

Tiqets

More ways to culture

10 Tips for Setting Up Your First Onsite Digital Exhibition



Now more than ever it's important to keep your local visitors engaged and interested in your museum.

Immersive digital exhibitions are a novel way to capture locals' attention and give visitors something memorable. These 10 tips for setting up a digital exhibition are based on actual museums' experiences with immersive, digital exhibitions, and will make sure your exhibition will impress visitors – not disappoint them.





Get the technology right

For your exhibition to run smoothly and be impactful, the technology must be sound. If you aren't tech savvy, don't go the DIY route; as Jordi Sellas i Ferrés from IDEAL Barcelona points out it's not worth it: "You'll lose your audience if someone goes there and the experience is not good."

1. Don't reinvent the wheel – if you don't have to.

"When we started our initiative, there wasn't really anyone else doing the same thing so we had to come up with a lot of solutions ourselves... Now, there are a lot of other people in our community who are trying out [immersive digital experiences] so it's important to work together and help each other offer something better," explained Jordi Sellas i Ferrés in Tiqets webinar. Before you get started, research other digital exhibitions, get in touch with the creators, and ask how they brought their exhibition to life.

2. Partner with a tech company for the best results.

For one of their two digital exhibits, Riccardo Capone from The Forum of Augustus & The Forum of Caesar and his team entrusted their project to a tech company: "For the Forum of Augustus, we worked with a scientific journalist. One of his co-workers had his own technological company, and they produced our entire exhibition! We gave them the permissions they needed and we worked with them throughout the process." Once you've done your research, choose an experienced tech company that you can work with to bring your exhibition to fruition.



Assess your space

Whether your exhibit space is the size of a football field or a small room, there are plenty of ways to bring a digital exhibit to life; you just need to make sure you come up with something that suits your space.

3. Don't underestimate how many cables you'll need for a large digital exhibition.

If you're planning to house your digital exhibition in a bigger space, make sure you have enough cables (or that you're willing to invest in some) to facilitate your digital exhibition. "We use a mixture of augmented and virtual reality to turn large outdoor areas into virtual Ancient Rome spectacles... It's really challenging to cover all that space with virtual and augmented reality features – we had to roll down miles of cables in an area where, up until we got there, you weren't allowed to place anything," cautioned Capone.



4. Determine how many VR headsets you need – if you're using them.

If your digital exhibition is based on virtual reality, make sure you have enough virtual reality (VR) headsets to go around – but not too many to maintain. “Running a large quantity of the headsets at the same time is very tricky. You need to control a lot of online traffic and make sure that each person’s VR experience is running seamlessly,” explained Sellas. So while you should have enough VR headsets to meet the needs of multiple visitors, running more than 10 VR headsets at a time can be labour intensive. Decide based on your capacity and how much demand you think there will be how many headsets you need.

5. Triple check your WiFi.

Is WiFi important for your digital exhibition? If you're in a bigger space, make sure you have a solid connection throughout that space to offer a seamless digital exhibition.





Make your digital exhibition Covid-friendly

Digital exhibitions are not exempt from Covid restrictions. Think about how you might need to adjust your exhibition to meet hygiene and safety regulations.

6. Protect your VR headsets and your visitors with disposable masks.

If you're planning to use VR headsets to bring your digital exhibition to life, follow IDEAL Barcelona's lead and put disposable masks over those so that visitors feel safer using shared equipment. You can also clean all the headsets more regularly or even between uses.

7. If your digital exhibition has an audio feature, there are ways around this too.

The Forum of Augustus switched to disposable earphones instead of reusable ones, you could also ask people to bring their own headsets or earphones and keep a few disposable pairs at hand for those who've forgotten their own pair.

8. Use capacity measures to your advantage.

Capacity limits have their benefits too; if you can only allow a few visitors into your exhibit at a given time, let them know that they'll have the space to themselves or that they'll be able to enjoy themselves without the crowds. Let them know that you're giving them a safer and better experience of your digital offering.



Think about your visitors

Who is your exhibition for and what will make visitors come back? Knowing the answers to these questions can help you create something that people will want to revisit, and even bring their friends and family to see.

9. Plan your exhibitions.

If you want to create an exhibition that people can regularly visit without getting bored, plan an exhibition schedule so that there will be something new to see every few months. As explained by Sellas in the Tigits webinar, you'll probably be attracting far more local visitors than travelers and so you want to be able to give them a good reason to come back. One way to do that is to change what they'll see next time they come to visit.



10. People may be skeptical; change their minds.

The older demographic may be resistant to something based around technology. Think of ways around this – you can make participation as simple as possible or start a “Bring your grandparents for free” initiative to attract a wider range of visitors. As Capone explained sometimes people just need a nudge in the right direction:

“My grandfather is 79 years old and a non-believer in technology, but one day I decided to take him to Forum of Augustus. He finished the experience with so much emotion, and that’s the idea to get a real reaction from people.”

Setting up an onsite digital exhibition requires expertise, creative thinking and commitment. If you’re not ready to delve into the onsite digital exhibition space, start by offering online tours or experiences to get comfortable with using technology in museums.



Kickstart your recovery with a Covid-safe immersive exhibition

– and the Tiqets Recovery Package

Now you have the knowledge to set up a digital exhibition to entice visitors back through your doors safely. But do you have the tech in place to make that simple?

Tiqets is offering a free [Recovery Package](#) to support venues after lockdown, so you can easily address travelers' common concerns when visiting museums and attractions. We'll help you manage visitor capacity, maximize your revenue, and streamline your marketing and communications to recover faster.

Learn more – and hear strategies from our 3,000 venue partners facing the same challenges – by [getting in touch with the team at Tiqets](#).

[Get in touch here](#)

