HYBRID TECHNOLOGY AND PROGRAMMING AT THE FREUD MUSEUM

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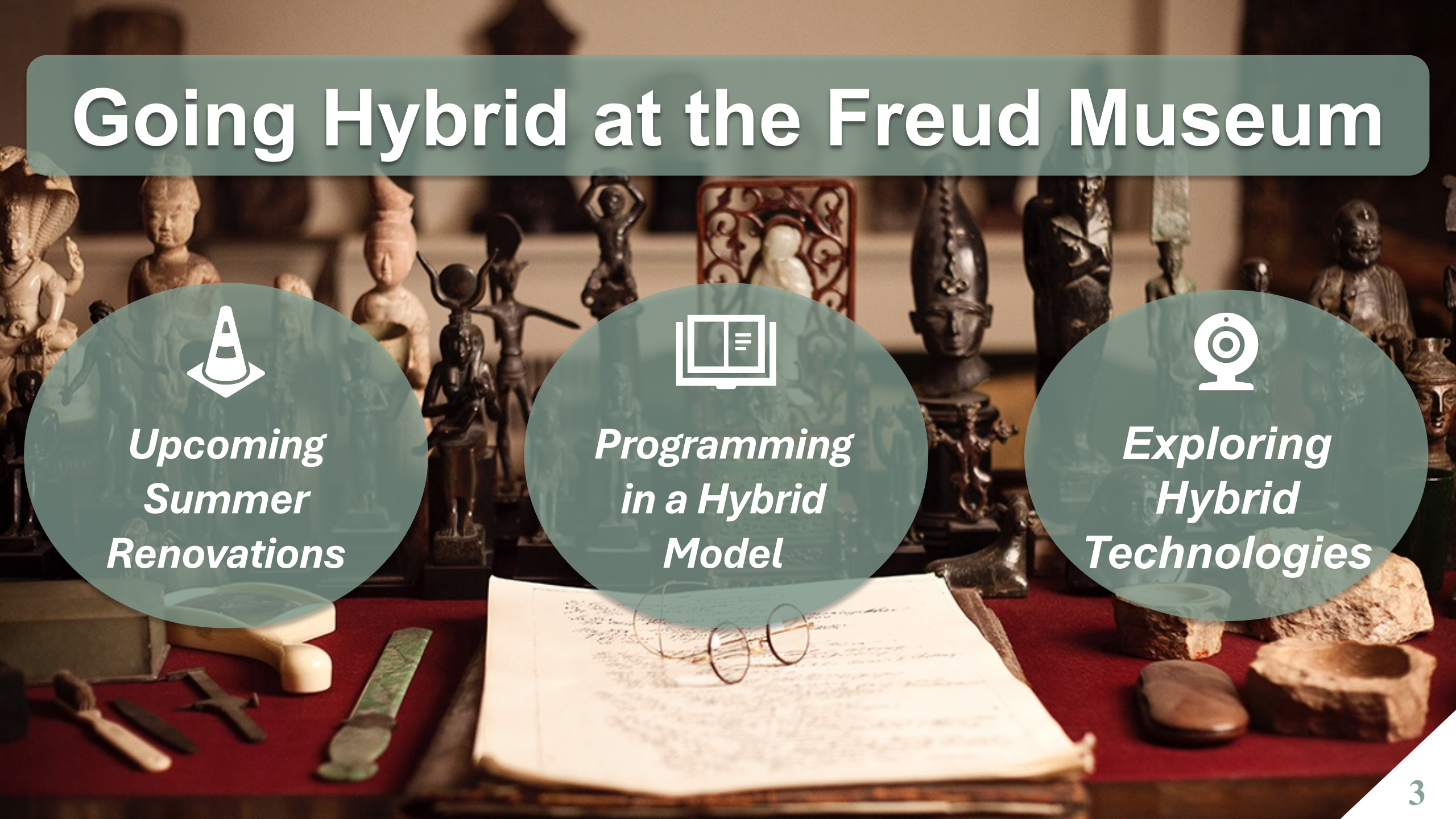
The Freud Museum London

Going Hybrid at the Freud Museum



Upcoming Summer Renovations

Programming in a Hybrid Model

Exploring Hybrid Technologies

Video & Exhibition Rooms

Project Goal

Help the Freud Museum London (FML) staff develop plans to improve existing museum space for hybrid (i.e., online and in-person) events, exhibitions and programming.

