



Accelerating Digital Transformation for Museums

Catherine Devine
Microsoft Worldwide Education
Business Strategy Leader –
Libraries & Museums





Catherine Devine

Microsoft Worldwide Education
Business Strategy Leader –
Libraries and Museums





Microsoft's Mission

Empower every person and every organization on the planet to achieve more



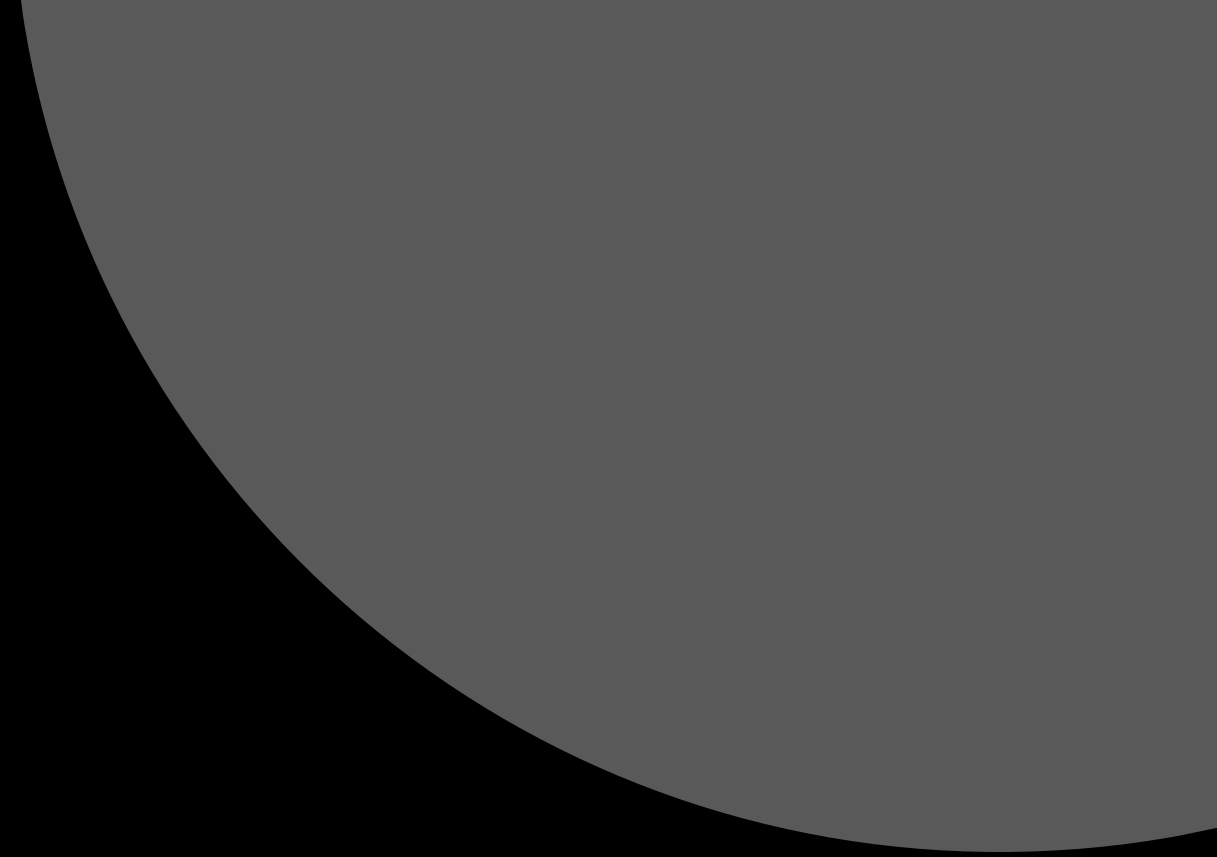
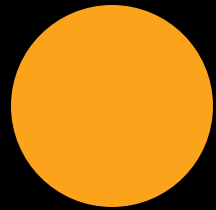
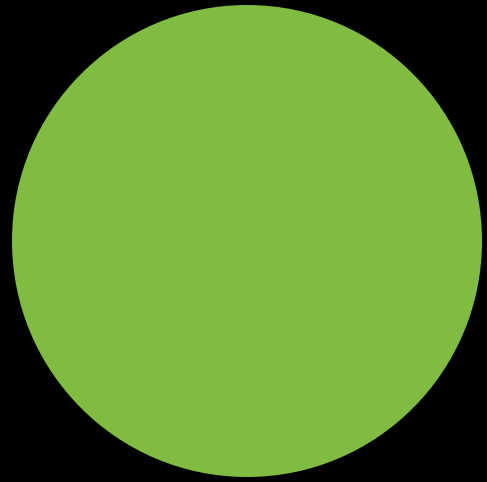
LIBRARIES AND
MUSEUMS



