

GRADE 'A' for
AUSTIN

MALHM 2020 ANNUAL MEETING ONLINE SESSION

MEATY
PRESENTATIONS

Premium
Products

HAVE
FUN

TURNING A
THOUSAND STORIES
INTO ONE.

HOW TO TELL
your STORY.

WITH
YOUR
PEERS

BLUE RIBBON
AWARDS

NETWORKING

Premium
Quality

NATURAL

YOU'LL
BOBBLE UP
THE GREAT INFO!

FINEST
SELECTION

WORKSHOPS

ORGANIC

**HOW TO FIND YOUR
MUSEUM'S PERSONALITY,
CREATE A BRAND,
and STAND OUT AS
A DESTINATION.**

WHAT'S YOUR STORY?

**IT'S A QUESTION THAT
SHOWS YOU ARE
INTERESTED IN SOMEONE
and
INVITES THEM TO OPEN UP**

**IT'S A QUESTION
THAT
RELATIONSHIPS
ARE
BUILT FROM**

**PEOPLE DON'T
REMEMBER WHAT
YOU SAY,
THEY REMEMBER
HOW YOU MAKE
THEM FEEL**

**GOOD BRANDS DO
THE SAME THING**

**A GOOD BRAND MAKES
PEOPLE FEEL GOOD**

**A GREAT BRAND MAKES
PEOPLE FEEL GOOD
ABOUT THEMSELVES**

MUSEUMS HAVE TWO AUDIENCES:

**1. PEOPLE WHO ARE
INTERESTED IN YOUR STORY**

MUSEUMS HAVE TWO AUDIENCES:

**2. PEOPLE WHO ARE
CONNECTED TO YOUR STORY**

**HENCE, YOUR MUSEUM
CAN MAKE PEOPLE
FEEL GOOD**

and

**MAKE PEOPLE FEEL GOOD
ABOUT THEMSELVES**

**LET'S TELL
YOUR
STORY**

WHAT ARE YOU KNOWN FOR?