Methodology

OBJECTIVE 1

Assess Current and Best Practices in London

OBJECTIVE 2

Evaluate the Current Use, Needs, and Limitations of the FML Video & Exhibition Rooms

OBJECTIVE 3

Evaluate Stakeholder Perspectives on In-House and Online Events

OBJECTIVE 4

Recommend Appropriate Conferencing Equipment and Configurations

FML Staff Interview
Discussion Topics

Connecting to international audiences

Easy-to-use system

Video and audio quality

In-house attendance

Courses should not go hybrid

V&A Museum & British Library Interview

Discussion Topics

Microsoft Teams platforms

Training sessions

Production company

Event recordings

In-person attendance

Speaker & Panelist Interview Discussion Topics

Audience size

Engagement

Zoom etiquette

Webinars

Technology improvements

Program Evaluation Survey

65.5% *55 and older*

54% *live in London*

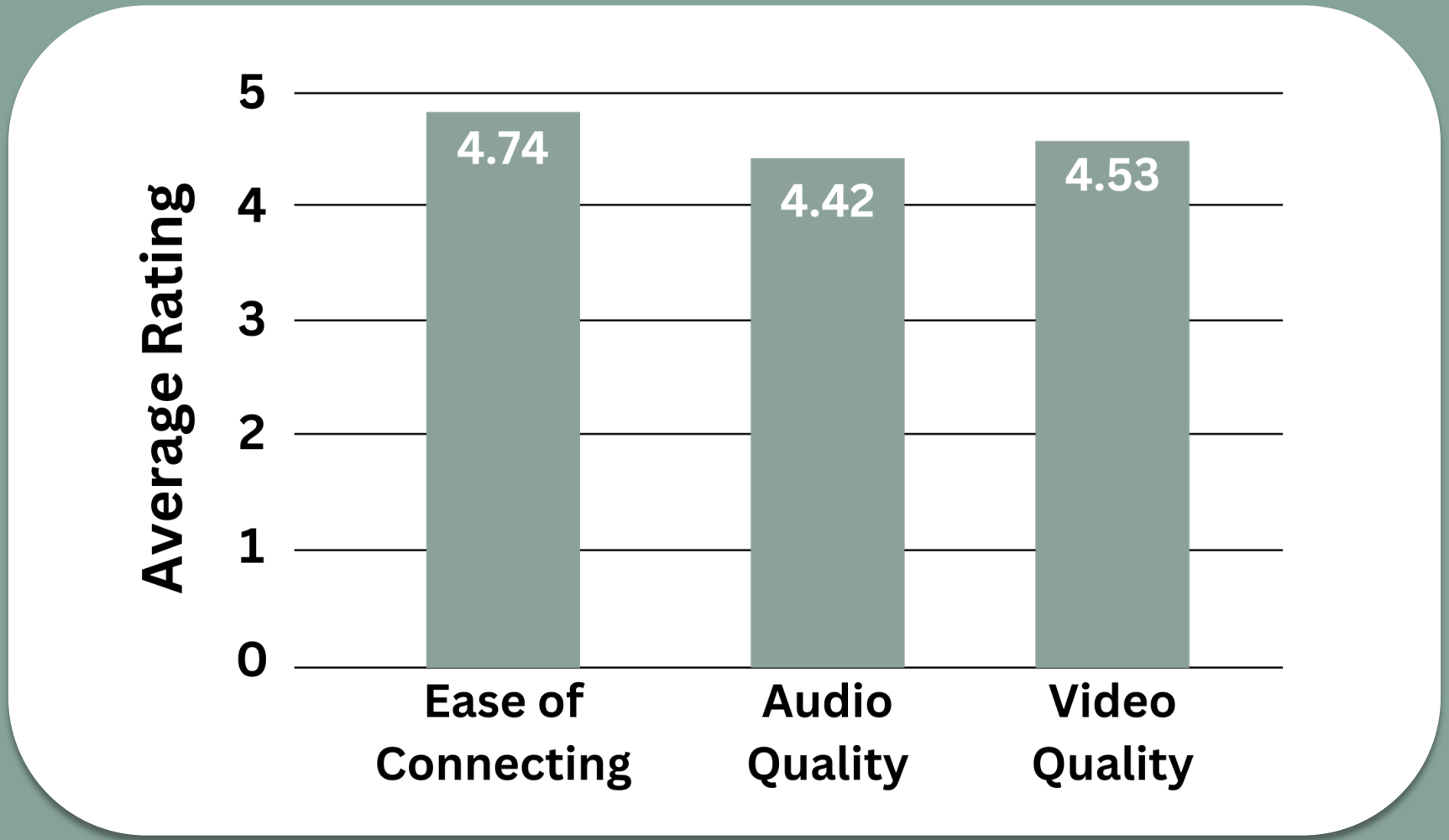
59.7% *Members/Patrons*

37% *not Members/Patrons, but attend FML programs*

98.3% *would consider attending an FML hybrid program*

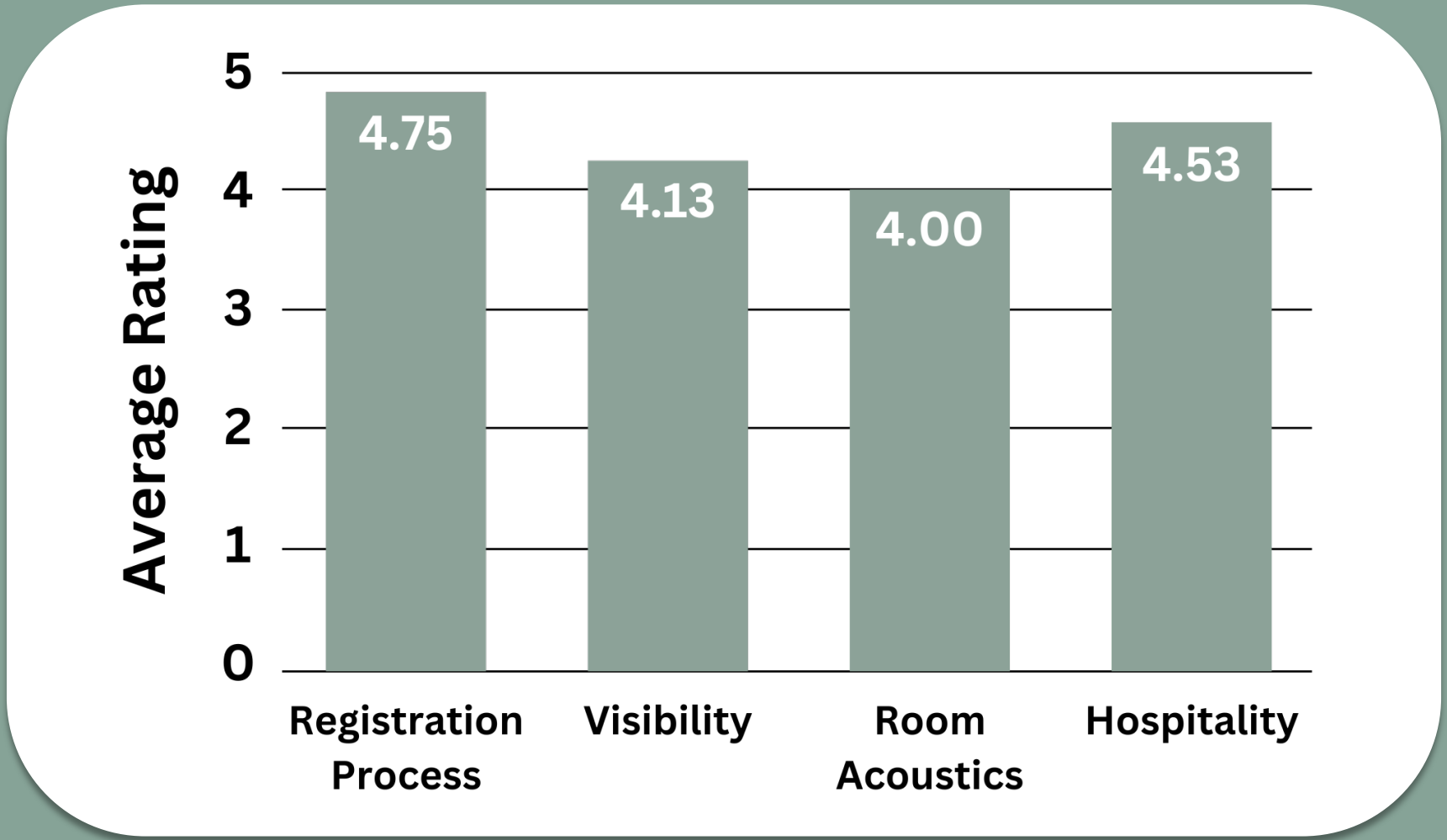
Program Evaluation Survey

Online Attendee Respondents (n=31)



