



Dear Museum,

How does a museum survive in this digital era? How can it be more present and visible online? What are the basic principles of a digital strategy and how do we implement it? How can an exhibition get a second and prolonged life online? What are the different tools we can use to tell a digital story? How do we make sure art experts, communication specialists and technical brains work together in a better way?

Looking for answers to these questions? Then the project TRACES can help you.

TRACES is a collaboration between two higher education institutions (Thomas More in Belgium and NHTV in the Netherlands) and MMEx, a Danish organisation supporting museums in their digital communication and experiences.

During the period of September-November of 2018, TRACES organizes three workshops that prepare and support museums when working with digital interpretations.

MMEx hosts the first module on digital strategy in September. This module is for museum professionals with none or little digital experience. The second workshop focuses on the importance of digital storytelling. What kinds of digital stories are there? How can stories be put to use to promote your exhibition better online and how can you give your exhibition a second life online? The third workshop focuses on the technology you can use to tell your digital stories.

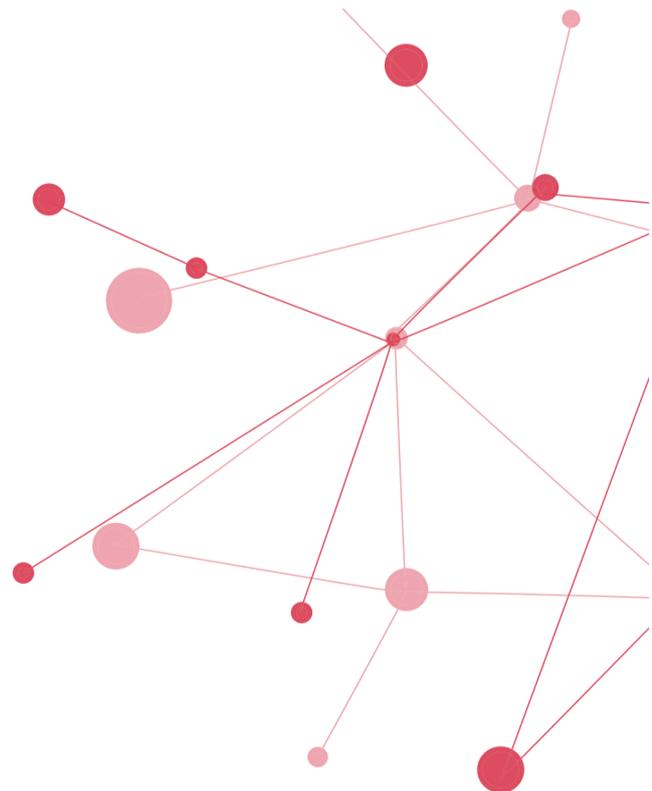
By the end of the 3-day workshop participants will have had hands-on experience on how to develop a digital strategy or story. They are expected to better understand how to use digital means in order to enhance user engagement in their museum.

TRACES covers all accommodations and travel costs, but there will be a no-show-fee.

## Partners



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## Workshop 1 Digital strategy

Denmark (Aarhus)  
Digital Strategy  
September 24-26

## Workshop 2 Digital storytelling

Belgium (Mechelen)  
Digital Storytelling  
October 22-24

## Workshop 3 Digital technologies

The Netherlands (Breda)  
Digital Technologies  
November 19-21

Would this be interesting for your museum?  
Then apply for one of the three workshops. There is a limited number of places available so do not hesitate to apply today. You can do this via an online application form on the project website [www.traces.eu](http://www.traces.eu)

The ultimate deadline for applying for the workshops is the 28th of June. By the end of July the selection of participants will be made. Participants will be selected based on their profile. On our website [www.traces.eu](http://www.traces.eu) you will find more information about the project and the workshops. More questions?

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Best wishes, Team TRACES

THOMAS  
MORE



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