune di Rimini (Sonia Mariotti, Comune di Rimini)

ore 13,00 pausa pranzo

Nel pomeriggio, dalle ore 15.00 alle ore 17.00, è possibile partecipare ad una visita guidata alla Domus del Chirurgo, alla sezione archeologica del Museo della Città ed al Tempio malatestiano.
Per motivi organizzativi si prega di segnalare la propria partecipazione alla visita guidata (tel.0541-716.388, e-mail: l.vannoni@provincia.rimini.it).
### Assessment of Satisfaction of Training Course Participants

**Euromuse.net**  
Evaluation Sheet  
Training Course PARTICIPANTS

**ACTIVITY:** name: …… GIORNATA DI FORMAZIONE PER L’UTILIZZO DEL PROGRAMMA DI INSERIMENTO DATI TYPO 3 e HARMONISE

place: …… Aula informatica del CESCOT, Via Clementini, 31, Rimini (zona Stazione)  
date: …… …………… Venerdì 19 dicembre 2008

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<tr>
<th>PARTICIPANTS PLEASE FILL IN</th>
<th>4 = excellent; 3 = good; 2 = reasonable</th>
<th>1 = to be improved; 0 = poor</th>
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<tr>
<td><strong>Venue, equipment</strong></td>
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<tr>
<td>Suitability of working rooms</td>
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<td>2 x</td>
</tr>
<tr>
<td>Quality and suitability of equipment, hardware</td>
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<td>3 x</td>
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<td>Catering (if applicable)</td>
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<tr>
<td><strong>Programme</strong></td>
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<tr>
<td>Planning and timescale</td>
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<tr>
<td>Balance between lectures (information) and working sessions (participation)</td>
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<td>6 x</td>
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<tr>
<td>Balance between work and social programme (contacts)</td>
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<td><strong>Content/delivery</strong></td>
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<tr>
<td>Relevancy of content of presentations with regard to the topic and the aims of the training</td>
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<td>6 x</td>
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<td>Competence of the speakers</td>
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<td>Competence of the workshop leaders</td>
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<td>Inter-activity of the event (needs and expertise of participants are taken into account)</td>
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<td>Adequacy of working methods</td>
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<td>Variety of presentation methods</td>
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<td><strong>Materials, resources</strong></td>
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<td>Relevancy and quality of the material</td>
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<td>6 x</td>
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<tr>
<td>Variety of sources used for the material</td>
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<tr>
<td>Aims: Did your objectives for coming to this training have been met?</td>
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<td>Achievements: What are, according to you, the major achievements of this event?</td>
<td>Opportunity for hand’s on</td>
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<tr>
<td></td>
<td>Overcome my resistance</td>
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</tr>
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<td></td>
<td>Understand the difference between typ O3 and Harmonise</td>
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