

NEMO LEARNING EXCHANGE to Poland

**Marketing Planet 360°**  
**POLIN Museum: Marketing and Research in Practice**

**Facilitator:** POLIN Museum of the History of Polish Jews in cooperation with AEJM (Association of European Jewish Museums)

**Date:** 2 & 3 March 2020

**Venues:** POLIN Museum, Warsaw, Poland

**Tentative Programme**

**MONDAY 2 MARCH**

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- 9:00 - 9:30 Welcome by NEMO and hosts & short introduction of participants
- 9:30 - 9:45 Introduction by Eva Koppen, Managing Director of the Association of European Jewish Museums (AEJM)
- 9:45 - 10:15 Introduction to POLIN Museum of the History of Polish Jews by Lucja Koch, Head of the Education dept. and Board member of AEJM
- 10:15 - 10:30 Short break
- 10:30 - 12:30 **Curatorial tour** of the core exhibition of POLIN
- 12:30 - 13:30 Lunch break
- 13.30-14.15 **Segmentation of participants in culture life – basis for marketing planning** (Marketing & Research dept.)
- 14.15-15.00 **Polin Museum’s Marketing strategy** by Katarzina Krauze, Head of Marketing and Sales dept.
- 15.00-15.15 Short break
- 15.15 – 17.00 **Audience Research and Evaluation in POLIN Museum** (Marketing & Research dept.)  
Discussion
- 17.00-17.30 **Presentation of the feedback desk** (Marketing & Research dept.)
- 18:30 Optional group dinner (at participants’ own costs)

**TUESDAY 3 MARCH**

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- 9.00-10.30 **Marketing 360°. Exhibition for families: In King Matt’s Poland**
- presented by curators, Marketing & Research and Communications departments  
Using research for preparing language and activities on the exhibition
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| (Marketing& Research dept.)                     | 15 min |
| Presentation of the exhibition (Curators)       | 20 min |
| Marketing strategy (Marketing & Research dept.) | 10 min |
| Promotion plan (Communications dept.)           | 15 min |
| Evaluation (Marketing& Research dept.)          | 15 min |
| Improvements of the exhibition (Curators)       | 15 min |

10.30 - 11.00 Discussion

11.00 - 11.15 Short break

11.15 -13.00 IN-HOUSE RESEARCH, CREATION AND EVALUATION METHODS  
When and how to use them?  
Practical exercises, led by representatives from the research division  
In-house **tear off coupons** (Marketing & Research dept.)

13.00 - 14.00 Lunch break

14.00 - 15.30 In-house **online surveys** (Marketing & Research dept.)

15.30-15.45 Short break

15.45 – 17.00 **Workshops when and how?** (Marketing & Research dept.)