**WHAT DO PEOPLE THINK ABOUT
WHEN THEY THINK ABOUT THE
HISTORY OF YOUR AREA?**

AUSTIN: HORMEL
HOPKINS: RASPBERRIES
EVELETH: HOCKEY

**THIS IS A MARKETING
PRESENTATION**

**WHAT DO YOU NEED TO MARKET
YOUR MUSEUM?**

ADVERTISING

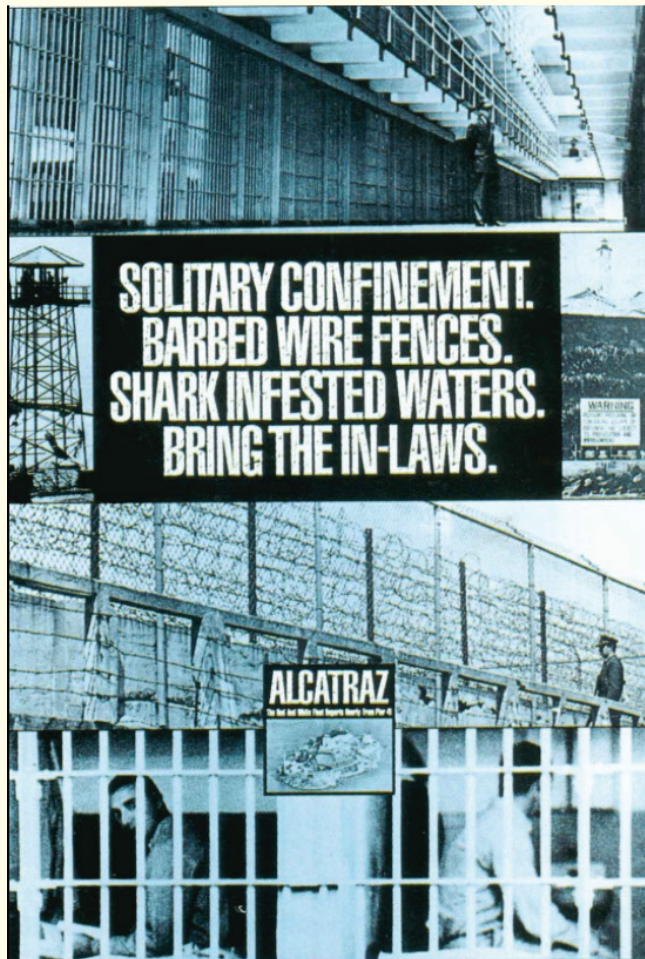
**WHAT DOES
EVERY GOOD
AD NEED?**

**STORY
HEADLINE
IMAGERY
LOGO**

**NOT ALL ADVERTISING
IS THE SAME**

**VISIT
ALCATRAZ.
TOURS LEAVE
DAILY AT 9AM.**

**CALL
408-332-7654**



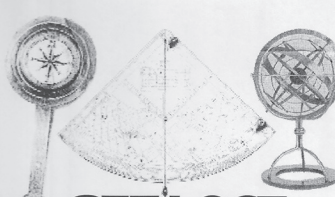
CREDIT: GOLDBERG MOSER O'NEIL ADVERTISING



SCURVY, SHIPWRECKS AND SEA MONSTERS. WHAT A GREAT WAY TO SPEND THE AFTERNOON.

THE MARINERS' MUSEUM
Newport News, Va.

GROUP PLANNER




GET LOST AT SEA.

And in the process, discover a whole new world. At The Mariners' Museum you'll find it's easy to lose yourself when you're surrounded by 3000 years of history and lore about the oceans and the men who sailed them. So make plans to visit. We're easy to find. Just follow your sense of adventure.

THE MARINERS' MUSEUM
100 Museum Dr., Newport News, Virginia. Open seven days a week.
For rates, exhibits and hours call (804) 595-0368.

WHERE THE BUOYS ARE.

At The Mariners' Museum, you can sail the seven seas, travel back in time or hear stories about people who really know how to "hit the beach." So if you're looking for a good time, make a date with us.


THE MARINERS' MUSEUM
100 Museum Dr., Newport News, Va. 23606
Est. 1944, Newport News, Va. Open daily.
For rates, exhibits and hours call (804) 595-0368.



COME SEE THE GREATEST FLEET EVER ASSEMBLED.

Royal Navy, eat your heart out. At The Mariners' Museum, we've got the SS United States, the Queen Elizabeth, a whole host of sailing clippers, Egyptian barges and Venetian gondolas right here under one roof. They're all part of an amazing collection of maritime artifacts, ship models and artwork that we think will blow anything you've ever seen before right out of the water.

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His flight

WENT DOWN IN HISTORY.

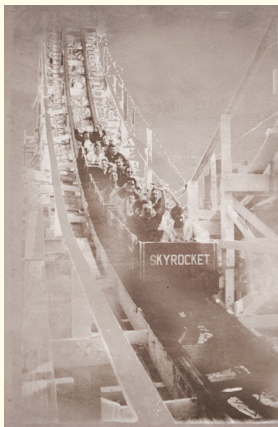
Barely.

Eugene Ely piloted the first ship-to-shore flight in aviation history when he took off from the bow of the USS Birmingham and landed safely on the nearby shores of Willoughby Spit. Spectators reported his wheels skimming the water and many speculated that Ely's inability to swim motivated him to avoid what appeared to be certain peril and fly into history. Hear this story and many more at the Ocean View Station Museum.



OCEAN VIEW STATION MUSEUM

A HISTORY SO COLORFUL IT COULD ONLY BE OCEANVIEW
111 W Ocean View Avenue • Open Daily • (737) 995-8160 FOR HOURS
LOCATED INSIDE THE MART & PRETLOW ANCHOR BRANCH LIBRARY



Creaking rails,

NO SAFETY HARNESS

and a laugh the brakeman
stole from the bowels of hell.

