

The Talking Walls®

Launch Proposal

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1.0 Background

In 2006 Paul Clifford of the British Museum's Learning and Development department described The Talking Walls®, as *'the best application he has seen in the past 2.5 years research into PDA applications, including the Tate Modern's PDA application'*

Debs Wilson has created and developed an application that allows the user to create their own personal guide around architecture and artefacts on their own PDA. Their learning experience is selected through the unique 3D KubeMatrix™ representing different eras and physical spaces. The application is being piloted at Beaulieu Abbey, and following its predicted success it will be adapted to suit different museums, heritage sites and historic royal palaces across the country.

The Talking Walls® project brings characters of history into the present allowing visitors to experience their history by navigating their own way around architecture and artefacts through an application. Visitors can use their personal smart phones or borrow hand held devices to follow a visually rich, 3D personalised guide around a site, unlike anything that exists today. Visitors are able to choose content according to their age range and interest. This content can consist of quizzes and 3D items, extensive imagery, information of the historical periods such as lifestyles and politics. The unique 3D KubeMatrix™ allows visitors easy access to information that is steered by the user.

2.0 Brief

The Talking Walls® is set to be launched mid May and a campaign is needed to attract attention from potential investors and future business partners. The launch also needs to establish The Talking Walls® as the leader in heritage site guide. It also needs to convey the unique selling point that it is the most visually rich interactive application available and showcase the unique KubeMatrix™ interface. This proposal will outline the details of how this will be achieved.

3.0 Aims and Objectives

The following is what this proposal hopes to achieve:

- To produce a launch event for The Talking Walls® - Beaulieu Abbey application by the end of May 2010 which has a minimum of 40 influential guests from the museum and heritage sector.
- To stimulate the market for The Talking Walls® - Beaulieu Abbey application by showcasing the product to at least 20 potential target clients for the application at the launch event.
- To gain feedback from 80% of delegates at the launch event. This information could be used to help improve the product and develop further promotional strategies.
- To raise awareness of The Talking Walls® - Beaulieu Abbey product by securing at least 10 different press reports of the launch event through a variety of media channels.

4.0 Tactics

To achieve these aims and objectives there are two main elements that need to be managed. The first is to generate interest and excitement in the press so that The Talking Walls® will be further promoted which will add to its success. The second is to organise a launch event so that potential investors and business partners can experience the interface. It is also important to measure the success of the tactics.

4.1 Press

To reach a wide audience, a press release will be distributed to a range of media. The press release will vary slightly in content depending on the intended audience.

Local

Media Type:	Name:
Magazines:	Hampshire Life; Compass; E-motion; Alumni press
Newspapers:	The Daily Echo; The Advertiser; Hampshire Chronicle
TV:	BBC South Today; ITV1 Meridian Regional News South and South East
Radio:	BBC Radio Solent; Play Radio; Radio Galaxy South East

National

Media Type:	Name:
Newspapers:	The Times; The Telegraph; The Independent; The Guardian
Web:	BBC History; (other relevant web / blog / news sites?)

The local and national media will all receive a description of The Talking Walls®, pointing out its unique selling points and that it is a turning point in museology. If we are able to secure VIP guests to come to the event we will also include their names in the press release.

Specialised

Media Type:	Name:
Newspapers:	Church Times; The Tablet
Magazines	Heritage Today Magazine; The National Trust; IWR; Marketing Week?

The press releases to these specialised publications will include more details on the aspects relevant to them. For example, in the press release issued to The Church Times there will be more information on the fact that churches, cathedrals, monasteries and minsters can be brought back to life with The Talking Walls® application. The press release to the Heritage Today Magazine and The National Trust will illustrate The Talking Walls® as a revolutionary application that will bring Trust and Heritage sites into the 21st century and stressing the interaction with the user.

Internet:

Type:	Name:
Social Media:	Facebook; YouTube; The Talking Walls Blog
Tourist Information:	www.visit-hampshire.co.uk ; www.thenewforest.co.uk
Official Website:	www.thetalkingwalls.co.uk ; http://www.beaulieu.co.uk

The interaction with social media and websites will provide information aimed at potential visitors, which will stress the revolutionary aspects of the intensive user interaction. The websites will inform potential visitors of the development and hopefully to entice them to try it out.

