Future Architecture Platform Matchmaking & PR Conference, 18 – 20 February 2016
Opened January 2015
Promotion of architecture, urban planning, design, art and culture
Architectural convention which takes place every year since 2000
Focus on web portal, direct mail, and social media.

- **Monthly Sessions**: 10,500
- **Monthly Page Views**: 32,800
- **Email Newsletter Subscribers**: 20,000
- **Oris Facebook**: 8,000 +
- **Oris Instagram**: 2,500 +
- **Oris Twitter**: 500 +
- Facebook, Instagram, Twitter
- generating interest
- fostering the community
- connecting with visitors
- advertising exhibitions and events
- following FB pages of other cultural institutions
- increasing engagement — FB events, giveaways
press release / pitch based on the audience of the media

exhibition and product publicity
Add partnership (el Croquis)
Posters (faculties, libraries, other cultural institutions, student centers)
Flyers
Days of Oris promotional film
Gallery building as a communication value:

- Multimedia hall
- Library
- Readers’ corner Forcimer
- Club restaurant Voncimer as a commercial service
Visitor centered:

- Regulars
- Volunteers
Student exhibitions
Brand identity (magazine, symposium and House of Architecture)

Communicating “the story”: Opening exhibition and First Birthday exhibition
Other cultural events
creating a new content around planned event
pr and marketing at lower cost
brand awareness
attracting diverse audience
LOYALITY PROGRAM

- widening visibility
- offering benefits to our members
- Oris club as a communication tool
Segmentation marketing — targets: investors, manufacturers, construction companies, suppliers and designers, business people, financial institutions

Building opportunities — developing profit-making products allowing Oris business partners to promote their services and products through immediate contacts and events involving architects
MARKETING STRATEGY

- Attracting resources: donor support, government and local grants, foundations, corporate support, members
MARKETING STRATEGY

Commercial activities:

- promotion in Oris magazine, Oris web and Days of Oris symposium
- rental of facilities – private and corporate events (bringing in first-time visitors)
- museum restaurant
Using our communication channels
TITANJEKRETNINE
Stambno-poslovna zgrada – Zagrebačka
Ponedjeljak 29. siječnja, 10.00 - 12.00, PAVILJON "SADRIJ", ATELIER "SADRIJ"; 16.00 - 18.00, CENTAR ZA OBRAZOVANJE I NAUNJERSTVANJE.

Oris Kuća Arhitekture slavi prvi rođendan

Zagrebačka Oris Kuća arhitektura slavi gasnik dara te će taj petak početkom obožavatelja noćni manifestacije Noć devastacija, o kojoj će biti otvorena izložba "izložba prvog rođendana". Zanimljivost će svoje svojstvene nade putem video, fotografije, muzike, oluja hladno posudio s veličinom priznanih arhitekata koji su zdravljivaju u Kucem arhitektura. Na više od šest lokacija atraktivnog prostora završen je mistični dizajn tokol na štreda Forundzer, ukrasni prostor radnje fasajsa i partner Oris te klub roomsa Vincenc. Užaj je izložen za sve posjetitelje, a izložba će se moći razgledati do 13. veljača.
Making a story (architects and visual identity)
Community centered – Museum night
Offering visibility to sponsors
CALENDAR OF EVENTS

publishing Oris issue 102

Days of Oris 16, Zagreb

publishing Oris issue 101

publishing Oris issue 100

publishing Oris issue 99

publishing Oris issue 98

Weekend with Oris; 20.5. – 22.5.2016.
hotel Valamar Isabella Resort, Poreč

Weekend with Oris; 8.4. – 10.4.2016
hotel Kompas, Dubrovnik

publishing Oris issue 97

1st birthday Oris House of architecture
Thank you!

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