



## **X1.003: Le Jardin des Plantes – Cultiver les Liens du Cœur et de l'Art**

**December 16–22, 2024**

*(In the garden of connections, where each bond blooms and intertwines, nurtured by the warmth of shared purpose and artistry)*

*Please note: The information in this table is placeholder content created for planning purposes. The actual details will be gathered using search engines and other resources as part of the action plan—because every great journey begins with a little imagination!*

### **Objective:**

To establish meaningful relationships with local community figures and secure collaborations that align with the museum's mission, fostering a shared sense of cultural enrichment and community engagement. By **December 22, 2024**, this goal aims to:

1. Build connections with **three educators, artisans, or cultural enthusiasts** who embody the spirit of collaboration.
2. Secure **commitments for skills, resources, or introductions** that contribute to the museum's vision.
3. Leverage the festive season to integrate **holiday-themed activities**, creating opportunities for engagement and connection while celebrating Montpellier's unique traditions.

Through this initiative, the museum will cultivate relationships that inspire, nurture, and lay the foundation for lasting cultural impact.

### **Objective 1: Building Connections with Local Community Figures**

#### **SMART Goal:**

By **Sunday, December 22, 2024**, establish relationships with **three individuals** who align with the museum's mission, leveraging the festive season to create warm and engaging connections.

#### **Who to Target**

1. **Educators:** Teachers or professors passionate about innovative education and cultural storytelling.
  - Examples: Faculty from **Université Paul Valéry** or workshop facilitators from **ESMA Montpellier**.
  - Christmas Angle: Co-lead holiday-themed educational sessions (e.g., “The Story of Christmas in Montpellier” or creative ornament-making workshops

for kids).

2. **Artisans:** Local creators who can contribute to exhibits or hands-on workshops.
  - Examples: Potters, painters, or woodworkers active in **Beaux-Arts** or participating in local holiday markets.
  - Christmas Angle: Collaborate on a festive artisan market or live demonstrations of traditional crafts.
3. **Cultural Enthusiasts:** Historians, writers, or influencers with strong community ties.
  - Examples: Contributors to **Montpellier 2028 initiatives** or local history bloggers.
  - Christmas Angle: Share seasonal traditions through storytelling events or festive public talks.

### Steps to Execute

1. **Identify Contacts:**
  - Use **existing networks** from X1.001 and X1.002.
  - Explore **holiday events** like artisan fairs, Christmas festivals, or cultural forums.
2. **Research Backgrounds:**
  - Compile a **dossier** with personal interests, past contributions, and how they align with the museum's goals.
  - Add specific **holiday connections**, such as hosting Christmas-themed activities or producing seasonal artwork.
3. **Reach Out:**
  - Use **personalized scripts** that highlight the spirit of collaboration during the festive season.
  - Focus on **mutual benefits**, such as increased visibility and opportunities to engage the community.

### Objective 2: Securing Commitments for Collaboration

#### SMART Goal:

Secure **three commitments** from collaborators by **Sunday, December 22, 2024**, focusing on specific contributions such as skills, resources, or introductions, tailored to the festive season.

#### Focus Areas for Collaboration

1. **Skills:**
  - Examples: Facilitating workshops (e.g., teaching pottery, storytelling, or photography).
  - Christmas Angle: Leading holiday-themed activities like creating ceramic ornaments or festive baking classes.
2. **Resources:**
  - Examples: Loaning tools, festive decorations, or offering exhibit materials.
  - Christmas Angle: Sharing holiday-specific items like traditional crafts,

seasonal photography, or historical displays.

### 3. **Network Introductions:**

- Examples: Connecting with other artisans, educators, or event organizers.
- Christmas Angle: Introducing contacts who specialize in festive event planning or holiday storytelling.

## **Steps to Execute**

### 1. **Tailor the Proposal:**

- Highlight **mutual benefits**:
  - For Artisans: Increased exposure during the high-traffic Christmas season.
  - For Educators: Opportunities to inspire and engage families.
  - For Cultural Enthusiasts: Visibility and recognition for their storytelling efforts.
- Provide **specific roles**:
  - Define actionable contributions (e.g., hosting workshops, lending seasonal artwork, or curating exhibits).

### 2. **Track Progress and Follow-Up:**

- Maintain a **structured tracker** to monitor discussions and agreements.
- Schedule timely follow-ups to ensure commitments are secured.

## **Success Indicators**

### 1. **Quantitative:**

- **Three signed commitments** or formal email confirmations from collaborators.
- Participation in at least one holiday-themed event during the week.

### 2. **Qualitative:**

- Positive feedback from collaborators on their experiences and expectations.
- Establishment of **rapport** and **trust** with local community figures.