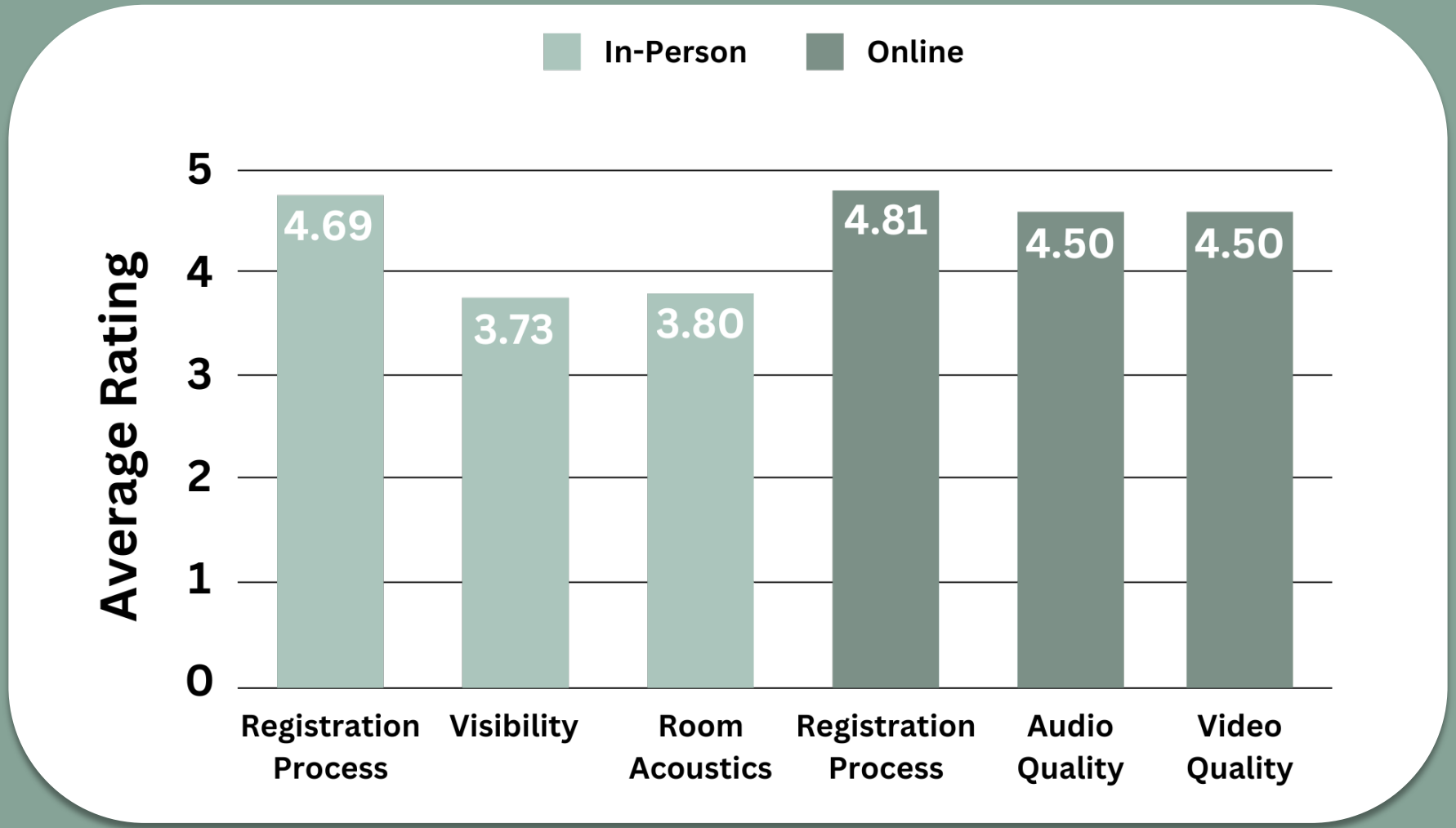
Program Evaluation Survey

In-Person Attendee Respondents (n=8)



Program Evaluation Survey

In-Person & Online Attendee Respondents (n=16)



Focus Groups
Discussion Topics

Online & In-person

Online

Room size and comfort

Networking limitations

Being in the museum

Recordings

Video Room

- (1) Projector
- (2) Two speakers
- (3) 42-inch monitor
- Four microphones
- Projector screen

Video Room

- (1) Projector
- (2) Two speakers
- (3) 42-inch monitor
- Four microphones
- Projector screen

Exhibition Room

