

Making Learning Extraordinary for Arabic Audiences

Realizing potential through activation

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TalentS|kca

Today, I will:

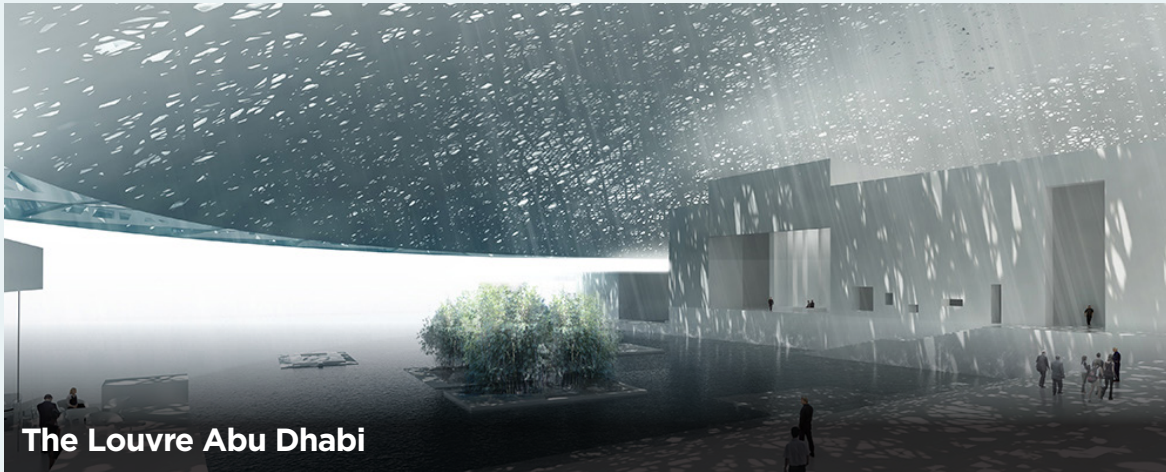
Explore the concept of **activation**.

What, how, why.

Case studies - global, regional.

Key questions.

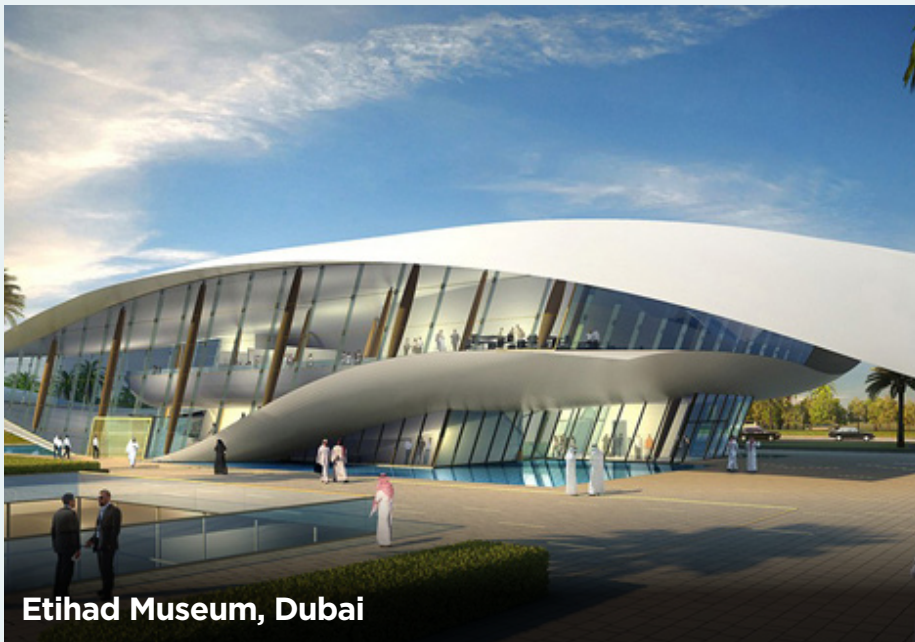
Share a case study from Mishkat,
Riyadh.



