



# **SUMMER REOPENING MARKETING PLAN**

*Communicating Change*



**REDISCOVER  
YOUR MUSEUM.**

**MARKETING  
CAMPAIGN**

## **CAMPAIGN ELEMENTS**

- 1) Reopening  
dates and events**
- 2) Institutional  
Changes**
- 3) New Exhibits  
& Programing**

## CAMPAIGN STRATEGY

- 1) Targeted Advertising
- 2) Community Leadership Support
- 3) Creative Shenanigans

## CAMPAIGN FOCUS

- 1) **“YOU”**  
Our Guests and Community
- 2) **REIMAGINE**  
**Communicates Change**



## CAMPAIGN GOALS

- 1) Increase in attendance and ticket sales (\$)
- 2) Increasing Community Engagement
- 3) Budget Conscious Results



# Materials

- 1) Media Guide
- 2) Graphics
- 3) Posters
- 4) Ads

## YOUR Museum. Reimagined



### Spark your curiosity at the reimagined Fort Worth Museum of Science and History!

**Fort Worth, TX**— The *Fort Worth Museum of Science and History* is pleased to announce its reopening following a closure period of more than a year due to the Covid-19 pandemic and the 2021 winter storm. Beginning Friday, June 25th, 2021, the general public can visit the Museum's main level galleries, planetarium, and the Cattle Raisers Museum. Museum members will enjoy special preview days from Saturday, June 18th through Sunday, June 20th, 2021.

Following its former president's retirement, the new *Fort Worth Museum of Science and History* will unveil reimagined experience and exhibitions upon its reopening on June 21st, 2021.

This is the first exhibit and program reimagining since the Museum opened its new building in 2009. These new offerings have been designed by staff and educators to pave the way to making science, technology, engineering, and math accessible to everyone.

The *Fort Worth Museum of Science and History's* interim Co-President Kippen de Alba Chu said the Museum's staff are delighted and excited to welcome visitors to experience a new chapter in the Museum's history. "We are looking forward to rolling out the welcome mat and opening the doors to a world of scientific discovery where people can test ideas, look for answers and be curious about what science and history have to offer," Kippen said.

When the doors open, the Museum will feature several new exhibits, including an illuminated six-foot sphere that shows dynamic images of the atmosphere, oceans, and land when at the Museum's new *Current Science Studio*. Additionally, *The Fort Worth Museum of Science and History* partnered with the *Lenora Rolla Heritage Center Museum*, the *Medal of Honor Museum*, and other community partners to deliver new and culturally significant experiences.



The Museum is strictly adhering to guidelines issued by the City of Fort Worth and has implemented new health and safety protocols to protect staff and visitors. Changes include:

**Temporary Hours:** For the time being, the Fort Worth Museum of Science and History will be open Friday through Sunday, 10:00 a.m. – 5:00 p.m. We will be closed Monday through Thursday.

**Tickets:** Tickets for our members-only preview days will be available on our website starting Monday, May 10th at 10:00 a.m. Tickets for the general public will be available starting Tuesday, May 11th at 10:00 a.m.

**Covid-19 Protocols & Guidelines:** All visitors (even those who have been vaccinated) must follow our Covid-19 protocols and wear a face mask covering their mouth and nose at all times, and maintain a social distance of at least 6 ft. with people outside their group. Visitors who feel ill or have had contact with someone with Covid-19 or related symptoms should stay home and reschedule their visit. Frequent hand washing is encouraged, and hand sanitation stations will be located throughout the site. We encourage all visitors to review our protocols prior to their visit, as they will be enforced. Details can be found on our website.

**What Else to Expect:** Experience new content throughout the entire Museum. Our main level galleries, Noble Planetarium, Cattle Raiser Museum, and outdoor areas will be open. Outdoor dining is available through the Stars Café, but our store and theater will remain closed. All programs and events will remain virtual at this time. Brochures and audio tours are temporarily suspended.

**About the Fort Worth Museum of Science and History**  
The Fort Worth Museum of Science and History was established in 1941 by educators. It was one of the first children's museums in the country to be accredited by the American Alliance of Museums. Since opening our current facility in 2009, the Museum has expanded offerings for Pre-K - 12 and multi-generational experiential learning that embraces history, science, technology, engineering, art, and math (STEAM). In November 2021, the Museum will celebrate its 80th anniversary.

**Location:** The Fort Worth Museum of Science and History is located at 1600 Gendy St. Fort Worth, Texas.

**Connect:** Visit us online for information on our many virtual programs, or stay connected through our social media channels.

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**Website:** [fwmuseum.org](http://fwmuseum.org)  
**Instagram:** @FWMSH  
**Twitter:** @FWMSH  
**Facebook:** /FWMSH



**FORT WORTH MUSEUM  
OF SCIENCE AND HISTORY**



# Materials

- 1) Press Release
- 2) **Graphics**
- 3) Posters
- 4) Ads

## YOUR Museum. Reimagined





# YOUR Museum. Reimagined.

Reopening

Members June 18 - 20

Public June 21 - 23







See **YOUR** World  
Differently.

Rebuilt.  
Refreshed.  
Reimagined.  
Reopening June 21



FORT WORTH MUSEUM  
SCIENCE AND HISTORY



# See **YOUR** World Differently.

Museum Reopening  
Members June 18 - 20  
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**FWM**  
FORT WORTH MUSEUM  
SCIENCE AND HISTORY

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**FWM**  
FORT WORTH MUSEUM  
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# Museum Reopening

Members June 18 - 20

Public June 21 - 23

Learning. Reimagined.  
See **YOUR** world differently



FORT WORTH MUSEUM  
SCIENCE AND HISTORY



# See **YOUR** World Differently.

**Museum Reopening**  
**Members June 18 - 20**  
**Public June 21 - 23**



FORT WORTH MUSEUM  
SCIENCE AND HISTORY

# Learning. Reimagined.

**Museum Reopening**  
**Members June 18 - 20**  
**Public June 21 - 23**



FORT WORTH MUSEUM  
SCIENCE AND HISTORY



Rediscover. **History.**

Reopened.  
Refreshed.  
Reimagined.



FORT WORTH MUSEUM  
SCIENCE AND HISTORY



FORT WORTH MUSEUM  
SCIENCE AND HISTORY

Rediscover **Her Story**

Museum **Reopening**  
Members June 18 - 20  
Public June 21 - 23

Learning. **Reimagined.**  
See **YOUR** world differently



## CAMPAIGN NEXT STEPS

- 1) Edits and revisions
- 2) Publication and ad purchase
- 3) Community engagement