

DEVELOPING A MARKETING PLAN

GILLIAN THOMAS

WHO IS THE AUDIENCE?

- VISITORS (Residents, Schools, Tourists)
- STAKEHOLDERS
- DONORS

WHAT'S THE PRICING STRATEGY

RESIDENTS

SCHOOL GROUPS

TOURISTS, (NATIONAL AND INTERNATIONAL)

EVENTS AND OTHER USES

WHAT'S THE BUDGET?

- SPLIT BETWEEN STAFF AND AGENCIES
- PRE-OPENING BUILD UP
- OPENING YEAR
- POST OPENING

BRANDING

CORE VALUES FOR ORGANIZATION

USE IN SIGNAGE AND WAYFINDING

INTERNAL COMMUNICATIONS

- UPDATING STAFF
- UPDATING BOARD
- TRAINING SPOKESPEOPLE

PUBLIC RELATIONS

- KEY SPOKESPEOPLE
- OPPORTUNITIES IN RESEARCH
- KEY MILESTONES
- CRISIS MANAGEMENT

It's all about telling stories