CRISIS TURNED TO OPPORTUNITY

Discover how galleries, libraries and museums are pivoting in order to reach and engage audiences online in the face the of lockdown and social distancing regulations.

This exclusive guide will provide you with:

- Stats that illustrate the staggering impact of the pandemic on the GLAM industry
- Inspiration for ways your organisations can pivot online with real word examples
- Easy to follow tips for making a successful transitions to providing exhibitions
- A guide for preserving your legacy

imagen

HOW TO REACH & ENGAGE YOUR AUDIENCE ONLINE

Since coronavirus forced galleries, museums and libraries to close their doors to the public, many organisations have invested in producing digital programming to keep audiences engaged.

As lockdown lifts, the industry is still having to rethink their proposition in a post-COVID context. Digital transformation, social networks and efficient multi-media management may provide the solution for small and large cultural institutions to thrive.

WHAT LIES AHEAD

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WITH TRAVEL RESTRICTIONS IN PLACE MUSEUMS THAT BENEFIT HEAVILY FROM TOURISM HAVE REPORTED **A 70-80% LOSS OF INCOME DURING THE LOCKDOWN.**

THE AMERICAN ALLIANCE OF MUSEUMS **ESTIMATES THAT 30%** (MOSTLY THOSE IN SMALL AND RURAL COMMUNITIES) **WILL NOT REOPEN WITHOUT FINANCIAL ASSISTANCE.**

THE GOOD NEWS IS...

40% OF MUSEUMS HAVE SEEN AN INCREASE IN THEIR NUMBER OF ONLINE VISITS SINCE THE LOCKDOWN.

60% OF MUSEUMS HAVE INCREASED THEIR ONLINE PRESENCE.

70% OF MUSEUMS HAVE INCREASED THEIR SOCIAL MEDIA ACTIVITIES.

13.4% HAVE EVEN INCREASED THEIR BUDGET TO DELIVER DIGITAL PROGRAMMING. ACCORDING TO THE NETWORK OF EUROPEAN MUSEUM ORGANISATIONS

PIVOTING & REORGANSING

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The crisis has encouraged cultural institutions to take ever-deeper forays into the digital landscape in order to weather the storm and emerge stronger and more resilient. Take inspiration from organisations who are successfully transitioning:

VIRTUAL REALITY

More than 1,000 museums worldwide are offering virtual tours on Google Arts and Culture. This includes The Smithsonian Institution which has created virtual gallery tours of its museum alongside educational resources and webcasts through it's ownopen-access platform.

GETTING SOCIAL

Choosing to share its collections across their social media channels, Philbrook Museum of Art engages its community with themed art discussions led by curators and artists.

SHOW ME THE MONEY

Unable to sell tickets, theatre group Shakespeare's Globe launched a series of storytelling events #TellingTales delivered via Zoom for a fee of £40 per household.

ADDING VALUE

The Children's Museum of Houston created a daily virtual learning programme to help kids entertained and busy.

STAYING RELEVANT

Known for hosting cutting-edge exhibitions, Sommerset House, launched a "pay what you can" cultural programme online, I Should Be Doing Something Else Right Now, as a timely response to lockdown measures in the UK.

5 TIPS FOR COMPLETING A DIGITAL PIVOT

Although lockdown restrictions are lifting, footfall is expected to be 30% lower than usual. Implementing a digital strategy could be the key to maintaining relevancy and finding alternative sources of income in the tough times to come.

FOOTFALL IS EXPECTED TO BE 30% LOWER THAN USUAL

1 Meet audience demand for your collections by creating virtual programming using multimedia.
It's cheaper and easier than ever to create meaningful and interactive online experiences that allow your institution to reach a wider audience than a physical exhibition can.

2 Utilise the power of the #.
Social media is a cheap and highly effective way to get people talking about your collections, it is also a great way to create conversations and a sense of community with enthusiasts worldwide.

3 Monetise some, or all, of your collections
Put your collections behind your own branded paywall rather than relying on free services like YouTube or Google Arts and Culture.

4 Upskill your your team
Ensure your teams have the latest digital and social media savvy so they are able to create and deliver online experiences.

5 Empower your teams with remote access to your archive collections and brand assets
Use a cloud-based digital asset management solution ensure they can continue to operate remotely.

PRESERVE YOUR LEGACY & GROW YOUR AUDIENCE

- **Easily catalogue thousand of multimedia assets**
- **Integrate with collection management software**
- **Curate digital exhibitions for public viewing**

Imagen's Digital Asset Management (DAM) platform utilises cloud technology to maximise your collections' potential, helping you to efficiently preserve and showcase collections of 1000s of multimedia assets, with comprehensive catalogue information, user access controls, and advanced search.