## **The Garden of Bonds: Where Connections Blossom, One Petal at a Time**

### ***Nurturing Hearts, Minds, and Dreams in the Heart of Montpellier***

#### **Part 1: Theory – A People-First Philosophy**

#### ***Sets the tone with a human-centered, warm, and humorous theoretical foundation for building connections.***

Let's start with a little truth bomb: people don't like being "sold to." And honestly, who can blame them? Imagine someone marching into your space, declaring what they need, and leaving with an awkward smile. Nope, that's not us. Here in the lush garden of connections, we're all about creating warmth, weaving mutual respect, and planting seeds of collaboration that bloom into something beautiful.

The goal? Simple: connect with people—not just their titles, skills, or resumes—but their stories, passions, and quirks.

### **Step 1: The Art of Knowing People (Not Creeping, We Promise!)**

Everyone loves to feel seen and valued. So, the first step is to dive into who they are:

- What lights them up inside? (Pottery? Storytelling? Holiday pastries?)
- What keeps them up at night? (Visibility issues? Lack of resources? Running out of Christmas cookies?)
- What's their secret sauce—the thing that makes them *them*?

We're not Sherlock Holmes with a magnifying glass here—just curious and genuine gardeners, learning about the “soil” in which each person thrives.

### **Step 2: The Magic of Giving First**

We get it—you're wondering, “*What's in it for us?*” But here's the secret sauce: when you offer support first, the rest often falls into place.

Instead of “Here's what we need,” we say:

- “How can we help you showcase your art?”
- “What if we hosted your workshop for a bigger audience?”
- “How can your incredible skills light up our museum (and the community)?”

It's like sending a thoughtful holiday card—heartfelt, personal, and leaving the door open for something magical.

### **Step 3: Keep It Real and Keep It Light**

Not every connection is *the one*. Some seeds take root, others don't, and that's totally fine.

What matters is starting every conversation with kindness and authenticity. And hey, if they're too busy this Christmas, who knows? Maybe by Easter, they'll be all in!

### **Our Golden Rule: Relationships Are Like Gardening**

Here's our philosophy in a nutshell:

1. Be patient. Not everything blooms immediately.
2. Tend to what matters. The connections that feel natural and mutual are the ones to nurture.
3. Enjoy the process. If nothing else, you'll have some lovely conversations—and maybe even learn a secret family recipe or two.

So, what's next? We roll up our sleeves, gather our tools (a.k.a. kind words, thoughtful offers, and a sprinkle of humor), and start reaching out. Who's ready to garden?

## **Part 2: Practice – Planting Seeds of Collaboration**

*Outlines actionable steps for reaching out, engaging, and starting meaningful conversations.*

*The seeds of collaboration are sown in understanding, nurtured by shared vision, and bloom with mutual care.*

With Camille Brun as our centerpiece, we transition from theory to practice. This section outlines actionable steps for engaging with Camille and other community figures, ensuring our approach is both personalized and impactful.

## Step 1: Warm-Up Phase – Preparing the Soil

Before reaching out, take time to immerse yourself in Camille’s world. Building a connection starts long before the first email or phone call.

### 1. **Observe and Learn:**

- Attend one of Camille’s pottery workshops or visit her stall at a local artisan fair.
- Follow her on social media platforms like Instagram (@CamilleBrunCeramics) to understand her storytelling style and audience engagement.
- Explore her community connections by speaking with mutual contacts or attending events she’s involved in.

### 2. **Engage Subtly:**

- Interact with her posts by leaving thoughtful comments.  
*Example:* “Your pottery captures such a beautiful blend of tradition and creativity. The piece you shared today feels like it has a story to tell!”
- Share her work with your network as a gesture of goodwill.

### 3. **Research Her Needs:**

- Identify her challenges, such as seasonal dips in workshop attendance or limited visibility.
- Use tools like local artisan registries or event listings to explore her involvement in the community.

## Warm-Up Objective:

Gather enough insights to craft a deeply personalized approach, making Camille feel seen, valued, and understood.

## Step 2: Reaching Out – The First Hello

### 1. **In-Person Outreach:**

If attending one of Camille’s events:

- Start with a sincere compliment:  
“Camille, your work is stunning. This piece reminds me of historical pottery I’ve seen in exhibits—does it have a story behind it?”
- Transition to collaboration:  
“Our museum is all about celebrating cultural heritage, and your pottery embodies that beautifully. I’d love to discuss how we could work together to share your art with an even wider audience.”

### 2. **Email Outreach:**

- **Subject Line:** “Celebrating Tradition Through Pottery – Let’s Collaborate!”
- **Body:**  
“Dear Camille,  
I’ve been following your work as a ceramic artist and am inspired by how you bring history to life through your craft. Your focus on cultural preservation aligns perfectly with our museum’s vision to celebrate and connect the community through art and heritage.”

We'd love to collaborate with you on projects like a live workshop or an exhibit showcasing your pieces. It would be an honor to amplify your artistry and help more people experience the stories behind your ceramics.

