

## Technical Meeting

# IMPROVING OUR KNOWLEDGE OF FOREIGN VISITORS TO THE EUROPEAN ROYAL RESIDENCES

### The Peterhof State Museum-Reserve (Russia)

### 10-11 September 2015

#### Thursday 10th September

09.30-10.50 Tour of the Grand Peterhof Palace

11.00-11.20 The launch of the Grand Cascade fountains (Lower Garden and East Colonnade)

11.30-12.00 Coffee break, the Benois Family Museum, the hall (*see attached map*)

12:00	Opening of the meeting	Elena Kalnitskaya
12:05	Round table for presenting the attendees	All
12:20	Remind of last RT proposals and Summary of the questionnaire' answers	Elena Alliaudi
12:30	Comparing ARRE museums	Larisa Nikiforova
12:50	Holiday as a pretext reception	Elena Kalnitskaya
13:05	Peterhof Visitors: Statistics and Economics	Tatyana Zhukovskaya
13:20	Peterhof museum and children audience	Valeria Karpovich
13:35	Questions	All

14:10 - 15:10 Lunch at Restaurant "Standard"

15:20 - 16:30 Tour of the Lower Park

16:30 - 17:10 Tour of the project "Court Entertainment"

17:30	Case history 1: Knowing Asian visitors in the Palace of Versailles	Denis Verdier Magneau and Lionel Dupont
17:45	Case history 2: Visitors to the project "Court Entertainment". Rapid analysis of audience.	Anastasiya Trapeznikova, Marina Kryshtalyova
18:00	Case history 3: Behavioral practice of different categories of visitors: the methodology of the study	Ksenia Kuzmina, Ekaterina Shishova
18:15	Discovering The Royal Łazienki Museum: Managing change in Museum. From local to European brand	Marianna Lutomska

18:30	Discovering Palace of Compiègne	Juliette Rémy and Maria Anne Privat Savigny
18:45	Questions	all
19:00	End of the session	

19.00-20.00 Gala Dinner at the Grand Peterhof Palace, the Dance Hall

### Friday 11th September

09.30-11:00 Tour of the park Alexandria. Familiarity with the museum and educational center

11:00	The contribution of the digital revolution on public studies field, the case of the QR codes	Axel Harms
11:15	Schloß Schönbrunn visitors	Christina Schumann
11:30	Not only traditions surveys but also web based tools	Leila Costa
11:45	Discussion 1 – Could Digital strategies really improve our visitors' knowledge?	Moderator: Denis Verdier Magneau
12:10	Coffee break	
12:30	Discussion 2 – Brand perception study and mystery visits	Laura Meerveld Susan te Riet
12:45	Discussion 3 – How to evaluate customer satisfaction	Moderator: Lionel Dupont
13:00	Workshop: How can we reinforce ARRE cooperation? In the field of audience building in particular? The Big data analytics	Elena Alliaudi and Lionel Dupont
13:30	Conclusions and end of the meeting	Elena Kalnitskaya

14.00-15.00 Lunch at Restaurant "Standard"

15.30-18.00 Trips to the museums of Oranienbaum:  
the Picture House, the Grand Menshikov Palace, the Chinese Palace

18.30-19.30 Free time

19.30-20.30 Dinner at Restaurant "Standard"

20.50-22.00 The traditional autumn festival of fountains,  
the Lower Garden and East Colonnade