

Estonian War Museum – General Laidoner Museum is pleased to invite you on a virtual study trip on **June 29, 11.00-13.30 CET** to show how our museum has coped with the COVID-19 pandemic.

Agenda

11.00 Introduction

11.20 How COVID-19 has affected the number of visitors? Hellar Lill, Director

11.45 Marketing activities during COVID-19 pandemic. Sandra Niinepuu, Head of Marketing and Public Relations

12.00 Break

12.15 Our digitization processes in the museum during COVID-19. Liisi Poom, Head Curator of Collections

12.40 Military heritage guide: developing museum outside the museum. Patrik Rang, Strategy Adviser

13:00 Questions and discussions

Study trip will take place in Zoom <https://us02web.zoom.us/j/86018017668>