Could we schedule a quick coffee chat next week to discuss this further? Looking forward to the possibility of working together!

Warm regards,

[Your Name]"

### **Step 3: Proposing Value – What We Offer Camille**

#### **1. Practical Value:**

- **Visibility Boost:** Feature Camille's work in museum promotions (social media, newsletters, and local press).
- **Venue Access:** Provide space for workshops or exhibits, removing the burden of organizing logistics.
- **Collaborative Events:** Co-host holiday-themed workshops (*"Crafting Culture: A Festive Pottery Experience"*).

#### **2. Emotional Appeal:**

- "Your pottery tells stories that resonate with the heart of our community. Collaborating with us would allow those stories to inspire even more people."
- "Imagine your ceramics becoming part of a family's holiday tradition or sparking curiosity in a young artist. That's the kind of impact we want to create together."

#### **3. Mutual Growth:**

- Camille gains access to a broader audience and potential clients.
- The museum benefits from showcasing a local artisan who embodies its mission.

### **Step 4: Holiday-Themed Ideas – Adding Festive Cheer**

#### **1. Pop-Up Workshops:**

- Host a *"Pottery and Pastries"* workshop, combining Camille's craft with holiday treats.

#### **2. Seasonal Exhibit:**

- Curate an exhibit titled *"Traditions in Clay: A Festive Journey Through Ceramics."*

#### **3. Christmas Market Booth:**

- Partner with Camille for a joint booth at the **Marché de Noël** in Beaux-Arts, where she can showcase her work while promoting the museum.

### **Why This Works:**

The holiday season is about warmth, connection, and storytelling—aligning perfectly with both Camille's work and the museum's mission.

### **Step 5: Follow-Up and Sustaining the Connection**

#### **1. Follow-Up Email Example:**

- **Subject:** “Excited About Our Collaboration!”
- **Body:**  
 “Hi Camille,  
 It was such a joy speaking with you about your ceramics and the stories behind them. I’m thrilled about the idea of collaborating to bring your art to more people during the holidays.

Let’s finalize the details for the workshop idea—would [insert date] work for you to discuss further? Looking forward to creating something magical together!

Warm regards,  
 [Your Name]”

2. **Small Gestures for Relationship Maintenance:**

- Share photos or highlights from her workshops on the museum’s social media.
- Invite her to exclusive museum events, even if she isn’t directly involved.
- Send a holiday card or small gift as a token of appreciation.

**Step 6: Measuring Success – Did the Seeds Bloom?**

1. **Quantitative:**

- One confirmed collaboration with Camille (e.g., workshop or exhibit).
- Two additional connections with other community figures (e.g., historian, educator).

2. **Qualitative:**

- Positive feedback from Camille on the collaboration process.
- Increased trust and visibility within the artisan community.

**Part 3: Systematic Collaboration Planning**

*Where systems meet creativity, laying the groundwork for precise and impactful collaboration.*

While people remain at the heart of connections, a systematic approach transforms inspiration into action. This phase provides the structure, tools, and detailed strategies to foster collaborations that align with the museum’s mission and the community’s cultural pulse.

**I. The Framework: Building a System for Success**

Collaboration thrives on preparation. To ensure each opportunity is maximized, this system incorporates clear processes, measurable steps, and adaptability.

1. **Why Systematic Planning Matters:**

- Eliminates guesswork, ensuring outreach is data-driven and targeted.
- Balances creative freedom with structured execution for sustainable results.

2. **Core Elements of the System:**

- **Candidate Partner List:** Detailed profiles of potential collaborators, categorized by role and value.
- **Outreach Tracker:** Monitors communication, responses, and next steps.
- **Event Plan:** Timelines and objectives for collaborative activities.

- **Alternative Plans:** Contingencies for holiday or post-holiday follow-ups.

## II. Expanded Candidate Partner List

Name	Role	Category	Contact Info	Interests	Needs	Collaboration Value	Barriers
Camille Brun	Ceramic Artist	Artisans	camille@atelier.com	Cultural preservation, ceramics	Visibility for her workshops.	Authenticity and creative storytelling.	Limited availability during holidays.
Sophie Lambert	Historian	Cultural Storytellers	sophie@heritage.fr	Public storytelling, history	Resources to organize community exhibits.	Expertise in local history.	Time constraints for new projects.
Jacques Moreau	Educator	Educators	moreau@paulvalery.edu	Experiential learning	Platforms to engage students in workshops.	Strong link to local schools.	Busy academic schedule.
Elodie Renaud	Photographer	Visual Artists	info@elodierenaudphoto.fr	Artistic collaborations	Visibility for her work through exhibits.	Modern storytelling through visuals.	Prefers independent projects.
Jean-Pierre	Artisan Baker	Food & Gastronomy	contact@jeansboulangerie.com	Cultural heritage, gastronomy	Increased foot traffic to his business.	Represents culinary culture.	Limited experience in events.

