Local Networks of Industrial Heritage
Founding - Managing - Funding – Marketing
Founding – How to start?

Where are the Stories?
Where are the Sites?
Where are the Pictures?
Where are the People?
Where is the Support?
Communicate the Idea
Who is the best Communicator?
Establish a Network of Sites and Experts
Involve the local Tourism Industry
Managing – How to maintain a Network?

It needs a central Hub – the Anchor Point
It needs a common Board of Managing
It needs a Manager of a certain Character
It needs local Support
It needs political Support
Funding – the difficult Task

No Benefits – no Funding!
Membership Fees of the Sites
The common Solution: Public Money
The uneasy Solution: Private Money
Merchandising
New Solutions: Internet Sponsoring
Marketing – Everybody knows how?

The Human Story – this is what People are interested in mainly
A sharp Profile – the main Theme
The overwhelming good Pictures
On Site Quality - be a good Host
Branding – a Symbol?
Signposting - on the Road and at Sites – with QR-Codes: more Information at and about Sites
The Lighthouse – The Anchor Point
The Network - One for All, All for One
Establishing a Network of Scouts and Ambassadors
Marketing – Everybody knows how?

Provide the big Content Providers with any kind of Information

The common Event – once per Year, based on the Human Story

The electronic Newsletter – for the Network, the Press and Everybody

The Web Site - with many Downloads, especially Routes for GPS

Facebook, Twitter and YouTube

Active Role Play – as a Tool for Marketing and Interpretation

Geocaching

Augmented Reality

Very few print media – one Flyer for all
All aboard!
Thank You for Your Interest