

# How to plan a successful **museum event**

Tips from our Director of Visitor Experience, **YVONNE TANG**



- 1 Plan ahead**  
Know your resources – schedule, staffing, partners, budget
- 2 Have clear objectives**  
and stick to them!
- 3 Be realistic about what you can achieve**  
see points 1 and 2!
- 4 Be true to yourself**  
but don't be afraid to try new things. What fits your vision and mission? What makes your stories unique?
- 5 Be adaptable not flexible**  
through the whole process
- 6 Share your ideas**  
don't hold onto them
- 7 Pick the right team**  
a diverse and inclusive team tends to come up with more innovative ideas
- 8 Don't over-program**  
KISS (Keep It, Simple, Stupid)
- 9 Remember marketing is key**  
(formal and informal)  
Everyone can be a promoter for you
- 10 Have a Plan B**  
prepare for the worst, hope for the best

## WHAT CAN AN EVENT DO FOR YOU?

- ✓ Create a draw
- ✓ Make culture habit-forming
- ✓ Provide a “safe” environment
- ✓ Expand perceptions (inside and out)
- ✓ Re-establish relevancy for your institution
- ✓ Create new connections
- ✓ Play a larger role in tourism
- ✓ Greater audiences

## EVENTS ARE...

**Relevant** – Be current and up-to-date with your offerings and provide a range of programming.

**Welcoming** – Encourage new partnerships, revitalize networks, create relationships, and invite non-traditional visitors.

**Transformative** – Change perceptions of you, your collections and space, but also for visitors, to learn, react and reflect on contemporary topics and ideas.

**Participatory** – Encourage, connect, and interact within a larger social sphere

**Flexible** – Expand, change, and adapt: break out of the box!