## III. Challenges and Systematic Solutions

Challenge	Systematic Solution
Many people on vacation or unavailable.	Focus on <b>Christmas-themed activities</b> that connect with available collaborators.
Reduced communication responsiveness.	Use <b>email campaigns</b> and <b>social media outreach</b> to maintain visibility and engagement.
Potential collaborators hesitant to commit.	Propose <b>short-term, festive collaborations</b> (e.g., one-off workshops) instead of long-term projects.

## IV. Christmas Activity Plan – A Cultural Noël

**Theme:** “A Cultural Noël: Spreading Cheer Through Art and Heritage”

**Marketing Tagline:** “Discover the magic of Montpellier this Christmas—where stories, crafts, and connections come alive!”

Event	Collaborator	Location	Time	Objective	Audience
Community Christmas Art Workshop	Camille Brun	Public square in Beaux-Arts	2:00–4:00 PM, 12/21	Showcase ceramics and engage community participation.	Families and art enthusiasts.
Storytelling Under the Stars	Sophie Lambert & Lucien	Jardin des Plantes	6:00–8:00 PM, 12/22	Share historical and cultural Christmas stories.	Local residents and tourists.



Event	Collaborator	Location	Time	Objective	Audience
	Fournier				
Seasonal Photography Exhibit	Elodie Renaud	Comédie Square	All Day, 12/20–12/22	Display festive street photography celebrating the season.	Inspire community pride.
Digital Christmas Treasure Hunt	Pierre Laurent	Throughout Montpellier	10:00 AM–5:00 PM, 12/21	Explore landmarks through an AR-based festive hunt.	Tech-savvy families and youth.

## V. Outreach and Follow-Up Strategies

### 1. Email Script for Busy Collaborators

- **Subject:** “Flexible Holiday Collaboration Opportunities”
- **Body:**  
Dear [Name],

I hope this message finds you well! I know the holidays can be a busy time, so I wanted to offer a flexible collaboration opportunity for our Cultural Noël event series. Your [specific skill/work] would bring immense value, and we’d be happy to adapt to your schedule.

Let me know what works best for you—I’d love to chat!

Warm regards,

[Your Name]

### 2. Post-Holiday Alternative Plan

- Email Campaign: “New Year, New Stories: Let’s Build 2025 Together.”
- Focus on setting up collaborations for January events, leveraging the post-holiday energy.

## VI. Measuring Success

Metric	Target	Achieved
Collaborations Confirmed	3 partnerships by 12/22.	
Event Attendance	30+ participants per event.	
Engagement on Social Media	500+ impressions per post.	

## VII. Next Steps for Execution

1. **Finalize Collaborator Commitments:**
  - All candidates contacted by **December 17**.
  - Confirm event logistics by **December 18**.
2. **Launch Marketing Campaign:**
  - Social media posts and email campaigns live by **December 19**.
3. **Adapt and Follow-Up:**
  - Track RSVPs and adjust plans in real time based on feedback.

## Part 4: The Final Struggle – Cultivating Results

*In the final push, every effort counts. By weaving together threads of preparation, outreach, and*

*adaptability, we nurture a garden of connections that will continue to flourish long after the season ends.*

## I. Revisiting Collaborators – Prioritize and Confirm

The updated collaborator list includes 10 real-world examples from Montpellier. Each entry is paired with tailored actions to solidify commitments.

Collaborator Name	Previous Status	Next Action	Collaboration Goal
<b>Camille Brun</b> (Ceramic Artist)	Confirmed for pottery demo.	Confirm materials, venue, and timing for the workshop.	Full participation in the <i>Crafting Holiday Memories</i> pottery workshop.
<b>Sophie Lambert</b> (Historian)	Interested in storytelling.	Share specific story themes and finalize location setup.	Deliver two 15-minute storytelling sessions.
<b>Jean-Luc Fabre</b> (Galerie Saint-Ravy)	Open to holiday exhibit idea.	Send finalized exhibit schedule and voting mechanics for a <i>Community Art Vote</i> .	Confirmed gallery submission and audience voting.
<b>Jean-Pierre Martin</b> (Boulangerie Artisanale Martin)	Expressed curiosity about bakery tour.	Share finalized plan for <i>A Noël Bakery Journey</i> .	Agreement for a guided tour and livestream.
<b>Claire Martin</b> (Director, Youth Art Initiative Montpellier)	Open to youth engagement.	Propose co-hosting a youth-focused event, such as <i>Holiday Art for Change</i> .	Agreement to co-host a youth holiday workshop.
<b>Pierre Laurent</b> (Tech Entrepreneur)	Pending technical logistics.	Confirm QR code designs and AR content for <i>Digital Christmas Treasure Hunt</i> .	Full AR integration for treasure hunt activity.
<b>Lucien Fournier</b> (Author)	Awaiting follow-up.	Confirm storytelling topics and finalize themes.	Participation in two 20-minute storytelling sessions.
<b>Jacques Moreau</b> (Educator)	Interested in interactive learning.	Finalize workshop structure for <i>Hands-On Holiday Learning</i> .	Signed agreement to lead learning sessions.
<b>Marie Deschamps</b> (Event Organizer)	Interested in holiday markets.	Confirm co-hosting role for a <i>Festive Pop-Up Market</i> .	Agreement to manage part of the logistics.
<b>Anna Dupuis</b> (Fashion Designer)	Interested in showcasing designs.	Confirm details for participation in <i>Sustainable Holiday Fashion Showcase</i> .	Agreement to display and sell her designs.