The Louvre Abu Dhabi



The Guggenheim Abu Dhabi



Etihad Museum, Dubai



Museum of Islamic Art, Doha

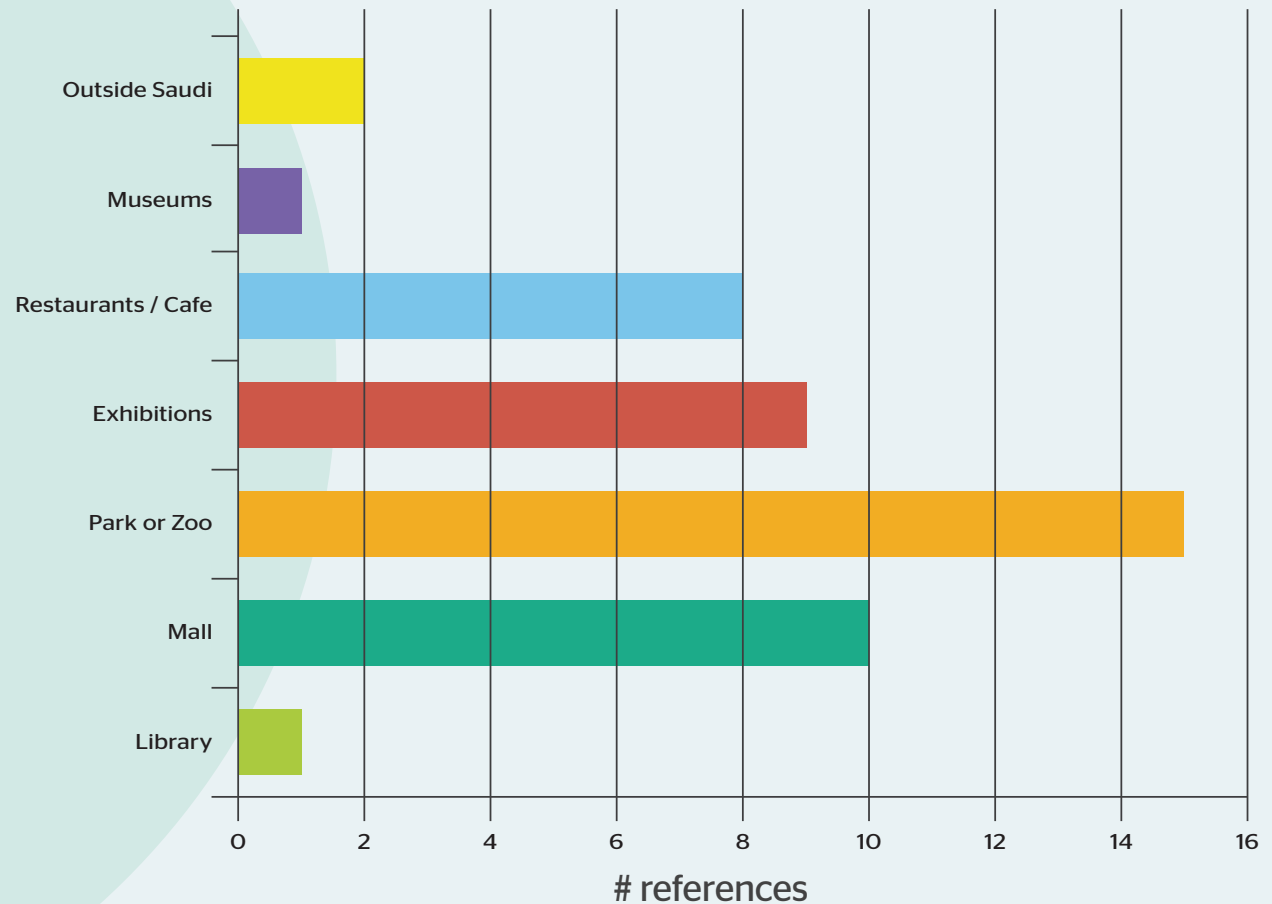
Museums are...

‘Old samples with very high value.’

‘Stories of the past.’

‘Old manuscripts, tools and machines.’

Frequent destinations (Parents sample, 2016)



‘We would like to turn this Museum into a place that you want to visit, not one you think you ought to, and one that you will want to visit again and again.’