4.2 Event

The Beaulieu Abbey Launch Event will provisionally take place on Wednesday 19th May.

The invited delegates will be influential decision makers who work in sectors such as Museums and Heritage, and Education. The team will also invite local media who will hopefully cover the event. Guests will experience The Talking Walls® programme for themselves and the creator will be on hand to answer questions. The team will attempt to secure a number of VIP guests to the event, such as the Mayor to entice the media to attend and review the event. An information pack should be put together for each guest including a questionnaire.

As the budget is unclear at the moment there are three possibilities of events that can take place. (All to include information packs)

Option 1

Hog Roast

Wine and Soft Drinks

Tea & Coffee

Ponchos (in case of rain)

Music & sound system

Option 2 - (this option)

Light Buffet

Soft Drinks

Tea & Coffee

Option 3

Tea & Coffee

5.0 Actions

The following illustrates what needs to be achieved before the event, and by whom. These actions and deadlines are also depicted in the Gantt Chart which is included in the appendix.

Task	Responsibility	Time constraint
View premises for launch	All	Weds 3 rd Mar
Decide on time/date/number of guests/format for event and budget	Debs	ASAP
Draw up event agenda	Students	Thurs 4 th Mar
Develop feedback form for guests	Students	Thurs 26 th Feb
Draw up list for invites and send to Deb and Mike for their approval and suggestions	Students	Weds 10 th Mar – Weds 24 th Mar
Decide on email versus paper invite	Debs	Weds 24 th Mar
Set up of launch@thetalkingwalls.co.uk for RSVPs	Debs	Weds 31 st Mar
Set up Facebook group	Students	Weds 31 st Mar
Develop and release YouTube videos	Students & Debs	Weds 31 st Mar

Create invitation and gain final approval from Debs and Mike	Students	Weds 7 th April
Issue invitation to proposed delegates	Students	Weds 14 th April
Create and distribute press releases for audiences including magazines, TV, papers, radio and internet	Students	Varying according to publications. Aim by Weds 28 th April
Record and monitor acceptances	Students & Debs	Weds 21 st Mar – Weds 12 th May
Issue event reminder to delegates with directions/parking etc	Students	Weds 12 th May
Confirm final numbers with catering	Students	Weds 12 th May
Ensure equipment is sourced and tested before event	Students & Debs	Tues 18 th May
Finalise tasks for on the day	Students	Tues 18 th May
Set up room for event	Students	Weds 19 th May
LAUNCH EVENT	All	Weds 19 th May
Post event press releases	Students	Thurs 20 th May
Analysis of feedback	Students	Thurs 20 th May – Weds 26 th May
Add press releases to thetalkingwalls.co.uk	Debs	Weds 26 th May

6.0 Controls

The success of The Talking Walls® launch event will be measured by following the steps below.

- Monitoring the web hits to The Talking Walls® website.
- Monitoring the press for articles and reviews of The Talking Walls®.
- Taking note of the number of attendees there is at the launch event.
- Requesting feedback from the attendees of the launch event.
- Monitoring the number of Beaulieu visitors who rent a handheld device.

7.0 Potential issues

There are a few potential issues that need to be overcome to ensure that the launch is successful. Funding for the launch is needed and a supplier for the handheld devices needs to be secured. The team should approach the suppliers of the PDAs and ask them if they would fund the launch, and in return assure them that The Talking Walls® software will only be used in conjunction with their handsets.

8.0 Time and cost estimates

A table in section 5.0 has been drawn up to ensure that the event planning stays on course and the team will record delegate feedback at the event to help with planning future marketing strategies. The cost estimates depends on the funding received and the type of event takes place.

9.0 Research

At the launch, attendees of the event will be asked at the end of the day to fill in a questionnaire. The responses from this will provide insight into what potential investors and users really feel about The Talking Walls®. The proposed questionnaire is included in the Appendix.

10.0 Conclusions

Following this proposal will give The Talking Walls® every opportunity to be noticed and hopefully attract an investor to give the business the ability to expand.

The team are aware that there is a lot to do during the next twelve weeks to ensure that the launch event is a success and secure the required levels of press

coverage. However they relish the challenge, are enthused by the application, and look forward to seeing the results of their work on this project.