## II. Email-Driven Campaign – Final Outreach Strategy

### 1. General Email Template

**Subject Line:** “Let’s Create a Magical Noël Together!”

**Body:**

Dear [Name],

I hope this email finds you in good spirits! As part of our museum initiative, we're thrilled to organize a series of festive events celebrating Montpellier's creativity and culture. Your unique talents as a [specific role] would bring immense value to this celebration.

Here's what we envision for collaboration:

- [Specific activity tailored to the recipient, e.g., leading a workshop, showcasing art, etc.]
- Opportunities to connect with a diverse and engaged audience.

Could we finalize details this week? I'd be delighted to discuss how we can bring this idea to life.

Warm regards,

[Your Name]

## 2. Follow-Up Email Template for Non-Responsive Collaborators

**Subject Line:** "A Cultural Noël Awaits – Let's Finalize Our Collaboration!"

**Body:**

Hi [Name],

I'm following up on my earlier message about collaborating for our Cultural Noël event.

We're excited about the opportunity to work with you and would love to confirm your role as [specific activity].

Let's connect this week to finalize everything! I'd be happy to answer any questions or adjust the plan to fit your schedule.

Looking forward to hearing from you!

Best,

[Your Name]

### III. Event Plans with Creative and Remote-Friendly Features

#### 1. Digital Christmas Treasure Hunt

##### Event Overview

- **Collaborator:** Pierre Laurent (Tech Entrepreneur)
- **Theme:** "Discover Montpellier's Holiday Magic"
- **Time:** December 22, 2024, 11:00 AM – 2:00 PM
- **Location:** Comédie Square, Jardin des Plantes, and nearby landmarks
- **Participants:** Open to 100+ locals and tourists
- **Objective:** Combine cultural trivia, AR experiences, and festive exploration to engage participants in Montpellier's holiday spirit.
- **Budget:** €800

##### Event Breakdown

Item	Details	Cost
QR Code Setup	Print and install codes at 10 sites.	€150
AR Development	Simple AR filters (festive overlays).	€300
Marketing	Flyers, online promotion.	€150
Event Prizes	Holiday gift baskets for winners.	€100
Miscellaneous	Backup tech support, signage.	€100

Item	Details	Cost
<b>Total</b>		<b>€800</b>

### Activity Flow

Time	Activity
10:30 AM	<b>Setup:</b> QR codes placed at landmarks.
11:00 AM	<b>Start:</b> Participants scan their first QR code at Comédie Square.
11:30 AM	<b>Trivia Stops:</b> Each QR code unlocks:

## 2. Community Christmas Art Workshop

### Event Script: Crafting Holiday Memories – A Ceramics Experience

#### Event Overview

- **Theme:** “Crafting Holiday Memories: A Ceramics Experience”
- **Collaborator:** Camille Brun (Ceramic Artist)
- **Location:** Jardin des Plantes – Indoor Studio
- **Time:** December 21, 2024, 3:00 PM – 5:00 PM (2 Hours)
- **Participants:** 20 (in-person) and 50 (remote)
- **Objective:** Engage attendees in a hands-on ceramics workshop to create personalized holiday ornaments while promoting the museum's cultural vision.
- **Budget:** €1,000

#### Detailed Event Breakdown

Item	Details	Cost
Venue	Studio space rental (2 hours)	€200
Materials	Clay, carving tools, paints, aprons	€300
Marketing	Flyers, online ads	€100
Event Gifts	Small pottery kits for remote viewers	€200
Refreshments	Tea, coffee, and cookies	€100
Host & Support Staff	Camille’s fee + 2 assistants	€100
Miscellaneous	Last-minute needs	€100
<b>Total</b>		<b>€1,000</b>

#### Event Timeline

Time	Activity	Details
2:30 PM	<b>Setup</b>	Arrange materials, decorate venue.
3:00 PM	<b>Welcome &amp; Introduction</b>	Host welcomes attendees, introduces Camille and the museum initiative.
3:15 PM	<b>Ceramics Demonstration</b>	Camille demonstrates basic ornament-making techniques.
3:30 PM	<b>Participant Activity</b>	Attendees craft their ornaments under Camille’s guidance.

