

# Grand Egyptian Museum Public Relations and Sustainability: Breaking Down Barriers with Communities

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Mennat Allah Taher, Sameh Gamal and Tarek Tawfik

## Abstract

This research examines the public relations strategy of the Grand Egyptian Museum (GEM), a mega-project that has achieved significant success during the Covid-19 and the trial visit in breaking down barriers and engaging with its community and promoting sustainability. For instance, public relations (PR) are the planned and sustained effort to establish and maintain goodwill and mutual understanding between museums and the public. Through a qualitative analysis of the museum's PR activities, this research reveals the importance of effective communication in building positive reputation and fostering a sense of community engagement among stakeholders. The findings suggested that the museum's strategic approach to PR has contributed to its success in promoting its mission and values, and in breaking down barriers between the museum and its community. This research contributes to the understanding of the role of public relations in promoting sustainability and community engagement in museums and offers practical recommendations for museums seeking to adopt similar strategies.

## Key Words

Public Relations, Grand Egyptian Museum, Sustainability, Community Engagement, Covid-19.

## Introduction

The Egyptian government has designated a plot of land with the great pyramids of Giza as a backdrop for the Grand Egyptian Museum (GEM). (GEM is designed to house more than 100,000 artifacts.<sup>1</sup> The Grand Egyptian Museum's foundation stone was laid on February 4, 2002, to announce to the world that Egypt is committed to building a significant cultural monumental edifice and to send a global message that the Egyptian civilization will always be a source of enlightenment<sup>2</sup>.

GEM's vision is to be consistently ranked among the top museums in the world, and to be perceived and positioned on an equal footing with the world's most established museums. This meant that the design of the museum's identity had to adhere to international best practices in branding such large organizations<sup>3</sup>. The logos of the world's largest and most elaborately established museums reveal common design approaches: they are mostly very simple logos, adopting a clear and minimalist style, often typographic, with concepts that are somewhat abstract and not visually directly related to the artifacts on display in the exhibitions.<sup>4</sup>

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1 State Information Service", Grand Egyptian Museum-Egypt's Gift to the World), April. (2023 Retrieved July 2024 from: <https://sis.gov.eg/Story/180044/Grand-Egyptian-Museum-...-Egypt's-gift-to-the-world>

2 Nevine El-Aref", The Grand Egyptian Museum will be the first eco-friendly museum in Egypt: GEM supervisor-general, "ahram online", Feb. 2022, 25 Retrieved May 2024 from: <https://english.ahram.org.eg/NewsContent/1/1238/461765/Egypt/Tourism/The-Grand-Egyptian-Museum-will-be-the-first-ecofri.aspx>

3 Mennat Allah Taher, Ossama A.W Abdel Meguid, and Sameh Gamal Saad", Museums, Media and Sustainability Break Down the Barriers with Communities Grand Egyptian Museum (GEM) (As Case Study), "Unpublished Master Thesis, Museum Studies Program, Helwan University. 36-41, (2020),

4 Tarek Atrissi", Grand Egyptian Museum Branding: The Design Process Beyond the Controversy, "Tarek Atrissi Design, 2017 Retrieved June 2024 from: <https://www.atrissi.com/grand-egyptian-museum-branding-the-design-process-beyond-the-controversy/>

Not all people who work in the public relations field agree on one definition for 'public relations'. 'Each practitioner has a slightly different definition, depending on his or her public relations experience'.<sup>5</sup> Western Australian Museum defined PR as; "the management of public opinion to earn the goodwill and understanding of the public. The public for a museum is not just its visitors but also the staff and volunteers, members, government officials, and potential sponsors".<sup>6</sup> In addition, the main features of the positive museum PR experience include the museum activities as a non-profit organization, the goodwill, the reputation between the museum and the public.<sup>7</sup> Figure 1

