



Ramping Up in the Digital World; History Enlarges the Audience

*Terry Richey, CMO, National Trust for
Historic Preservation*



National Trust *for*
Historic Preservation

Passionate Preservation!

Why Storytelling Matters

Terry Richey, Chief Marketing Officer
National Trust for Historic Preservation



Save the past. Enrich the future.

The Power of Story



The Greek story formula: the dramatic arc



The Dramatic Arc

The elements



The conflict

The turning point

The resolution

Using stories for marketing

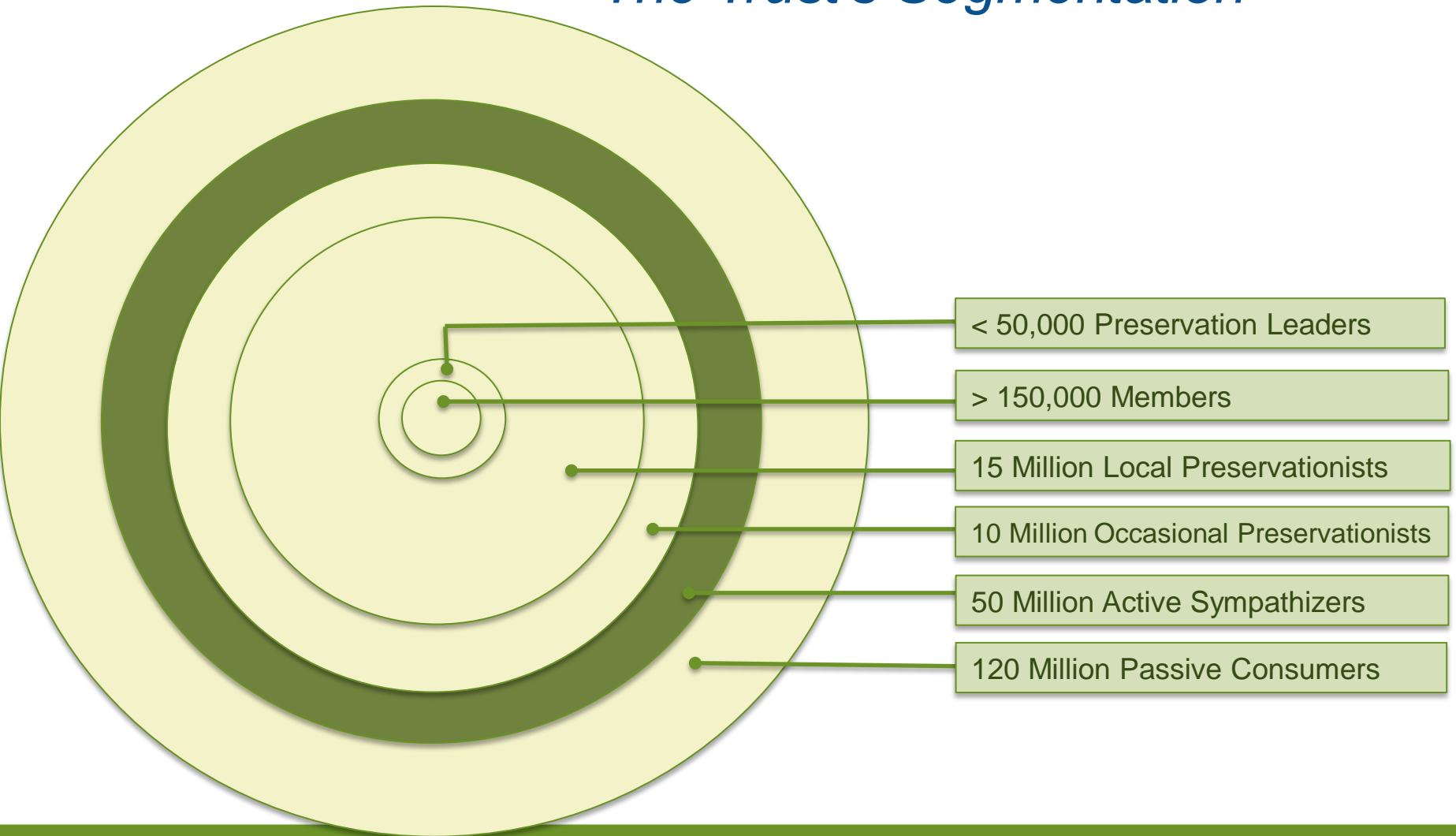
Be authentic

Know your audience

Know where you want to go

Knowing our Audience

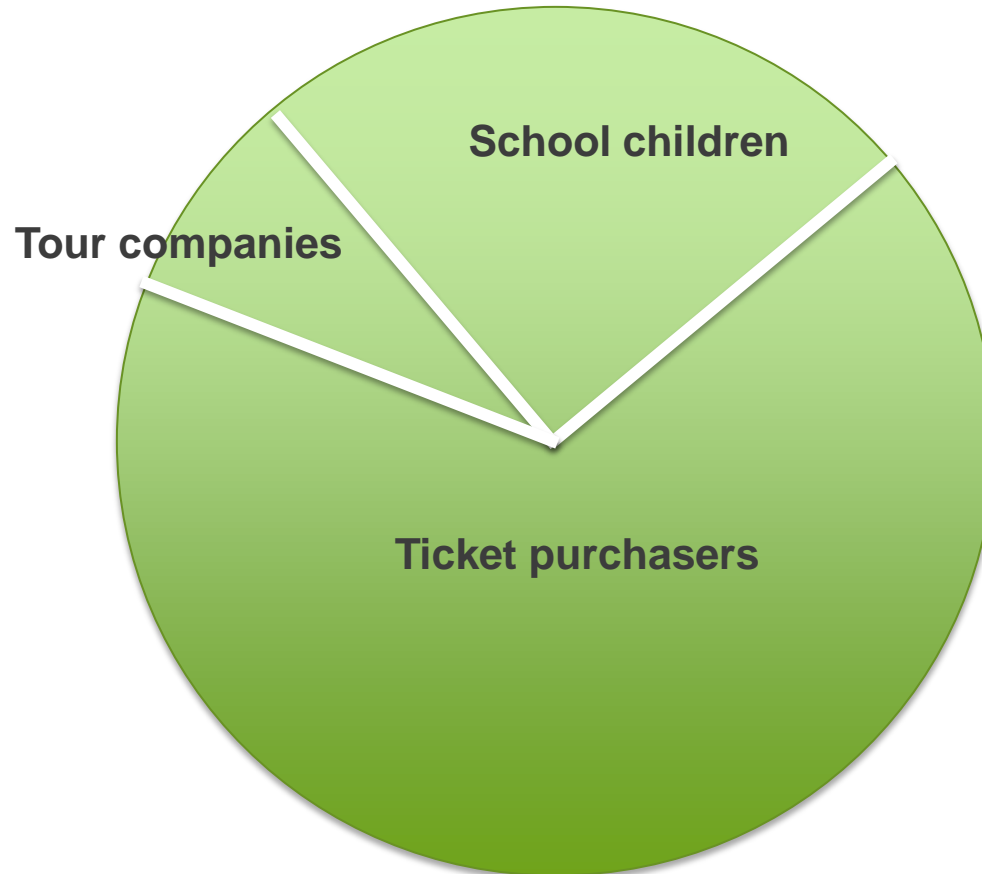
The Trust's Segmentation



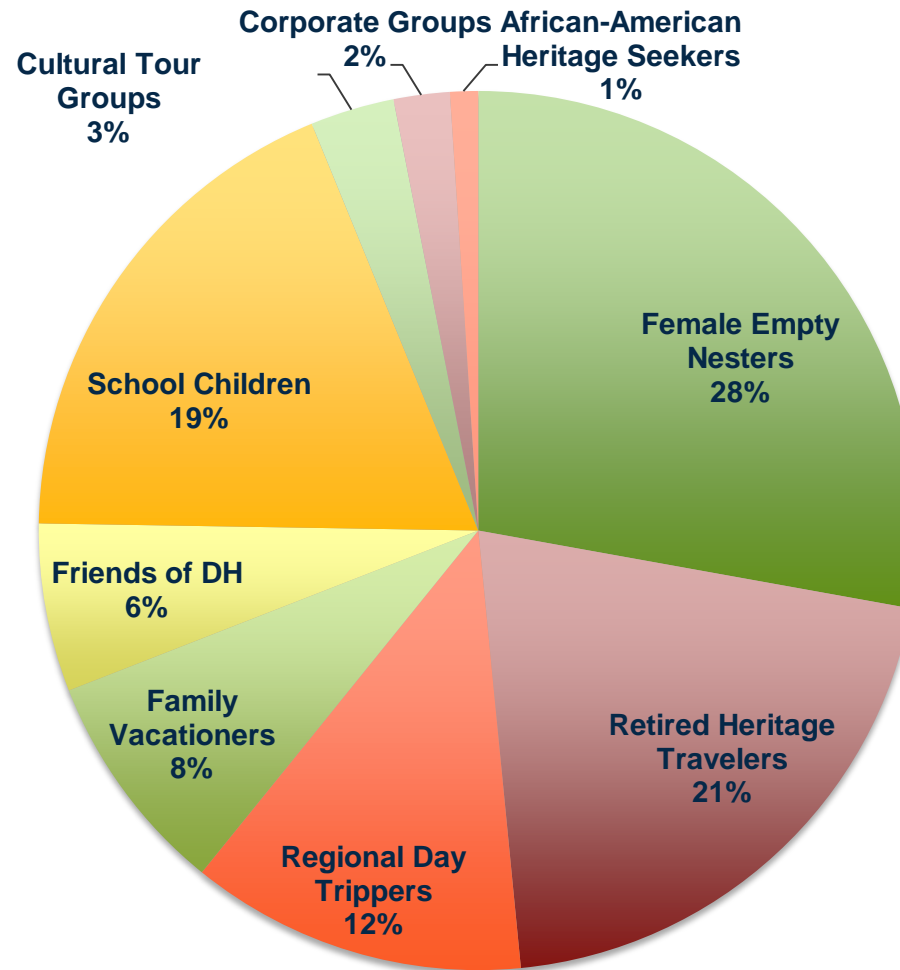
Behind the stories



Where we began...



How our thinking has evolved



African-American Connections at Drayton Hall