11.0 Appendices

11.1 Press Release – Local & National Newspapers and Local Magazines & Radio

The following will be used as a press release to local & national newspapers and local magazines & Radio:

The Talking Walls® project brings characters of history into the present allowing visitors to experience and become immersed in their cultural heritage unlike any other learning experience that exists today.

In 2006 Paul Clifford of the British Museum's Learning and Development department described The Talking Walls®, as

'the best application he has seen in the past 2.5 years research into PDA applications, including the Tate Modern's PDA application'

Debs Wilson has created and developed a visually immersive application that allows the user to create their own personal guide around the site's architecture and artefacts on their own PDA. Visitors can use their own smart phones or hire hand held devices to follow a visually rich, 3D personalised guide around a site, unlike anything that exists today. The Talking Walls® is a revolutionary unparalleled application where the user is in control of their own learning experience. This content can consist of quizzes and 3D items, extensive imagery and information of the historical periods such as lifestyles and politics. The user navigates through the unique 3D KubeMatrix™ which represents different eras and spaces. The application is being piloted at Beaulieu Abbey, and following its predicted success it will be adapted to suit different museums, heritage sites and historic royal palaces across the country.

For more information please visit:

<http://www.thetalkingwalls.co.uk/>

or contact the developer, Debs Wilson at: debs@thetalkingwalls.co.uk

11.2 Specialised media – Heritage today magazine, National Trust

The following will be used as a press release for Heritage Today magazine, and The National Trust:

The Talking Walls® project brings characters of history into the present allowing visitors to experience and become immersed in history unlike any other learning experience that exists today.

In 2006 Paul Clifford of the British Museum's Learning and Development department described The Talking Walls®, as

'the best application he has seen in the past 2.5 years research into PDA applications, including the Tate Modern's PDA application'

Debs Wilson has created and developed a visually immersive application that allows the user to create their own personal guide around architecture and artefact. Visitors can use their own smart phones or borrow hand held devices to follow a visually rich, 3D personalised guide around a site, unlike anything that exists today. The Talking Walls® is a revolutionary unparalleled application where the user is in control of their bespoke learning experience. With The Talking Walls® there are no RFID tags to restrict the visitors route. If an object is overcrowded, the visitor can move on and return later or even learn about it whilst sitting in the cafe.

This content can consist of quizzes and 3D items, extensive imagery and information of the historical periods such as lifestyles and politics. The user navigates through the unique 3D KubeMatrix™ which represents different eras and spaces. The application is being piloted at Beaulieu Abbey, and following its predicted success it will be adapted to suit different museums, heritage sites and historic royal palaces across the country.

For more information please visit:

<http://www.thetalkingwalls.co.uk/>

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11.3 Specialised Media – The Church Times, The Tablet

The following may be used as a press release for The Church Times and The Tablet:

The Talking Walls® project brings characters of history into the present allowing visitors to experience and become immersed in history unlike any other learning experience that exists today. The Talking Walls® allows for churches, cathedrals, abbeys and monasteries to be visually re-built so visitors can experience them in their former glory.

In 2006 Paul Clifford of the British Museum's Learning and Development department described The Talking Walls®, as

'the best application he has seen in the past 2.5 years research into PDA applications, including the Tate Modern's PDA application'

Debs Wilson has created and developed a visually immersive application that allows the user to create their own personal guide around architecture and artefacts on their own PDA. Visitors can use their own smart phones or borrow hand held devices to follow a visually rich, 3D personalised guide around a site, unlike anything that exists today. The Talking Walls® is a revolutionary unparalleled application where the user is in control of their own learning experience. This content can consist of quizzes and 3D items, extensive imagery and information of the historical periods such as lifestyles and politics. The user navigates through the unique 3D KubeMatrix™ representing different eras and spaces. The application is being piloted at Beaulieu Abbey, and following its predicted success, it will be adapted to suit different museums, heritage sites and historic royal palaces across the country.

For more information please visit:

<http://www.thetalkingwalls.co.uk/>

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11.4 Experts in Museology and Curating

The Talking Walls® project brings characters of history into the present allowing visitors to experience and become immersed in history unlike any other learning experience that exists today.