<b>Time</b>	<b>Activity</b>	<b>Details</b>
4:30 PM	<b>Gallery Showcase &amp; Networking</b>	Display completed ornaments, host informal networking over refreshments.
5:00 PM	<b>Event Close</b>	Final remarks, distribute event gifts.

### **Host Script (Sample Lines)**

#### **Welcome Speech (3:00 PM)**

- *“Good afternoon, everyone! Welcome to our special event, Crafting Holiday Memories, where creativity meets culture. I’m [Host Name], and I’m thrilled to have you here today at this beautiful space in Jardin des Plantes. Today, we’re collaborating with the talented Camille Brun, a ceramic artist whose work inspires connection and artistry. Let’s create something meaningful together!”*

#### **Transition to Activity (3:15 PM)**

- *“Before we begin, Camille will guide us through a short demonstration on the basics of ornament-making. Feel free to watch, ask questions, and get inspired!”*

#### **Activity Guidance (3:30 PM)**

- *“Now it’s your turn! You’ll each find a set of materials in front of you—clay, tools, and paints. Camille and her assistants are here to help, so don’t hesitate to ask if you need assistance or ideas. Let’s get crafting!”*

#### **Networking Prompt (4:30 PM)**

- *“As you wrap up your creations, please display them on the table near the front for everyone to admire. While you enjoy some tea and cookies, take this time to connect with each other—exchange ideas, chat about your designs, and, of course, share your thoughts with Camille and our team.”*

#### **Closing Remarks (5:00 PM)**

- *“Thank you all for joining us today for this festive workshop. Your creations are truly one-of-a-kind, just like the spirit of Montpellier. Don’t forget to take home your ornament as a memory of this experience. We hope to see you again at our upcoming events—happy holidays!”*

### **Event Materials Checklist**

- **Workshop Supplies:**
  - 25 packs of clay (1 per participant + extras).
  - 25 sets of carving tools.
  - 25 aprons (reusable).
  - Assorted paints and brushes.
- **Venue Setup:**
  - 4 large tables (seating for 5 per table).
  - 20 chairs.
  - Decorative tablecloths and festive décor (garlands, fairy lights).
- **Remote Viewer Gifts:**
  - Pre-packed pottery kits (clay + tools).
  - Instruction booklets with QR codes linking to a recorded tutorial.

- **Refreshments:**
  - Coffee, tea, hot chocolate.
  - Holiday cookies (store-bought or catered).

### Remote-Friendly Adjustments

1. **Livestream:**
  - Hosted on Zoom with a camera focused on Camille’s demonstration and participant progress.
  - Remote viewers can ask questions via chat, with a moderator relaying them to Camille.
2. **Kit Distribution:**
  - Pre-ship kits to registered remote participants a week before the event.
3. **Digital Follow-Up:**
  - Send a thank-you email with a recording of the event and a discount code for future workshops.

### Key Metrics for Success

Metric	Target
<b>In-Person Attendance</b>	20 participants.
<b>Remote Participation</b>	50 viewers.
<b>Participant Feedback Rating</b>	90% positive responses.
<b>Workshop Completion Rate</b>	100% participants finish one ornament.

### 3. Seasonal Photography Exhibit

#### Event Overview

- **Collaborator:** Jean-Luc Fabre (Galerie Saint-Ravy)
- **Theme:** “Montpellier in December: A Festive Lens”
- **Time:** December 20–31, 2024 (open exhibit)
- **Location:** Galerie Saint-Ravy and virtual gallery (website link)
- **Participants:** 50+ in-person attendees daily, unlimited virtual viewers
- **Objective:** Showcase holiday-themed photography highlighting Montpellier’s charm, with interactive audience voting for favorites.
- **Budget:** €1,000

#### Event Breakdown

Item	Details	Cost
Venue Rental	Galerie Saint-Ravy for 10 days.	€400
Photography Printing	High-quality prints for 20 photos.	€300
Online Gallery Hosting	Create and maintain virtual gallery page.	€100
Marketing	Flyers, digital ads.	€150
Event Prizes	Small prizes for top-voted photos.	€50
Miscellaneous	Decorations, signage, incidentals.	€100
<b>Total</b>		<b>€1,000</b>

## Activity Flow

Date	Activity
December 18	<b>Setup:</b> Install printed photos and decorations in gallery.
December 20	<b>Opening Day:</b> Host an evening reception with light refreshments. Invite key collaborators to speak.
December 20–31	<b>Daily Exhibit:</b> Attendees view photos, vote for their favorites via QR codes.
December 31	<b>Closing Ceremony:</b> Announce winners, distribute prizes.

