**Marketing Champion of the Year**

**Highly Commended**

Marketing Champion of the Year, entry by: Dr Judith A Ingram, Head of Policy and Planning

Name of Nominee: Heledd Fychan

Job Title: Corporate Affairs and Advocacy Manager

Organisation Name: Amgueddfa Cymru - National Museum Wales

Organisation Address: Cathays Park,

Town: Cardiff

Postcode: CF10 3NP

Contact Number: 02920573268

Email: heledd.fychan@amgueddfacymru.ac.uk

Twitter Account: @heleddfychan

Why are you nominating this person?

Two years ago, it was confirmed that the Museums Association Conference was coming to Wales in October 2014. Heledd played a key role in securing the conference, and along with colleagues, who'd been involved in the bid, was adamant that the whole of Wales would benefit from the conference. She also wanted there to be a public facing element, something that had never happened before as part of the MA conference.

So began the idea of a Welsh Museums Festival to coincide with the conference. Heledd began discussing her idea with the Fed, CyMAL and the all-Wales marketing team and they agreed to support it and help it become a reality.

There were two strands to the Festival – one advocacy which was led by the Fed and supported by Heledd, and one marketing which the All-Wales Marketing Team agreed to lead on (namely Nicola Williams), with support from Rachael Rogers (then President of the Fed) and Heledd. The three of them worked closely in terms of developing marketing materials, messages, soical media initiatives and securing press coverage for the Festival. They also ran two workshops – one in Cardiff and one in Llanberis – to enthuse museums from all shapes and sizes from every corner of Wales to support the Festival, and develop their own marketing opportunities.

Heledd also instigated the showcase project of the Festival – the Pop up Museum created in the foyer of the Wales Millennium Centre from the 9-12 October (Details here: http://www.museumwales.ac.uk/blog/?cat=2429). This again was her idea, and she inspired colleagues from Amgueddfa Cymru from a whole range of different departments to get involved as well as the Cardiff Story Museum and the Heritage Lottery Fund in Wales, who then funded the project. She coordinated the publicity and social media for this project, and a great deal of television and radio coverage. The Deputy Minister for Culture and Sport visited the #popupmuseum and donated an object, along with about a hundred and twenty members of the public (some of whom were celebrities who tweeted about the project).

If I were to summarise why Heledd deserves to be the Marketing Champion of the Year for Museums, it is simply because it was her ideas, determination, drive and skills that enthused others to help create both the Festival and the pop up museum. It is likely that neither projects would have happened were it not for her, and these were without doubt the showcase marketing projects for Museums in 2014. All Museums in Wales benefitted from the public engagement and publicity linked to these projects, and a likely legacy is that the Welsh Museums Festival will be repeated again this year.

As a result of the Festival and #popupmuseum, new partnerships were created and colleagues in the sector who’d previously shied away from marketing and social media developed the skills and confidence to engage with the public through different forums such as Twitter. Whilst it was a team effort to deliver these, Heledd without doubt played an essential role and ensured a high quality, bilingual and engaging festival and pop up museum.