- Two speakers
- Partition door

Exhibition Room

- Two speakers
- Partition door

Recommendations

Programming

Software

Hardware

Programming in a Hybrid Model

✓ *Conferences*

Events

⊘ *Courses*

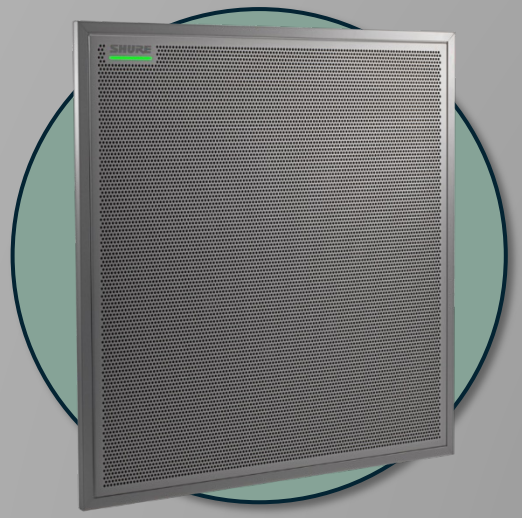
Software Recommendations

zoom

zoom Webinar

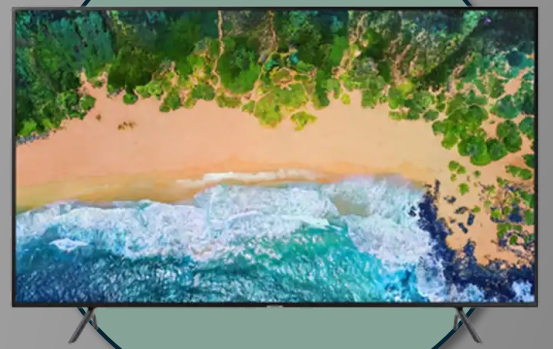
Potential Hardware Technologies

Dual Camera Solution



In-Ceiling Microphone Array

75+ inch TV & 50+ inch Monitor



Digital Control Panel

Possible Configuration of Video & Exhibition Rooms

Thank You!

WPI

FREUD MUSEUM LONDON