IS OUR SOFTWARE RIGHT FOR YOU?

Do you possess large volumes of archive material only preserved on hardware or tape? Do you find yourself wasting time in searching for media across multiple locations? Are you looking to create more immersive, long lasting experiences for your visitors?

If the answer is yes, it's more than likely you will see dramatic gains in efficiency, time saving and audience engagement with an Imagen solution. It will optimise and future-proof your collections, let audiences dive deeper into the exhibitions they care most about and allow your content to reach people who could never visit in person.

THE ULTIMATE VIDEO MANAGEMENT PLATFORM

Unlike other DAMs which cater primarily for static imagery, Imagen is built from the ground up to support video; offering the features and processing power required to version, caption, clip, watermark and deliver high resolution video files. Automated workflows save time for your team and live stream capability allows you to beam events around the globe.

TRUSTED BY THE WORLD'S TOP INSTITUTES

Imagen's platform is used today by leading cultural institutions, and collections across the globe. Adapted for a variety of uses, the platform powers the digital libraries of The British Museum, British Film Archive, Imperial War Museum, Scottish National Heritage, and many more……

BUILT FOR THE NEEDS OF CULTURAL INSTITUTIONS

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Recognisable Branding, Easy Navigation – Customise and control the look and feel of your platform, so it represents your brand, and provides a quality user experience.
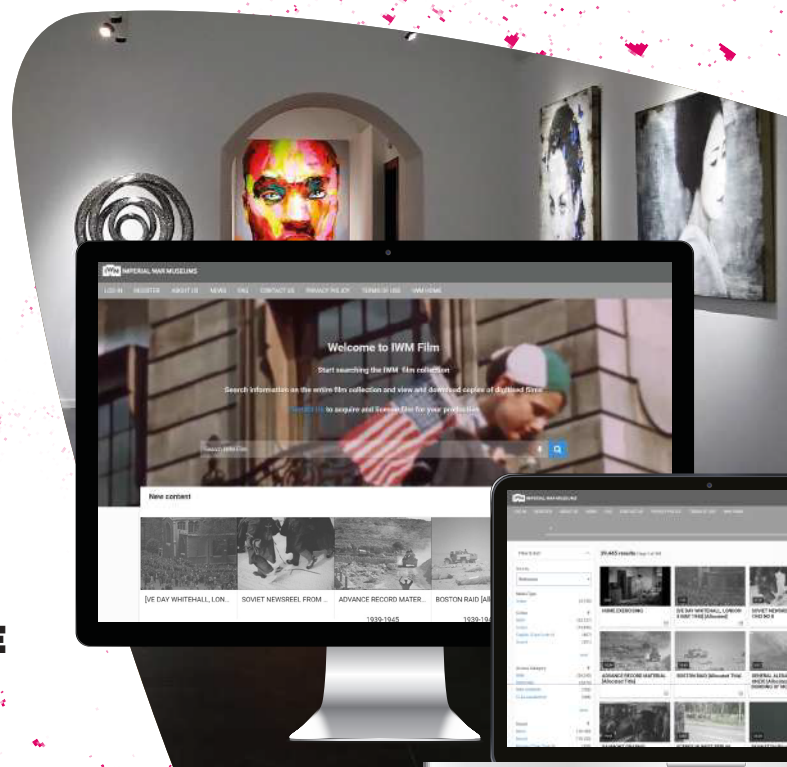
Eliminate Content Silos – Maintain a central location which securely manages your valuable media and allows access from anywhere in the world.

Connect to Your Collection Management System – Search and manage your assets using comprehensive collection information, easily sync usage rights and access data.

Accurate Search and Retrieval – Comprehensive metadata management tools make tagging images, audio and specific moments within clips easy and efficient.

Powerful User Management – Provide self-serve access to marketing teams, journalists, affiliates and patrons through one portal, by incorporating bespoke permission structures.

Media Licensing – Showcase your collection for free or provide access via credits, subscriptions or one-off payments.

" WITH THE IMAGEN PLATFORM, WE HAVE NOW IMPLEMENTED BEST PRACTICE FOR DIGITAL ASSET MANAGEMENT ACROSS THE ENTIRE ORGANISATION "

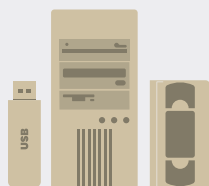Stephen Gerrard, Information Programme Manager,
Scottish Natural Heritage

WHY IMAGEN?
IT CHANGES EVERYTHING

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.