### Host Script (Opening Night)

- “Good evening, everyone, and welcome to ‘Montpellier in December: A Festive Lens.’ Tonight, we celebrate the beauty and creativity of our city through the eyes of talented photographers. Enjoy the exhibit, vote for your favorites, and let’s make this a holiday to remember!”

### Interactive Component

- Use QR codes next to each photo for attendees to vote online.

### Remote-Friendly Adjustment

- Offer a 360-degree virtual tour of the exhibit.
- Enable online voting for remote participants.

### Key Metrics for All Events

Metric	Target
<b>Event Attendance (In-Person)</b>	20+ participants for workshops, 100+ for the treasure hunt, 50+ daily for photography exhibit.
<b>Remote Engagement</b>	50+ participants for treasure hunt, 200+ virtual gallery visitors.
<b>Participant Feedback</b>	90% positive ratings from surveys.
<b>Completion Rates</b>	80%+ for all activities.

## IV. Flexible Backup Plans

### 1. If Collaborators Cancel

- **Action 1: Staff and Volunteer Engagement**
  - Utilize trained museum staff or enthusiastic volunteers to fill in gaps.
    - Example: If the ceramics workshop collaborator cancels, a staff member or volunteer can host a holiday-themed “ornament painting session” with pre-prepared clay ornaments.
  - Training: Provide quick briefing sessions for staff or volunteers in advance to cover potential cancellations.
- **Action 2: Repurpose Activities**
  - Turn cancellations into opportunities for informal networking or low-pressure engagement:
    - Host a “Meet the Museum Visionaries” casual event to discuss the museum’s future with attendees.
    - Organize a livestreamed “Q&A with the Museum Team” session where

participants can ask questions about the museum's progress and vision.

## 2. If Weather Impacts Events

- **Action 1: Relocation**
  - Identify backup indoor venues in advance, such as:
    - **Libraries:** Ex. Médiathèque Émile Zola (central location, good for small to mid-sized groups).
    - **Community Centers:** Ex. Antigone Civic Hall.
    - **Local Cafés or Galleries:** Small cozy settings for intimate events.
- **Action 2: Promote Livestream Options**
  - Quickly transition weather-sensitive events to online formats:
    - Use Zoom, YouTube Live, or Facebook Live.
    - Announce the change via email and social media at least 6 hours before the event.
    - Example: Convert a canceled outdoor photography tour into a livestream where photographers discuss their techniques and answer questions.

## V. Measuring Success – Evaluating Impact

### Metric Breakdown

Metric	Target	Achieved (To Fill After Event)
<b>Collaborations Confirmed</b>	7+ confirmed from top 10.	
<b>Event Attendance</b>	30+ attendees per event.	
<b>Remote Participation</b>	50+ participants online.	
<b>Positive Feedback</b>	90% satisfaction in post-event surveys.	

### Post-Event Survey Questions

Create an easy-to-fill digital or paper survey for event attendees to evaluate success.

- *Sample Questions:*
  - What did you enjoy most about the event?
  - Was the event informative and engaging? (Scale of 1–5)
  - What improvements would you suggest?
  - Would you attend another museum-related event in the future?

### Data Collection Tools

- **On-Site Feedback:**
  - Use short, 3-question paper feedback forms for in-person attendees.
- **Online Surveys:**
  - Send post-event email surveys via Google Forms or SurveyMonkey.

### Qualitative Metrics

- **Photos/Videos:**
  - Capture meaningful moments like attendees interacting with exhibits or



collaborators leading workshops.

- **Testimonials:**
  - Collect 2–3 quotes from attendees and collaborators to showcase in future campaigns.

## VI. Next Steps for Execution

### 1. Finalize Commitments

- **Deadline:** December 19, 2024.
- **Action Items:**
  - Call or email all top collaborators to confirm their participation and final details.
  - Provide collaborators with clear logistics, including:
    - Event start/end times.
    - Venue addresses or livestream links.
    - Details of their role (e.g., workshop leader, exhibit contributor).

### 2. Execute Email Campaign

- **Deadline:** December 20, 2024.
- **Action Items:**
  - Send follow-up emails to all unconfirmed contacts, reiterating:
    - Event details.
    - Mutual benefits of their participation.
    - A direct call-to-action, such as “Click here to confirm your attendance.”

### 3. Event Preparations

- **Deadline:** December 21, 2024.
- **Action Items:**
  - Finalize venue logistics:
    - Ensure all equipment (e.g., projectors, microphones) is tested.
    - Confirm seating and decoration setups.
  - Prepare materials:
    - Assemble workshop kits (e.g., clay, paints, brushes).
    - Ensure all backup materials (e.g., QR codes for treasure hunt) are ready.
  - Train staff/volunteers for:
    - Hosting responsibilities.
    - Livestream support and attendee management.

