



The Wild Escape: Online workshop for Museums

Monday 27 February 1 – 2:30pm

We've been hosting monthly online sessions to update you on The Wild Escape, what's coming up, share research and ideas that you've told us would support you! If you missed this month, here are the key takeaways.

Research on family audiences with Samantha Grayson, Head of Supporter Marketing at Art Fund

Our National Art Pass team work to understand how to reach and connect audiences through membership and have been getting to know family audiences more. We've undertaken research informing the marketing used to reach families through The Wild Escape. Here are our insights:

- Two studies identified two different family groups: the less-engaged and those already engaged in museums.
- Less engaged audiences: rely more on social media, visiting is more spontaneous, children are often the instigators of visits and their perceptions of museums are that they are not interactive. Cost and logistics are also barriers.
- Already engaged audiences: are more active in seeking out activities and family recommendations and have more established sources to find these. They have a desire to share their love of arts and culture but their children might not be as interested so museums should consider how to convince children they want to visit. The interactivity of the visit and cost are also important considerations to this group.
- We recommend using media and platforms targeted to children and parents, targeted ads and consider how to get children on board so that they are asking their parents to go to museums. The Wild Escape is about connecting to schools, so that every child gets to find out about museums.
- At Art Fund, we are reaching family audiences through family-specific media, social engagement e.g., Amalia and Mumsnet as well as using paid search and advertising.
- We are also working with the idea to reach children in schools with a poster campaign, are making planning easier with website listings and producing tailored email content featuring events.
- [Download the slides presented here.](#)

Free family event listings with Charlotte Wood, Head of Museum Marketing at Art Fund

- If you've signed up to The Wild Escape, you can use our free event listing function on artfund.org to reach our 135k members. We will be promoting these throughout March.
- Login/register via: artfund.org/my-art-fund
- PDF and video user guides available at thewildescape.org.uk
- For any guidance, login or technical issues contact museums@artfund.org
- [Download the user guide for uploading events to artfund.org](#)



Jocelyn Murdoch, Content & Communications Manager at Kids in Museums

- [The Kids in Museums Manifesto](#), created with children, young people and families and with 1100 organisations signed up, is a set of guidelines on what makes a great museum visit.
- Here are some thoughts that informed point 5 of the manifesto: *Communicate Well*:
 - Let families know everything you have to offer them through outreach visits, posters, leaflets and your website and social media.
 - Provide easy to find pre-visit information online and on arrival and a way for families to get in touch and give feedback.
 - Ensure all content is accessible and represents a diverse range of families in your marketing images.
- [Download the slides presented here](#).
- Visit kidsinmuseums.org.uk, where there is a full length marketing resource and longer training sessions are available.

Case Study: Marketing and Family Programs for Tyne and Wear Archives and

Museums:South Shields Museum and Arbeia Roman Fort

Leslie Palanker, Assistant Learning Office and Sallie Ball, Communications Officer

- [Download the slides presented here](#).

Next steps and dates for the diary

Our next workshop is Thursday 30 March 10-11.30am – Planning for inclusion and accessibility, and Art Fund Resources and activities for Earth Day launch. Register for free via [here](#).

We are excited to host a live lesson webinar in partnership with RSPB and WWF-UK. Sign up here and tell your schools networks about this free live lesson exploring the connections between art and nature: <https://www.wwf.org.uk/get-involved/schools/calendar/creatures-and-creativity>