African American Heritage Seekers

Past Annual
Visitors

400

Potential Visitor
Segment

42,000

Learn about your audience

Visitor Surveys

Online Surveys

Focus Groups

Message Testing

Messaging Survey

Which reason speaks to you the most when it comes to preserving, protecting, and restoring historic places and landmarks?

Messaging Survey

We save America's most important historic places for the next generation.

We protect the places that remind us why we are proud of our country.

Messaging Survey

We save America's most important historic places for the next generation. 92%

We protect the places that remind us why we are proud of our country. 73%

Handwritten stories – The Pfister Hotel



The Packers' good luck charm

24 Oct, 2013



For three decades, Jane has been going to Packers games. She grew up in Kenosha and from the time she turned 16 she drove every year to a game. And every year – EVERY YEAR – the team won.

"Thirty years, 30 games, 30 wins," she says.

Jane now lives in Florida with her husband, Lenny. They still come to Wisconsin every year for a Packers game. And they always stay at the Pfister Hotel. I met her during her most recent visit at the Pfister's Lobby

FOLLOW THE PFISTER ON THE WEB



MOLLY SNYDER – THE CURRENT NARRATOR



Molly Snyder has lived in Milwaukee her entire life. She started keeping a diary when she was four and published her first poem at age 10 called "The Unicorn" in the now-defunct Shorewood Herald. Today, she writes less about mythical creatures and more about Milwaukee people and places.

She is a senior writer at OnMilwaukee.com, where she has worked for the last 12 years. Telling people's stories is her passion.