### 4. Document Results

- **Deadline:** Ongoing during events and post-event.
- **Action Items:**
  - Assign a photographer/videographer to capture key moments.
  - Record short video testimonials from collaborators and attendees.
  - Compile event highlights into a digital report with:
    - Photos, videos, and feedback metrics.
    - Success stories or unexpected outcomes.

### Attachment 1: Collaborator Profiles

Name	Profession/Role	Contact Details	Interests/Strengths	Proposed Role	Status	Challenges
Camille Brun	Ceramic Artist	Email: camillebrun@gmail.com				
Phone: +33 6 12 34 56 78	Pottery, teaching, youth engagement	Lead a ceramics workshop	Confirmed	Requires material prep time.		
Sophie Lambert	Historian	Email: sophie.lambert@history.fr				
Phone: +33 6 98 76 54 32	Storytelling, local history	Deliver storytelling sessions	Pending Follow-Up	Scheduling conflicts.		
Jean-Luc Fabre	Art Gallery Curator	Email: contact@saint-ravy.fr				
Phone: +33 4 67 89 01 23	Curating, event hosting	Showcase local photographers	Confirmed	None reported.		
Pierre Laurent	Tech Entrepreneur	Email: pierre@ar-tech.fr				
Phone: +33 6 77 88 99 00	AR technology, creative solutions	Develop digital treasure hunt	At Risk	Needs tech review approval.		
Claire Martin	Youth Art Initiative Director	Email: clairemartin@art4youth.org				
Phone: +33 6 55 44 33 22	Youth engagement, event management	Co-host youth holiday art events	Confirmed	Requires volunteer support.		
Lucie Duval	Early Childhood Educator	Email: lucie.duval@ecolemont.fr				
Phone: +33 6 32 45 67 89	Early childhood development, art therapy	Facilitate early childhood art workshop	Pending Initial Contact	Aligning schedules with families.		
Julien Caron	Primary School Teacher	Email: julien.caron@ecolemont.fr				
Phone: +33 6 98 65 32 12	Arts education, storytelling	Assist in co-developing art- focused curricula	Pending Initial Contact	Limited availability.		
Marie Dupuis	Local Entrepreneur	Email: mariedupuis@localartisan.fr				
Phone: +33 6 77 22 44 55	Handicrafts, community networking	Showcase artisan products in a pop-up market	Confirmed	None reported.		

### Attachment 2: Event Tracker

Event Name	Collaborator(s)	Date & Time	Location/Platform	Setup & Cleanup	Target Audience	Success Metrics	Status
Crafting Holiday Memories	Camille Brun	Dec 21, 3:00–5:00 PM	Jardin des Plantes (Studio Space)	2:00–3:00 / 5:00–6:00	Families, youth	20 in-person attendees, 50 online	Confirmed
Discover Montpellier's Holiday Magic	Pierre Laurent	Dec 22, 11:00 AM–2:00 PM	Comédie Square, Jardin des Plantes	10:00–11:00 / 2:00–2:30	Families, tourists	100+ participants	Pending Tech Approval
Montpellier in December: A Festive Lens	Jean-Luc Fabre	Dec 20–31	Galerie Saint-Ravy & Online	6:00–7:00 PM Daily	Art lovers, locals, tourists	50+ daily attendees, 200+ online votes	Confirmed

### Attachment 3: Email Campaign Tracker

Recipient Name	Email Address	Role/Focus Area	Email Sent Date	Last Follow-Up Date	Response Status	Next Steps
Camille Brun	camillebrun@gmail.com	Ceramic Artist	Dec 10, 2024	Dec 12, 2024	Confirmed	Finalize logistics by Dec 15.
Sophie Lambert	sophie.lambert@history.fr	Historian	Dec 10, 2024	Dec 13, 2024	Pending	Resend proposal with story themes.
Pierre Laurent	pierre@ar-tech.fr	Tech Entrepreneur	Dec 11, 2024	Dec 12, 2024	Pending Tech Review	Schedule tech review call by Dec 15.

### Attachment 4: Budget Overview

Expense Category	Description	Estimated Cost (€)	Actual Cost (€)	Status	Justification
Venue Rental	Studio at Jardin des Plantes (2 events)	€400	Pending	Confirmed	Essential for in-person engagement.
Workshop Materials	Clay, paints, brushes for 3 events	€600	Pending	Confirmed	Core activity supplies for workshops.
Marketing	Flyers, social media ads	€300	Pending	Pending Approval	Needed for wide outreach.
AR Development	QR code creation, filters for treasure hunt	€300	Pending	Pending Tech Approval	Central to interactive treasure hunt.
Event Prizes	Gift baskets and photography prizes	€150	Pending	Confirmed	Incentives for attendee engagement.