K12



HIGHER EDUCATION



What is
"digital transformation"?



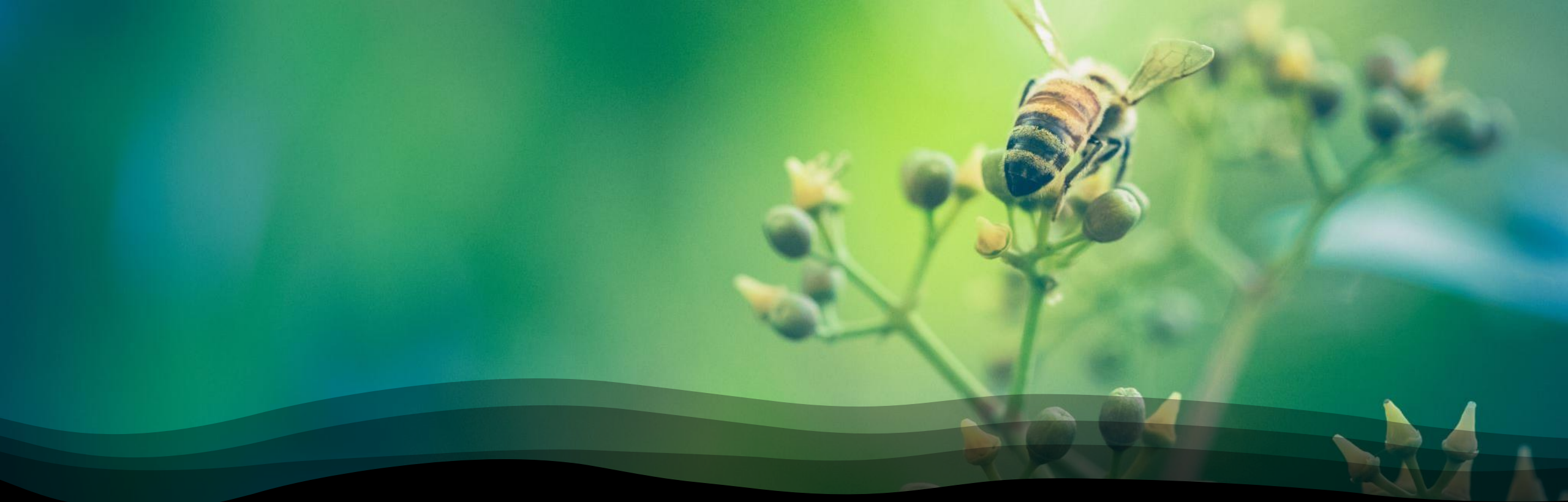
New ways of
working, new
audiences, new
ways to
engage....



