

STAY RELEVANT

CASE COMPETITION

COMPANY:

NAME AND ADDRESS OF COMPANY	
Name:	<i>Den Gamle By</i>
Address:	<i>Viborgvej 2, 8000 Aarhus C</i>
Web:	<i>www.dengamleby.dk</i>

CONTACT(S)			
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DESCRIPTION OF COMPANY
<p>Den Gamle By is an open-air museum of urban history, and we are also a museum of the local history of Aarhus.</p> <p>Our primary task is to share history with people – and with as many as possible. In Den Gamle By, we believe that history matters to people. It helps us learn more about ourselves and broaden our horizon, enabling us to put ourselves and our own time into perspective.</p> <p>Den Gamle By has more than half a million museum visitors and hosts around 350 events and social gatherings a year. However, with 11 function rooms, we have the facilities to host a lot more than 350 events, as we are open every day of the year (in years with no coronavirus).</p> <p>During the coronavirus pandemic, we have launched the initiative <i>Salg og Værtsskab</i> (Sales and Hosting) with a view to hosting more events, in particular company events. This is done in close collaboration with the communication department, which has the overall responsibility for our communication, as well as Mad & Drikke (Food & Drinks), which develops and operates our restaurant activities. We do not run a museum to make money, but we make money to create an ever better museum.</p>

COMMUNICATION CHALLENGE

Most Danish people associate Den Gamle By with the television Advent calendar *Jul i Gammelby*, Danish butter cookies and cobblestones. Over the past five years, Den Gamle By has updated its facilities, installed a brand new central kitchen and generally worked really hard to make our 11 function rooms, which can seat 10-218 people, suitable for both private and company events.

But how do we communicate this message, especially to companies?

We believe that we are competitive in terms of service, price and quality, and located in the middle of Danish history, every room has its own story to tell.

But who should we contact, and where and how do we inform companies, especially in East Jutland, that they should hold their meetings in Den Gamle By – already this spring 😊?

We are currently working on moving the meetings and events section to the homepage of our website.

COMMUNICATION TASK

In brief: How can Den Gamle By attract companies' attention as *the* place to hold events and meetings?

Target group: Are there any types of companies that would be particularly relevant? Should we segment our communication and, for example, target specific industries?

We also want them to visit Den Gamle By as a museum, so how do we sell the idea of incorporating history into an event in a way that makes it relevant and interesting to the visitors?

MØDE I DEN	MEETING IN
GAMLE BY	DEN GAMLE BY
Møder og arrangementer i Den Gamle By	Meetings and events in Den Gamle By
- Hvordan skaber vi synlighed?	- How do we increase awareness?
- Og bliver attraktive for virksomheder?	- How do we attract companies' attention?
DEN GAMLE BY	DEN GAMLE BY
• Open air museum for byernes historie i Danmark	• Open-air museum of Danish urban history
• Startet i 1909 i forbindelse med Landsudstillingen af	• Started in 1909 in connection with the Danish National Exhibition of
1909 Aarhus ved Peter Holm	1909 in Aarhus by Peter Holm
• Aarhus Bymuseum – tidsrejsen Aarhus Fortæller	• Aarhus Bymuseum – the Aarhus Story time travel
• Museer i museet:	Museums in the museum:
Plakatumseet, Smykkeskrinet,	The Danish Poster Museum, the Jewellery Box,
Kunstkammeret, Legetøjsmuseet....	the Gallery of Decorative Arts, the Toy Museum etc.
• Mere end 75 huse fra 24 byer i Danmark	• More than 75 houses from 24 Danish towns
• Håndværk, bevaring af immaterial kulturarv	• Craftsmanship, preservation of immaterial cultural heritage
• Undervisning, erindringsformidling, forløb for børn med særlige behov	• Courses, memory retrieval, programmes for children with special needs
FACILITETER –	FACILITIES –
kort og godt	in brief
- 11 lokaler (10 – 218 personer)	- 11 rooms (10-218 people)
- Eget køkken med lækker sæsonbetonet forplejning og eget bageri.	- Kitchen with delicious seasonal food and own bakery.
- AV-udstyr – begrænset - i nogle lokaler.	- AV equipment – limited, only in some rooms.
- Egne produkter:	- Local products:
Øl med Historie, te etc.	Beer with a history, tea etc.
- I dag 350-400 årlige arrangementer for private og erhverv.	- Currently 350-400 annual private and business events.
- Godt ½ million museumsgæster	- More than half a million museum visitors
Alt det udenom	Additional info
- Walk n talk i inspirerende og nye omgivelser	- Walk and talk in inspiring and new surroundings
- Rundvisninger	- Guided tours
- Faglige indspark – team work	- Professional input – teamwork
- Stort variation.	- Great variation.
Fra værtshus til Kgl.	From tavern to Kgl.
Møntmestergård	Møntmestergård
- Tidsrejse 1800-1974, - snart 2014.	- Time travel 1800-1974, soon 2014.
DEN GAMLE BY I TAL OG STJERNER	DEN GAMLE BY IN FIGURES AND STARS
FØR CORONA!!!!	BEFORE THE CORONAVIRUS!
Gæster	Visitors
Åbningsdage 366 dage	Open 366 days
Størrelse/matrikel 34.000 m2	Size/area 34,000 m2
Udstillinger	Exhibitions
og publikumsfaciliteter 14.000 m2	and visitor facilities 14,000 m2
Vaniljekranse 65.000 stk.	Danish butter cookies 65,000
Æbleskiver 95.000 stk.	Danish doughnuts 95,000
Vildsvinepølser 25.500 stk.	Wild boar sausages 25,500

Gæs (levende) 5 stk.	Geese (live): 5	
2010 312.330	2010 312,330	
2011 360.048	2011 360,048	
2012 386.189	2012 386,189	
2013 480.270	2013 480,270	
2014 499.230	2014 499,230	
2015 476.050	2015 476,050	
2016 515.028	2016 515,028	
2017 571.167	2017 571,167	
2018 546.485	2018 546,485	
2019 523.173	2019 523,173	
Der er personale svarende til ca. 225 årsværk.	The staff corresponds to approx. 225 FTEs.	
I alt er cirka 600 personer ansat i løbet af året.	A total of approx. 600 people employed throughout the year.	
Derudover er der ca. 300 frivillige	In addition, there are approx. 300 volunteers	
143 mio. kr.	DKK 143 million	
16 mio. kr.	DKK 16 million	
2 mio. kr.	DKK 2 million	
14 mio. kr.	DKK 14 million	
66 mio. kr.	DKK 66 million	
45 mio. kr.	DKK 45 million	
Total omsætning	Total revenue	
Statstilskud	Government subsidies	
Kompensation	Compensation	
Kommunen	Municipality	
Egen indtægt	Own income	
Projekter	Projects	
Økonomi	Finances	
Ansatte og frivillige	Employees and volunteers	
Alt det andet	The rest	
Guide	Guide	
Michelin	Michelin	
TripAdvisor Google Facebook	TripAdvisor Google Facebook	