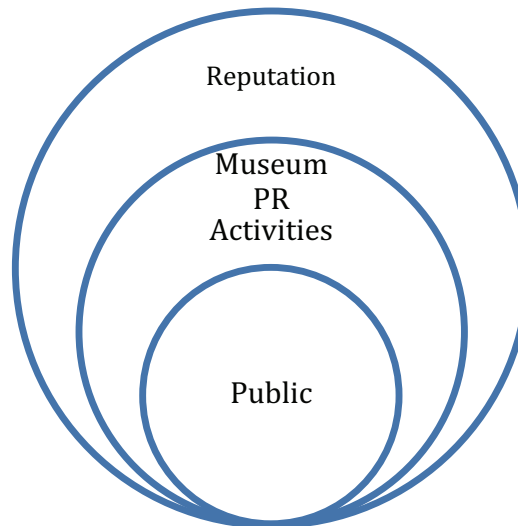


Figure 1 :The Main Features of the Positive Museum PR Experience.

PR forms are traditionally printed publications, press, television, radio, and events; the digital PR comprises of online publications, blogs, podcasts, social media, and online events. With all the tools that social media and content creation websites offer, it is simple to make the organization's statement unique and distinctive. Being creative is crucial since search engine optimization (SEO) (and visibility are the primary goals of digital PR).<sup>8</sup> Traditional PR is more direct for two reasons: its format and its distinctive goals; they rely on shaping public opinion through the organization's positioning and emphasis in the traditional channel that was selected to be used. Certain organizations may benefit from combining the two strategies due to the varied goals that various firms may have.<sup>9</sup>

Public relations, whether traditional or digital, have benefits. Knowing the differences between the two is helpful when determining which strategy to use. Whatever the chosen PR strategy the essential thing is to stay current with changes in the

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5 NYIJUKA, KAMBAHO NARASI, "The Role of Public Relations in Promoting Government Development Programmes :A Case Study of Microfinance Support Centre Limited in Kampala", MAKERERE UNIVERSITY.16-38,(2016),

6 Grunig, L. A & Grunig, J. E. "Public Relations Research Annual ".Vol).3 Routledge.1-92 :(2014

7 Mennat Allah, T, Ossama, A.W, and Sameh, G.S, "Museums, Media and Sustainability Break Down the Barriers with Communities Grand Egyptian Museum) GEM (As Case Study)", Unpublished Master Thesis, Museum Studies Program, Helwan University.36-41:(2020),

8 GORYACHEV, A, KARMALOVA, E, KIURU, K, KRIVONOSOV, A, and PESKOVA, E: "From text to communication product: transformation of genres and text forms in digital age." In "Humanities and Social Sciences :Novations, Problems, Prospects" HSSNPP (2019 Atlantis Press .233-237, (

9 CHATTERJEE, S & KAR, A. K: "Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India", International Journal of Information Management Vol.102103:(2020) 53.

market to employ the most effective strategies.<sup>10</sup> Using PR tools can increase the effectiveness of websites. Websites assist museums in achieving their strategic goals, such as growing memberships, donations, and volunteerism. They convey a desirable brand and institutional knowledge. There is a positive and interactive relationship between PR tools and activities and long-term community engagement in museums, since special events are one of the most likable tactics used by museums to earn money or involve museum enthusiasts in the organization.<sup>11</sup>

The concept of sustainable development arose largely from the work of the Brundtland Commission in 1987, which was established by the World Commission on Environment and Development, and was defined as development that meets the needs of the present without jeopardizing future generations' ability to meet their own needs.<sup>12</sup> Museums participate in the concept of SDGs which refers to: long-time promoting self-awareness and local identity, long-time increasing visitor numbers, long-time building museum's brand, long-time increasing revenue through online exhibitions, events, and programs, sustaining attract new audiences, achieving sustainable development goals<sup>13</sup>.

## Methodology

This research followed a quantitative approach by collecting and reviewing references about PR sustainability and GEM. All the conventions discuss digital interpretation activities, and the research conducted includes books, articles, theses, and photos that focus on such topics related to the GEM and sustainable communities through PR and media field.

The research depended on an analysis of PR tools and activities of the museum, highlights the importance of PR and the social and cultural value of sustainability, links it with the museum scenario and people's interest, and estimates its impact on achieving sustainable community engagement through interacting with social and cultural programs.

The research additionally depended on representing the Grand Egyptian Museum (GEM) as a case study through using the statistics of Facebook and the visitors' feedback during the Covid-19 and trial test, that emphasizes the importance of the activities of PR during the standard times and the crisis times.