-Sir Neil Cossons, Science Museum Director, 1988

Activation

[**ak**-ti-vay-shun]

Noun

1. *'To make active or capable of action.'*



Activation

'The re-energization of an existing cultural location by overlaying an 'experience-led' visitor focused offer to attract new and repeat audiences.'

Activation:

Brands out cities.

Broadens horizons and builds skills.

Develops people.

Drives economies.

Responds to high visitor
expectations.

Sets us apart from leisure time
competitors.



Environment

The offer

Communications

SEE YOUR WORLD
DIFFERENTLY
visit the science museum

The Environment



The Offer



Communications



'We will continue to work on the restoration of national, Arab, Islamic and ancient cultural sites and strive to have them registered internationally to make them accessible to everyone and, in the process, create cultural events and build world-class museums which will attract visitors from near and far. This will create a living witness to our ancient heritage, showcasing our prominent place in history and on the map of civilizations.'

-Vision 2030, Kingdom of Saudi Arabia



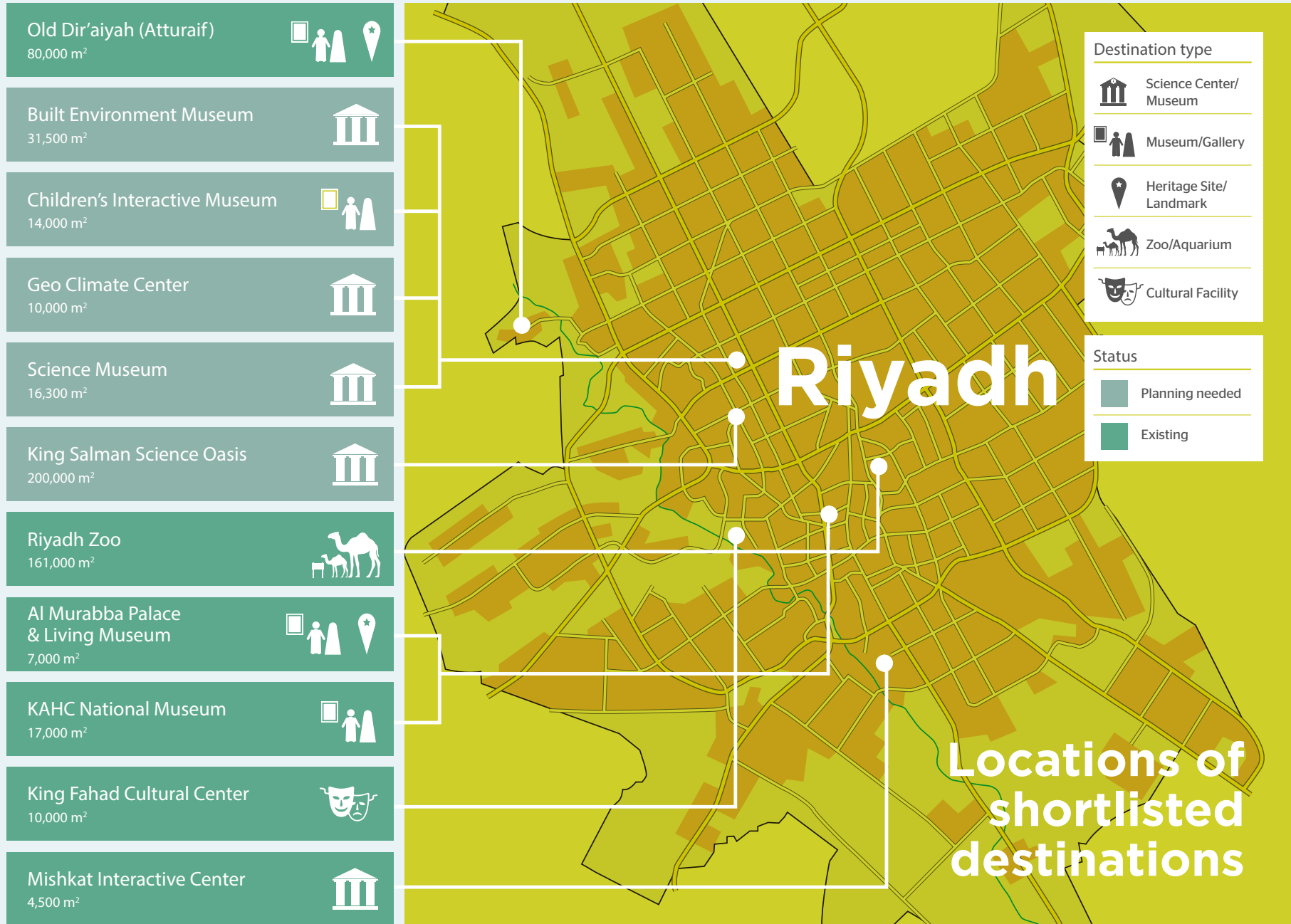


Destination Riyadh

Scoping the opportunity for experience-led 'activation' programmes at cultural attractions in Riyadh.

Review of 32 existing and emerging sites.

Prioritizing according to scale and flexibility of facilities, domestic tourism potential, and ease & speed of activation.



National Museum, Riyadh

Family Trail
 Pre-history Saudi Arabia

This trail will take you on a journey through ancient Saudi Arabia when your Kingdom was lush, green and full of dinosaurs!

Exploring prehistoric Saudi Arabia is tough work, are you brave enough? Are you curious? Do you have a good imagination?

Now we're ready to begin!



Once you have completed this trail make sure that you pick up your Prehistoric Explorer Certificate!

1 Meteorite
 A meteorite is a piece of rock that comes from space.
 Q: How many meteorites have been found in Saudi Arabia?
 A: There have been 10 meteorites found in Saudi Arabia.
 Q: How many meteorites have been found in Saudi Arabia?
 A: There have been 10 meteorites found in Saudi Arabia.
 Q: How many meteorites have been found in Saudi Arabia?
 A: There have been 10 meteorites found in Saudi Arabia.

2 Mastodon
 A mastodon is a large animal that lived in North America.
 Q: How many mastodons have been found in Saudi Arabia?