...in service of
the Museum's
mission

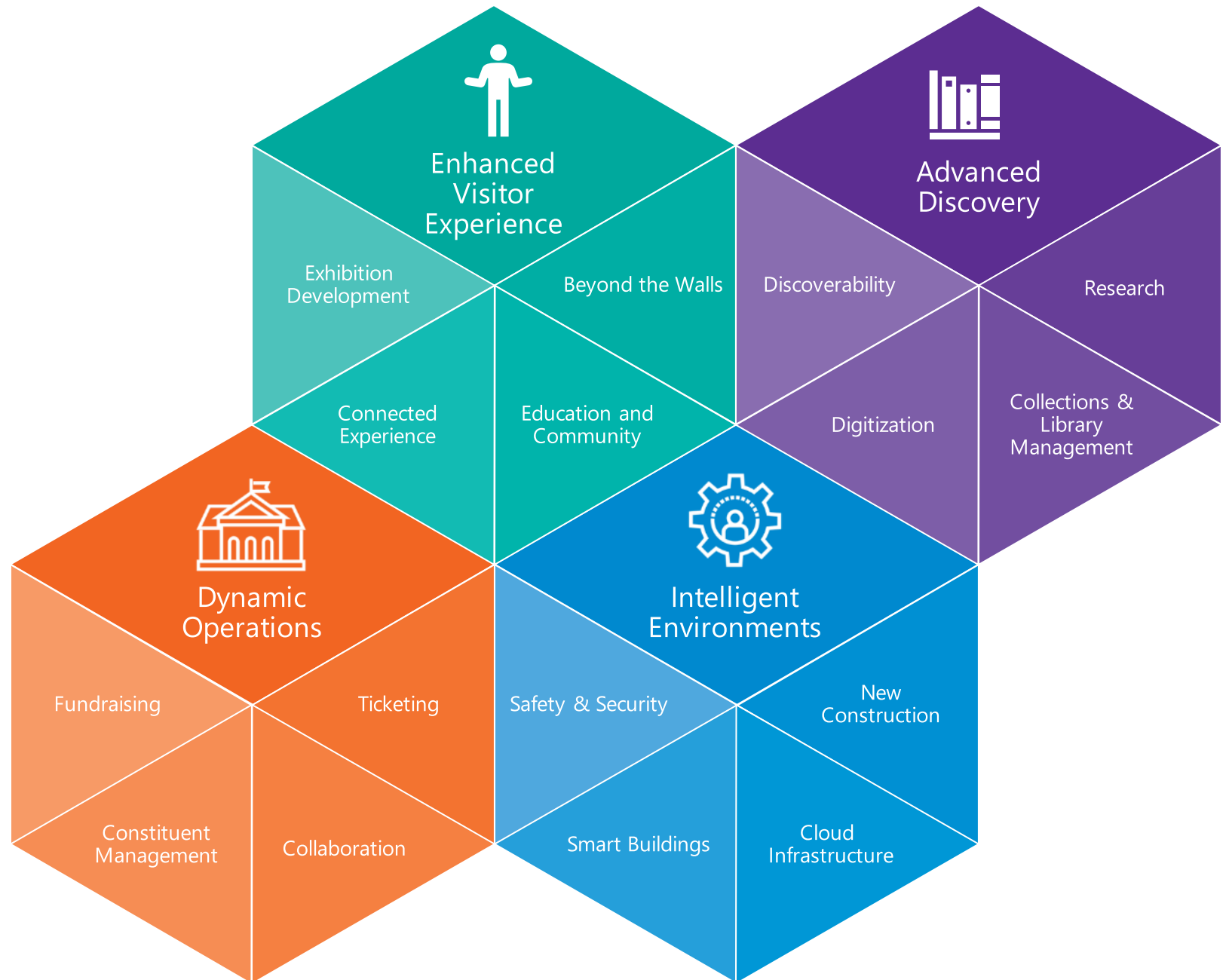
Digital is another tool
in the toolset



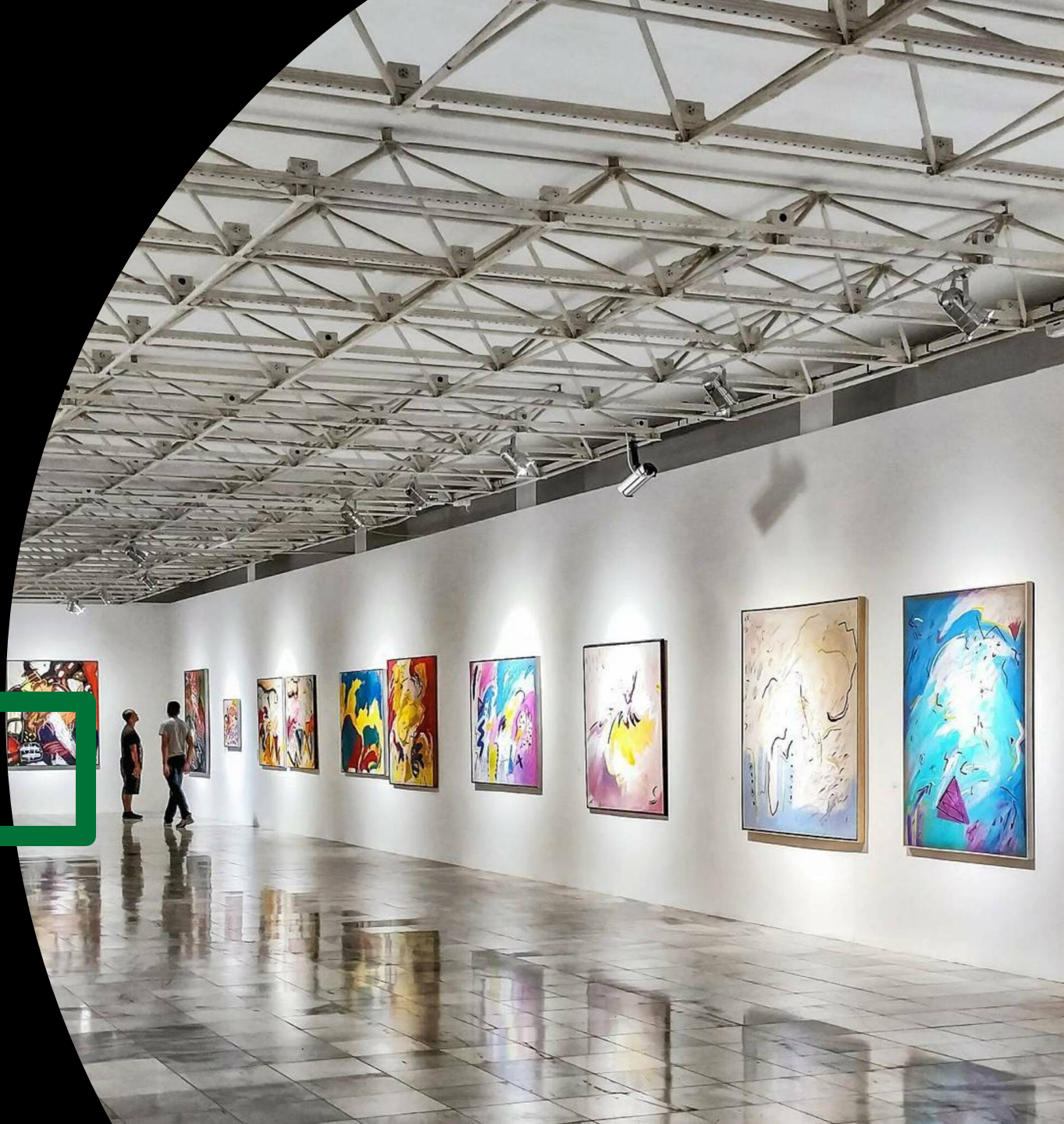


Technology is an enabler of the Museum's mission

Libraries & Museums Digital Transformation Framework



How has COVID-19
accelerated digital
transformation in
Museums?





