

Abstracts and Contacts Lecturers
(alphabetical order)

Irene Egger, Dario Ferroni, Ernst Gamper and Johanna Niederkofler, archeoParc Val Senales: *archeoParc at a glance*

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Hermann Gummerer, Director of folio Verlag, publishing company, Bolzano, Italy: *Examples for events and special offers directed to repurchasers in book market*

What are the structural characteristics of a publishing house such as Folio? What are the parallels with a museum? Revenues, scope of action, production range, duration of presence on the market, features of supply, features of the products (backlist vs. original).

At the publishing house, to whom is a “return campaign” for customers directed? Retailers (bookstores) or end customers (readers) – who are their counterparts in the museum? How are repeat customers won over? Guaranteeing competence, providing usefulness, ensuring continuity, expecting challenge, enabling participation, conveying sympathy.

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Marcus Herntrei, EURAC research, Institute for Regional Development and Location Management, Bolzano, Italy: *Strategic Product Development as a Tool for Customer Retention*

Museums are in increasing competition with other leisure and education activities, which makes the acquisition of new visitors difficult and the development of customer retention strategies more important. One of the keys for customer retention is their satisfaction.

The approach of strategic product development may help museums to continuously maintain and develop their products and services for ensuring new experiences and high levels of customer satisfaction for regular and new visitors.

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Gregor Niederkofler, Brand Manager of New Balance Italy, Gartner Sports, Bolzano, Italy, Chiusa, Italy: *Get and stay in contact with sneakers (re)purchasers*

In today's footwear industry consumers are exposed to multiple brands and an oversupply of trends, choices and stimuli. The loud promotion and advertising often leads to an information overflow. In such a situation it is more important than ever to know its loyal consumers, the repurchasers, to be able to respond to their needs and requests.

The goal is to define the term “repurchaser” in the footwear industry. Special marketing activities to get and to stay in contact with (re)purchasers will be shown at the example of the footwear brand New Balance. The presentation will be rounded off by suggestions and thoughts about consumers/visitors who come back.

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Maureen Page, Director of Butser Ancient Farm, UK: *Didarchtik meeting at Butser Ancient Farm 2012*

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Ilse Pürstl, Art educator and exhibition designer, Salzburg, Austria: *Keep the buzz going. Education strategies for adult repeat visitors in museums*

With dwindling budgets and visitor numbers, museums and cultural institutions are now redefining their role in society. There is a conceptual change from objects to people, from passive to active. Lifelong learning is currently being recognized as a way to describe the motivations of adult visitors.

The talk will explore ways how we can actively encourage learning, debate, critical thought and action in museums. Building relationships with adult visitors through participatory projects can help adults unleash their creative potential and turn them into a sustainable audience.

Ilse Pürstl, Art educator and exhibition designer, Salzburg, Austria: *Keep the buzz going. Education strategies for adult repeat visitors in museums (Workshop)*

This workshop aims to churn up ideas that help to keep the relationship between the various program activities and the adult visitor dynamic and meaningful. Attendees who participate in this workshop will explore ways to put these ideas to practical use at their respective institutions.

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Paul Rösch, Director of Touriseum (tourism museum of South Tyrol) and chairman of URANIA (adult education organization), Merano, Italy: *Oases of spiritual well-being as places that people return to*

Cultural attractions and amenities, as oases of spiritual well-being, provide us with a space to live in harmony with our own thoughts, feelings and desires. Visitors are happy to return to attractive oases of well-being: to create these, we constantly need to address the cultural requirements of our visitors as well as how we present our own museums.

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