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This content can consist of quizzes and 3D items, extensive imagery and information of the historical periods such as lifestyles and politics. The user navigates through the unique 3D KubeMatrix™ representing different eras and spaces. The application is being piloted at Beaulieu Abbey, and following its predicted success it will be adapted to suit different museums, heritage sites and historic royal palaces across the country.

Jennie Fordham, Education Officer at English Heritage/HHA in 2005 wrote: "Learning is a process of active engagement with experience...Effective learning leads to change, development and the desire to learn more. It is all about involvement - if we are involved, we care, and this has to start with understanding... through learning at whatever age." Visiting an historic house or museum already places the user in a rich contextual environment. They can

interact with their surroundings by looking, listening and touching. They can converse and learn from the objects and people around them but what will actually engage them and lead them to want to discover more either while they are still onsite or once they have left the site? The Talking Walls® now can provide this interaction and involvement.

For more information please visit:

<http://www.thetalkingwalls.co.uk/>

or contact the developer, Debs Wilson at: debs@thetalkingwalls.co.uk

11.5 Questionnaire

'The Talking Walls – Beaulieu Abbey' Questionnaire

Please share your experiences with us and help us make this project a success. It includes 6 questions and will take about 5 minutes to complete.

1. Have you seen anything similar to the KubeMatrix™ interface in other museums, art galleries etc?

YES

NO

2. If you had to give 'The Talking Walls-Beaulieu Abbey' application a score, from 1 to 5, where 1 was Poor and 5 was Excellent, what mark would you give it, and why?

1 2 3 4 5

0 0 0 0 0

.....
.....

3. How easy did you find it to use the 3D KubeMatrix™, based on a scale on 1 to 5, where 1 is very easy and 5 most difficult?

1 2 3 4 5

0 0 0 0 0

4. Which was the part that you were most impressed with, within The Talking Walls application?

.....
.....

5. Would you recommend to a friend that they should visit the Beaulieu museum and try 'The Talking Walls- Beaulieu Abbey' application?

YES

NO

6. How would you improve 'The Talking Walls-Beaulieu Abbey' application?

.....
.....

Thank you very much for your time.

11.6 Gantt Chart

The Talking Walls Launch Event at Beaulieu Abbey

	w/c 22nd Feb	w/c 1st Mar	w/c 8th Mar	w/c 15th Mar	w/c 22nd Mar	w/c 29th Mar	w/c 5th Apr	w/c 12th Apr	w/c 19th Apr	w/c 26th Apr	w/c 3rd May	w/c 10th May	w/c 17th May	w/c 24th May
Event Planning														
View premises	ASAP													
Decide on time/date/no of guests/format and budget	26th Feb													
Draw up project plan and milestones including PR strategy	28th Feb													
Draw up event agenda		3rd Mar												
Develop feedback form for guests			10th Mar											
Draw up list for invites			10th Mar	17th Mar	24th Mar									
Decide on email v. paper invites					24th Mar									
Create invitation						31st Mar								
Invitation approved by Mike and Deb							7th Apr							
Issue invitation to proposed delegates								14th Apr						
Record and monitor acceptances									21st Apr	28th Apr	5th May	12th May		
Follow up non-responders										28th Apr	5th May			
Ensure equipment is sourced and tested before event												12th May		
Issue event reminder to delegates with directions and parking etc												12th May		
Confirm final numbers with catering												12th May		
Finalise tasks for on the day												12th May		
Set up room for event													18th May	
LAUNCH EVENT														19th May TBC
Issue thank yous														20th May
Analyse feedback														26th May
Promotion														
Decide on promotional messages	28th Feb													
Draw up media list		3rd Mar												
Create Facebook page			10th Mar											
Update Facebook page on weekly basis				17th Mar	24th Mar	31st Mar	7th Apr	14th Apr	21st Apr	28th Apr	5th May	12th May	19th May	
Create and distribute pre-event press releases to magazines						31st Mar								
Create and distribute pre-event press releases to local newspapers												12th May		
Create and distribute pre-event press releases to websites, tv and radio												12th May		
Create and distribute post-event press releases													20th May	
Develop and release YouTube videos								14th Apr						
Add press releases to thetalkingwalls.co.uk						31st Mar						12th May	20th May	