"Necessity (or crisis) is
the mother of
invention"

Immediate Response to COVID-19

01

REMOTE WORK

02

VIRTUAL
PROGRAMMING

03

VIRTUAL TOURS

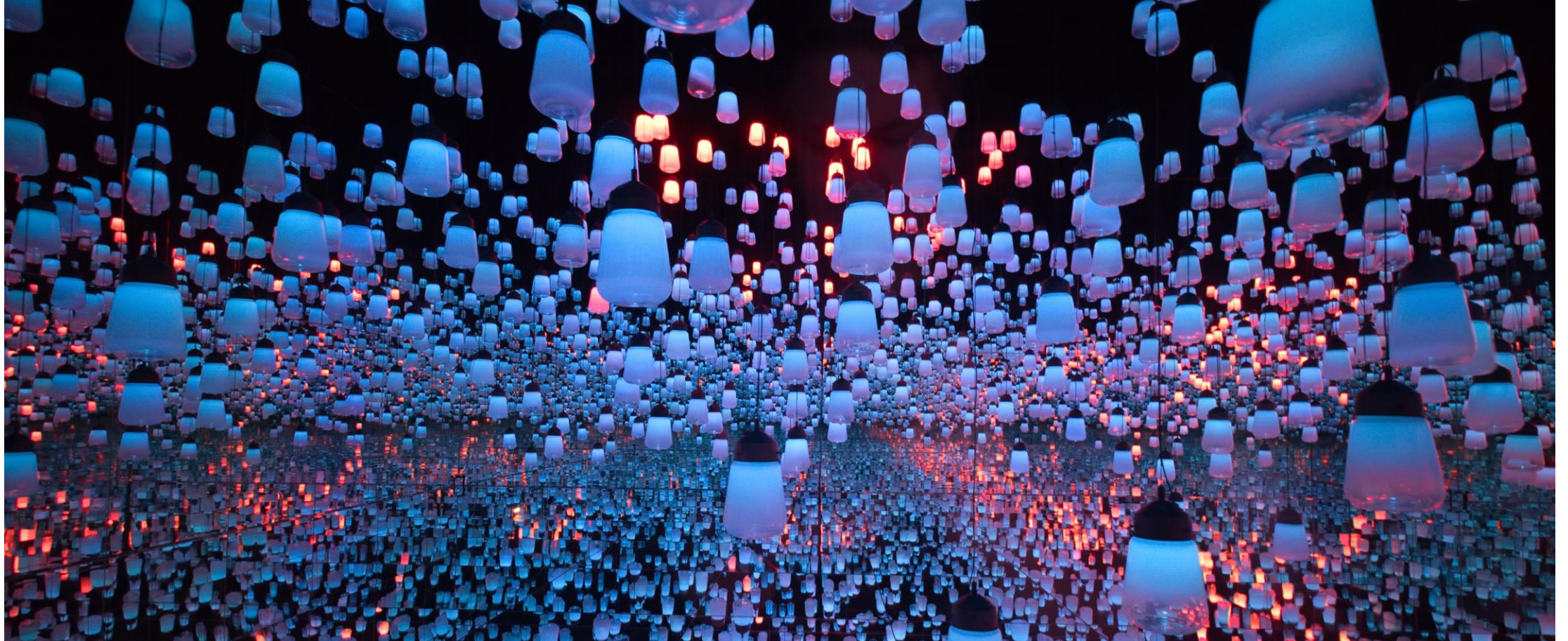
04

MONETIZING
DIGITAL

05

SOCIAL MEDIA

We are now more primed for digital transformation



Remote
Everything.



Near Term Response to COVID-19

01

CONTACTLESS
PAYMENTS

02

TIMED ENTRY

03

ONLINE
TICKETING

04

REMOVING
TOUCH SCREEN
INTERACTIVES

05

MONITORING
CROWDS



Is this the
right
experience to
achieve our
mission?

We will look back on this as a time of
pivotal change



Longer Term Opportunity

01

SEEING DIGITAL
CHANNELS AS
INCREASING
ACCESSIBILITY

02

REACHING
LARGER
AUDIENCES

03

ENGAGING
MORE
AUDIENCES

04

DIVERSIFYING
REVENUE

Technology is an enabler of the Museum's mission





THANK YOU