

Audimuse: from test to method

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Definition

- **Audimuse is a marketing auditing methodology extended to a museum system.**

Origins of “Audimuse”,

- **At the beginning of July 2001 we started to think about a new methodology to analyse museums marketing strategy**

Why?

- **A thorough knowledge of the existing situation is requested in order to improve the management strategies and the marketing planning of any organization.**

Objectives

- **To take a real time picture of the marketing strategy in a museum**
- **To understand and describe tools, procedures, human resources, management, type and quality of marketing plans.**
- **To prepare the museum to become more conscious of its own marketing strategy**

The concept

- **Our leading concept was to transfer and adapt the marketing auditing approach to the museum organization.**
- **We found several museums willing to try, within their own organization, our methodology.**

Experimentation

- **We established first contacts and in November 2001 we started our experimentation with the “Rete Museale dell’Alto Vicentino”.**
- **The “Rete Museale dell’Alto Vicentino” is a network of young and small museums with different kind of specialisation, (from natural history, to technology, art, etc) in the district of the Italian province of Vicenza.**

First step

- **To pursue this objective we firstly carried out a research on the existing written data, official documents, leaflets, publications, editorials in newspapers etc..**

Second step

- **Visit museums and the area**
- **Interviews with players inside and outside the museums network.**
- **We collected in this way a lot of valuable information about specific organizational topic and about the perception of the museums by local people.**

Audimuse and environment

- **The territory with its signs, its features, its human and physical aspects has been for us like a book to read, and in this context we focused specifically on the role of the museum.**
- **We could get a better idea on the whole environment around the museum enabling us to present to the managers an accurate description of the situation of their organisations with a sound evaluation of the existing strong and weak points.**

First evaluation

- **The collected data were worked out and soon after presented for a first evaluation to the managers of the museums network.**
- **It has been thus possible to point out all the existing positive aspects and also the weak points that should be reduced or eliminated.**

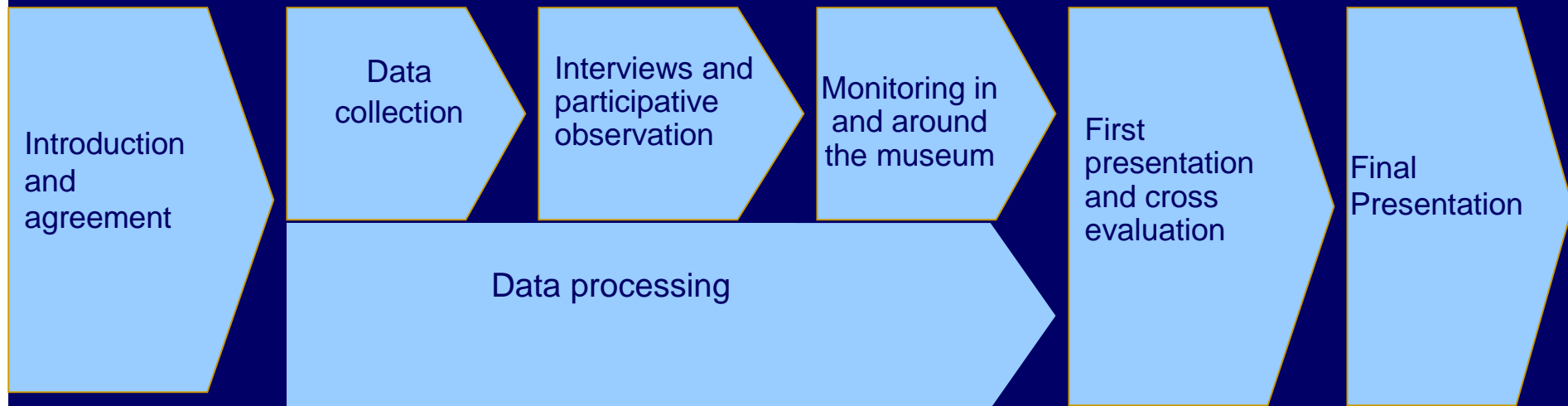
Results

- **With this approach it has been possible to enlarge the awareness of the existing problems, offering the opportunity to tackle them seriously and hopefully to solve them.**
- **Thank to this test it was possible to set our marketing auditing methodology for museums.**

Audimuse now

- **“Audimuse” is now a mix of different research approaches and techniques (data collecting, survey, field research, interviews, action research and so on).**
- **It owes its basic attitude to participative bottom up approaches, largely adopted within the frame of rural and regional development projects.**

Audimuse: how it works



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