STORAGE
ORGANISED, EFFICIENT, SCALABLE

THE OLD WAY

Content may be physically stored on your premises, in dusty archives with manual server back-ups, or it could be buried on personal hard drives and long-since-forgotten USBs.
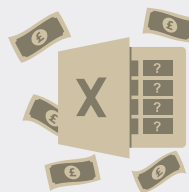
THE IMAGEN WAY

All your media, stored securely in the cloud. Imagen provides a scalable storage solution, which preserves content for the future. Easy to access, easy to control.

SEARCH
POWERFUL, FAST, INTUITIVE

THE OLD WAY

Does hunting for specific files feel like a game of cat and mouse? And if the assets you do own aren't easily accessible to the people that need them, are there expensive duplications being made?
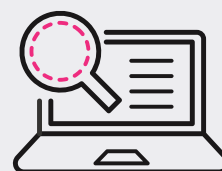
THE IMAGEN WAY

With all your video, media and content stored in one place, Imagen's powerful search functionality allows you to explore your entire library, and returns the files you need instantly.

SECURITY
RISK-FREE, SECURE, MANAGEABLE

THE OLD WAY

Are your media assets at risk of being lost forever? Are you worried about security and who has access to your content?
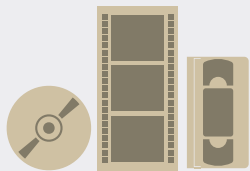
THE IMAGEN WAY

All your media, stored securely in the cloud. Imagen provides a scalable storage solution, which preserves content for the future. Easy to access, easy to control.

ANALYTICS
INTELLIGENT, TRANSPARENT, INSIGHTFUL

THE OLD WAY

Are your media assets at risk of being lost forever? Are you worried about security and who has access to your content?

THE IMAGEN WAY

All your media, stored securely in the cloud. Imagen provides a scalable storage solution, which preserves content for the future. Easy to access, easy to control.

FORMATS
ACCESSIBLE, STREAMLINED, FLEXIBLE

THE OLD WAY
Your content may be saved on outdated formats, including video tape, showreels and DVDs. Finding this content can be next to impossible, let alone viewing and using it with today's connected devices.
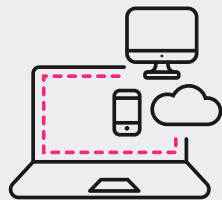
THE IMAGEN WAY
Every piece of content is digitised, available in multiple formats and file types. Imagen's powerful search function lets you find, download and utilise your content with ease.

COLLABORATIVE
PRODUCTIVE, ENGAGING, INFORMATIVE

THE OLD WAY
Sharing media internally or externally might feel impossible, with content versions saved across a multitude of devices and locations. This can result in under-utilised content and poor return on investment.

THE IMAGEN WAY
Utilise your content with ease. With one platform to store, distribute and manage your content, you can send files to clients, notify colleagues, collaborate and unlock your video's potential.
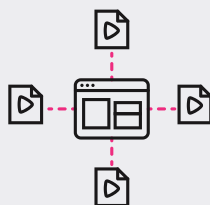
MANAGEMENT
POWERFUL, SHARP, STRAIGHTFORWARD

THE OLD WAY
Paying for multiple licences and applications for file sharing and distribution? From WeTransfer to Dropbox to Vimeo and OneDrive, storing media across endless platforms can be a nightmare to maintain and manage.
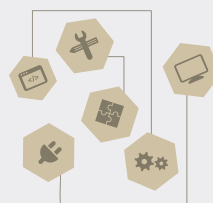
THE IMAGEN WAY
Revolutionise your media management. Store, manage, distribute and view in one place, including high-speed file delivery with our Advanced File Delivery service.
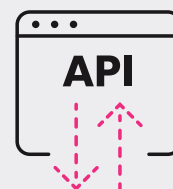
INTEGRATION
SECURE, RELIABLE, FLEXIBLE

THE OLD WAY
If your business is using multiple platforms and systems, getting them all to integrate with each other can be time-consuming and expensive.

THE IMAGEN WAY
Integrate with third-party systems without a hiccup. Imagen's fully-documented REST API provides secure access to your media library, to extend the capabilities of your platform.

ABOUT IMAGEN

With over two decades of experience, Imagen helps keep your media secure whilst providing fast and easy access to selected audiences.

Our MAM software helps leading brands to preserve, navigate and distribute their growing media libraries ensuring fast, easy, secure and controlled access to content through a highly-customisable and intuitive web portal.