An attraction that became known up and down the East Coast, the Rocket seemed to be near collapse with every new ride. In actuality, it took some strategically placed dynamite to bring her down in 1979 after other attempts failed to level the historic Ocean View Amusement Park roller coaster. Hear this story and many more at the Ocean View Station Museum.

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OCTOBER 22~NOVEMBER 30

**DON'T 'DO' AN AD,
TELL A STORY**

WHAT?
YOU DON'T HAVE THE BUDGET TO
HIRE AN ADVERTISING AGENCY?

**IS THERE A COLLEGE OR
UNIVERSITY WITHIN 100 MILES
OF YOUR MUSEUM?**

**IS THERE A SMALL GRAPHIC
DESIGN FIRM ANYWHERE
NEAR YOUR TOWN?**

DIY ADVERTISING:

TYPOGRAPHY: MYFONTS.COM

LOGOS: SHUTTERSTOCK.COM

HEADLINES: LOCAL WRITERS

COLOR PALETTE:

LOOK AROUND YOUR MUSEUM AND USE
THE DOMINANT COLOR YOU SEE OR USE
THE COLORS FROM THE LOGO FOR YOUR TOWN

SAMPLE HEADLINE:

OUR HISTORY STARTED WITH

AND ENDED UP WITH

BODY COPY:

LEARN ABOUT THIS STORY AND MANY MORE
AT YOUR LOCAL MUSEUM

**BRING YOUR STORY TO LIFE
IN YOUR MARKETING
AND CREATE AN
EXPERIENCE YOUR VISITORS
WILL SEEK OUT**

**OVER TIME YOU WILL
BUILD A BRAND
and
MAKE YOUR MUSEUM
A DESTINATION**

Hopkins
Czech farmers brought
the raspberry to America
in the 1800s. The town
of Hopkins, Minnesota
was founded in 1893
and named after the
Hopkins family. The
town is known for its
raspberries and
Czech heritage. The
town is a beautiful
place to visit and
enjoy the local
culture and scenery.

VILLAGE ESTABLISHED 1893
HOPKINS
MINNESOTA
RASPBERRIES
TRACTORS
CRUISING MAINSTREET
SILENCE IS GOLD

CZECH FARMERS WERE SOME OF THE FIRST HOPKINS SETTLERS AND DEVELOPED
THE CULTIVATION OF RASPBERRIES THE TOWN WAS KNOWN FOR IN ITS EARLY YEARS
SILENCE IS GOLD KOLACEK NO KOLACEK (PASTRIES) UNTIL THE WORK IS DONE

**IDENTIFY THE DESTINATION THAT
GOES WITH THIS HEADLINE:**

‘HIS BEARD IS EIGHT FEET LONG’

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‘HIS BEARD IS EIGHT FEET LONG’

HISTORIAN DOANE ROBINSON IS CREDITED WITH
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HISTORIAN DOANE ROBINSON IS CREDITED WITH
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IT IS LOCATED IN A STATE THAT BORDERS MINNESOTA

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IT IS A NATIONAL MEMORIAL

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CONSTRUCTION WAS COMPLETED IN 1941

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CONSTRUCTION WAS COMPLETED IN 1941

IT IS SOUTH DAKOTA’S TOP TOURIST ATTRACTION

NATURAL

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AUSTIN!

MEATY
PRESENTATIONS

Premium
Products

HAVE
FUN

WITH

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AWARDS

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YOU'LL
BOBBLE UP
THE GREAT INFO!

FARM
FRESH

FINEST
SELECTION

CHOICE
WORKSHOPS

local

KEEP CALM
and
CARRY ON

ORGANIC



THANK YOU

ALAN SCHUTTE, PLATT HOLLOW ROAD
alan@plathollowroad.com