 A: There have been 10 mastodons found in Saudi Arabia.
 Q: How many mastodons have been found in Saudi Arabia?
 A: There have been 10 mastodons found in Saudi Arabia.
 Q: How many mastodons have been found in Saudi Arabia?
 A: There have been 10 mastodons found in Saudi Arabia.

3 Pottery
 Pottery is a material made from clay that is fired in a kiln.
 Q: How many pottery items have been found in Saudi Arabia?
 A: There have been 10 pottery items found in Saudi Arabia.
 Q: How many pottery items have been found in Saudi Arabia?
 A: There have been 10 pottery items found in Saudi Arabia.
 Q: How many pottery items have been found in Saudi Arabia?
 A: There have been 10 pottery items found in Saudi Arabia.



Final questions...

What can we learn from the broader leisure industry about how our museums and science centers can be more comfortable, engaging and operationally robust environments?

How can we build the skills and confidence in our staff to think more creatively and make braver choices when exploring how we can engage?

How can we work with communities to build ownership, affection and pride in their local museums?

How do we measure success in the short and long term?

How can we better work together, as practitioners in the region, to learn from each other, try new things, learn from mistakes and make step-changes that can make learning truly extraordinary for our audiences?



Case Study: Family Festivals at Mishkat

In my talk I will share with you:

Understanding the local appetite.


Delivering family events: the factors and process.

Impact: delivery, findings, lessons.

The next chapter.

Schools 2012-2015





**What would
a Saudi
family
look for in
a science
festival?**

Key considerations

Creating a **spectacle**.

Accessible and open.

Straight forward communications.

A rich mix of experiences, appealing to all.

Interaction, engagement, make and take.

Appealing to our audience

Big spaces.

Staff support, facilitation and guidance.

Cultural relevance.

A social occasion.



Noor | The Festival of Light

بداخل كل مشكاة
يمكنها أن تنشر نوراً
مستلهم!



United Nations
Educational, Scientific and
Cultural Organization



International
Year of Light
2015

Think, Experiment, Innovate



9 day event
4935 visitors



Dirayah Science behind things!



10 day event
7197 visitors



Next chapter...



Thank you!

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