

4. Other areas

Solutions that worked for a short time

Different services that gained some interest and demand during the height of the COVID crisis, like remote guided tours or specialized podcasts might be a case in point. Here we need to remember that special conditions invite special solutions. Something that works in the absence of ordinary services may see some success in that moment but might well lose out easily when the ordinary logic of museum offerings returns after the crisis.

High-risk and low-risk solutions

Among the high-risk and low-risk solutions introduced were:

- *Working remotely.*
- *Changing the choice of channels of communication with stakeholders.*
- *Digitizing various activities and elements of the institution's programme.*
- *Introducing online activities.*
- *Increasing employees' digital competences.*
- *Implementing visiting restrictions.*
- *Introducing outdoor events.*
- *Reducing the work schedule and implementing savings due to decrease in income - suspension of research work and the previously planned exhibitions weren't organised.*
- *Introducing online activities.*
- *Introducing new offer which was available for recipients remotely.*
- *Purchase of equipment needed to record and stream events online.*
- *Increasing the activity of the institution in social media.*
- *Modernizing the institution's website.*
- *Increasing the number of digitized objects.*
- *Transition to remote communication (inside and outside the organisation);*
- *Acceleration of the digital circulation of selected documents and remote implementation of selected procedures.*

- *Increasing employees' digital competences.*
- *Cutting back on the expenses and limiting them to the necessary ones.*
- *Increasing investments in online activities.*
- *Postponing events and costs related to them for the following years.*

These changes were made mainly due to official regulations and restrictions issued by the government as well as the need to adapt to pandemic conditions and limited access to the public. Another goal was to maintain the relationships with the stakeholders and to keep the staff of the organisation employed as well as maintain the interest of visitors during periods of museum closure or during visitation restrictions. Other reasons for the implementation of these changes included: lack of funds, reduction of income due to visiting restrictions.

A good example of a high-risk solution would be putting a lot of resources in a short timeframe to an investment that would be potentially good, but of which we have very little actual researched information. A large and very cutting-edge digital exhibition would be a case in point, as not only is the potential number of users a very murky question, but it is also yet unclear how it would be best to get reliable income for a museum from a virtual attraction like this.

“One should not be afraid to abandon the old patterns of previous activities. New fields of action have made it possible to reach new audiences”.