



Internet: A Network of Partnerships

SPEAKERS: Teresa Pérez Jofre, Head of Communications and Javier Espadas, IT Manager, Fundación Colección Thyssen-Bornemisza (Spain)

Teresa Pérez-Jofre is currently Director of Communications and External Relations in the Museo Thyssen-Bornemisza in Madrid since February 04. Her professional career has focused on Spanish museums' planning and management. Javier Espadas is currently IT Manager at the Museo Thyssen-Bornemisza. His previous experience includes eight years in consulting and project management at Indra Sistemas. His research interests include: new technologies and their application to cultural institutions, particularly the visibility of museums on the internet.

<http://museothyssen.org>

CHAIR: Lorenzo Marchetti, Director, Box Office Italia (Italy)

Lorenzo Marchetti founded Box Office Italia in 1988, offering a range of services linked to events and exhibitions, including ticketing. Recently, Lorenzo has managed services for more than 80 exhibitions, with attendance figures between 10,000 and 572,000.

<http://www.ticket.it>



CASE STUDY NOTES:

The Museo Thyssen-Bornemisza has 2 complementary websites:

- Museum: <http://www.museothyssen.org>
- Education: <http://www.educathyssen.org/>

In the context of the overall growth of the internet, the Museum sees its website as a very important tool to promote its activities and to reach new audiences. On the one hand, these new audiences are potential 'real' visitors whom the Museum can reach via the web; on the other hand, they are a new type of public for the Museum, web users or a 'virtual' public.

However it is not enough simply to have a website. This site must also suitably positioned so that it stands out from amongst the vast number of other sites. To maximise the visibility of the Museum's site on the WWW and to increase visitor numbers, the Museum has been developing relationships with third parties. The key elements of this web strategy include:

- Working with the principal search engines (e.g. Google) to maximise the visibility of the Museum's content and services
- Publishing its own content on partner websites
- Linking up with the content of compatible cultural institutions

As a result, the number of visitors to the website has grown steadily over the last few years, no doubt contributing to the number of 'real' visitors. Although the Museum has not produced a study of the relationship between web visits and real visits, it is clear that the website has played a key role in the overall promotion of the Museum and its activities.