Contact Molly via email at molly@staff.onmilwaukee.com

Follow @mollysnydermke

Storytelling – The Peabody Hotel

Historic Timeline

To learn more about the amazing history of the Peabody Memphis Hotel, click on the corresponding time period below.

1886-1923



1925-1939



1940-1959



1960-1979



1981 rebirth





The Peabody Ducks

October 1

The duck tradition marches on at The Peabody Memphis. This year marks the 80th Anniversary of the Peabody Ducks, a tradition that began in Memphis in 1933. Here's a look at the Peabody Duck March through the years with photos from the 1940s, 1960s, 1980s, and today.



Like · Comment · Share

1,427 87 266



The Peabody Memphis' Anniversary 20,000 Fans in 144 Years

Help us celebrate The Peabody's 144th Anniversary by gaining 20,000 Fans on The Peabody Ducks Facebook Page.



The Peabody Ducks

Like This Page · August 26

It's The Peabody Memphis' Anniversary week, help us celebrate! If we reach 20,000 fans by September 1st we will give away a one night's stay along with the opportunity to be Honorary Duckmaster, and Dinner with the Duckmaster for two at Chez Philippe to one lucky fan that enters the contest below.

So LIKE, SHARE, ENTER!

Enter Contest Here: <http://woobox.com/i2psga>

Like · Comment · Share

258 people like this.

Top Comments

122 shares

Kim Davis Head Love the Ducks.. Have spent many Thanksgivings, Birthdays, Anniversaries, and Christmases at the Peabody!
Like · Reply · August 27 at 11:33pm

Rich Kelly One of our favorite places, always went there for drinks when we were in downtown Memphis. Spent New Year's eve there with daughter, Danielle. Spent our anniversary in the Danny Thomas suite one year. Can't miss Christmas and all the super



The Peabody Ducks

Like This Page · August 16

As another Elvis Week comes to a close, we celebrate the life and legacy of the 'King of Rock N Roll.' From attending his senior prom in our Continental Ballroom, to signing his first contract with RCA in our Grand Lobby, The Peabody Memphis is honored to have been the backdrop of many of Elvis' life events. What's your favorite Elvis song or memory? (Elvis pictured with Bernard Lansky, Clothier to the King)

Like · Comment · Share

186 people like this.

Top Comments

40 shares

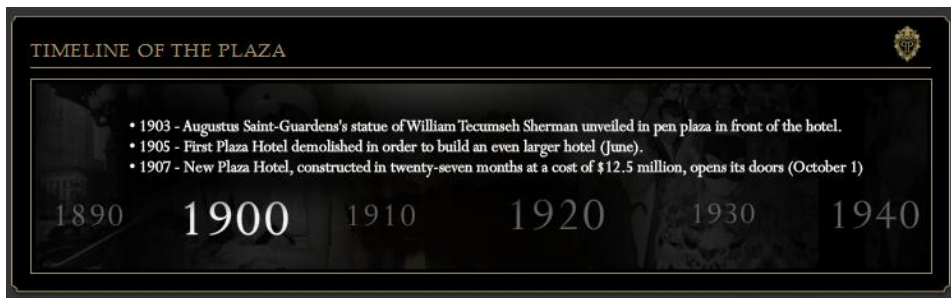
Kathy Flynn If I can Dream is my favorite song
Like · Reply · 4 · August 16 at 4:18pm via mobile

Sharon Carlson American Trilogy.....& How great thou art.
Like · Reply · 2 · August 16 at 10:41pm via mobile

Roben Jones Too many Elvis favorites to list, but the American Studios and Nashville Marathon session songs would have to be among them...
Like · Reply · 1 · August 16 at 6:06pm

Storytelling – The Plaza Hotel

- Book written by official historian
- Videos about the restoration
- Interactive timeline
- Architectural tour
- Blog



Eloise – The Plaza Hotel



Riverlorian

The American Queen Steamboat



Digital Storytelling – Fairmont Hotels

