DISSEMINATION ACTIVITIES - NATIONAL GALLERY OF SLOVENIA

**PHASE ONE: Survey and groundwork**

Date: March – April 2021

Target group: general public

Impact: 787 likes on the Instagram and Facebook posts, 2 dedicated newsletters, included in 4 other newsletters

To promote the beginning of the project and its initial survey, the NGS prepared a series of posts on its Instagram and Facebook profile. Most people reacted to Instagram content, with original post gathering 406 likes. The post described the basics of the Smartdema project, included a link to the survey. It was followed by two other post, with all three including popular shots of the Gallery and its works of art.

**PHASE TWO: App testing and content**

Date: November 2021 – March 2022

Target group: general public, schools

Impact: 232 likes on the Instagram and Facebook posts, 1 dedicated newsletter, included in 18 other newsletters

The Gallery disseminated the app through newsletters, as well through social media. We included it into our creative call for schools, emphasized its unique features (posts emphasizing emotions) and made it a regular feature of our newsletters which reach c. 2000 people.

**PHASE THREE: Multiplication Event**

Date: June 2022

Target group: heritage and tourism professionals

Impact: 157 likes on the Instagram and Facebook posts, 1 dedicated newsletter, included in 1 other newsletter, 6 participants in the event

We advertised the multiplier event on our regular channels and attracted professionals from 6 organizations and institutions.

**PHASE FOUR: Sunday Multiplication Events**

Date: June – August 2022

Target group: international visitors to the National Gallery of Slovenia

Impact: Smartdema app presented to 66 people from 26 different countries

Dissemination was done in real life, with a gallery attendant engaging, explaining and guiding the visitors on how to use the app. The visitors were also presented with short written instructions and qr-links to the app and the accompanying survey.