

Close Encounters of the Third Kind - The secrets of local GLAM outreach



We are not alone....

different people - similar GLAM outreach strategies

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project leader GLAM/outreach

lars - linking institutions & the public

- public workshops in association with the institutions
- sharing the responsibility of organising





raymond - local work in cologne

- get in **contact**, as Wikipedian
- **share** your photos
- **explain** CC, explain it again, again, and again...
- **speak** on official conferences of the GLAM's
 - Invitations and projects will follow
 - OuterSpace (Bundeskunsthalle)

project: GLAM on Tour



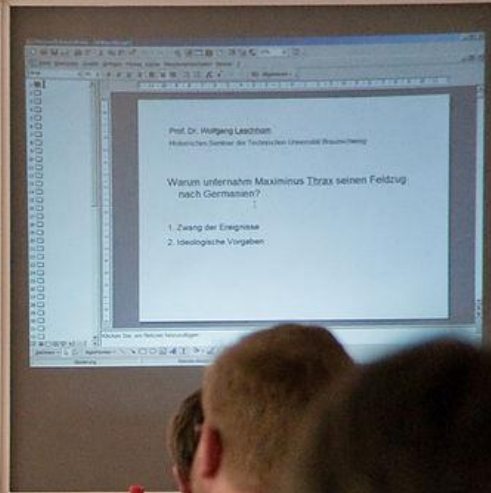
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Prof. Dr. Wolfgang Iser
Historisches Seminar der Technischen Universität Wien/Wienna
Warum unternahm Maximilian Thrax seinen Feldzug nach Germanien?
1. Zwang der Ereignisse?
2. Ideologische Vorgaben?



axel - open public office

→ Arkitektur och designcentrum

meet Wikipedia - open public office

- work with GLAM staff
 - “Wikipedian in Residence”
- give a face to Wikipedia
 - “My edit was deleted!”
 - “Who’s paying?”
 - “How can I contribute?”



Axel Petterson, CC BY, Wikimedia Commons



Albin Olsson, CC BY-SA, Wikimedia Commons

+ what works well +

organizational level

- no events during summer vacation → time
- set agenda as soon as possible
- well defined themes for events
- plan enough time to actually edit / take pictures / talk

quality of encounter

- shared understanding with institutions about goals
- set defined roles → Wikimedia / GLAM

lessons learned

sustainability

- find key people, contact on personal level
- balancing interests, point out advantages for GLAMs
→ **try to make both volunteers & GLAMs happy**
- keep project pages alive
- **make staff get Wikipedians themselves!**

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Submission Wikimania 2014:

- https://wikimania2014.wikimedia.org/wiki/Submissions/Close_Encounters_of_the_Third_Kind_-_The_secrets_of_local_GLAM_outreach