## Public Relations in The Grand Egyptian Museum

According to the definition of PR of Western Australian Museum, 2024 "Public relations is the management of public opinion in order to earn the good will and understanding of the public. The public for a museum is not just its visitors but also the staff and volunteers, members, government officials and potential sponsors".<sup>13</sup> GEM considers developing an online library, a virtual museum, and a virtual reconstruction of archaeological sites using advanced information technology systems. GEM will become a reference center for Egyptology by integrating such electronic facilities with real museum experience. The use of technology with media in GEM research departments will benefit the fields of documentation and registration, design, and display of art objects.<sup>14</sup>

Figure 2 (shows GEM Activities During Covid-19 and Trial Visits). Although GEM is still a project and has not been opened fully yet, during the period before the pandemic, during covid-19 and the trial visits, the museum's staff offered many events, conferences, lectures and online services as trial to test the quality of the services and the audiences' feedback.

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10 Ilieva, M. D. "TRADITIONAL PR VS DIGITAL PR". *KNOWLEDGE-International Journal*, Vol. 57, No. 97- : (2023) 1. 101

11 Schroeder, R. "Social theory after the internet: Media, technology and globalization", UCI Press. 210: (2018)

12 Brown, K. "Museums and Local Development: An Introduction to Museums, Sustainability and Well-being". *Museum International*, Vol. 71, No. 13-1 : (2019) 4-3. <https://doi.org/10.1080/13500775.2019.1702257/>

13 "Western Australian Museum". Public Relations, "Government of Western Australian". (2024 Retrieved June 2024 from: <https://museum.wa.gov.au/research/development-service/public-relations>)

14 Mennat Allah, T., Ossama, A. W., and Sameh, G. S. "Museums, Media and Sustainability Break Down the Barriers with Communities Grand Egyptian Museum (GEM) (As Case Study)", Unpublished Master Thesis, Museum Studies Program, Helwan University. 36-41, (2020),



Figure 2 :GEM Activities During Covid-19 and Trial Visits.

## Shares Mission

### Media News Reports

From day one of the museum's construction ,the Grand Egyptian Museum has allowed many media agencies and channels to come to the work site and the Conservation Center to present news reports and documentary movies ,in the framework of the awareness and organic promotional perspective ,as a means to engage communities during the construction and the trial visits till the official opening is announced<sup>15</sup>.

### Facebook Page

GEM relied on the Facebook page to improve the engagement rate on this page ,the decision to upgrade the Facebook page by providing new content though asking the followers ,the administrators and staff at the Grand Egyptian Museum )GEM (love to interact with all who enjoy ancient Egyptian heritage<sup>16</sup>.

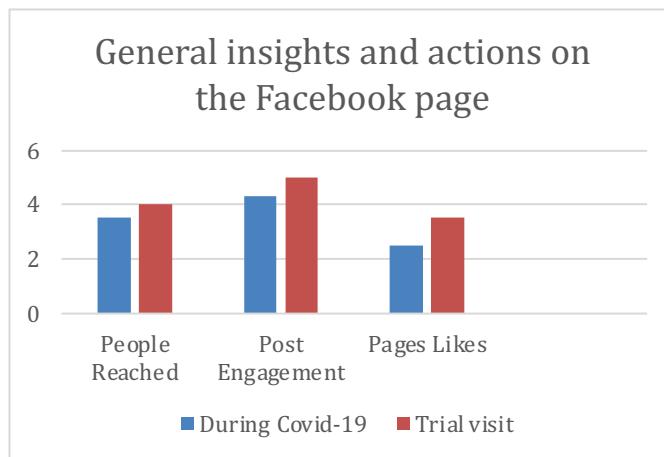
Museums worldwide are starting to use media to get the communities engaged online with new interactive museum experiences during normal times .This became obvious during the crisis) Covid-19 ,(when media could be used to deliver knowledge to communities ,thus breaking down all barriers .<sup>17</sup> Depending on statistics of upgrading the Facebook page and page analysis during Covid-19 and trial visits ,the following results were found:

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15 Egypt Today Staff” ,Photos :Grand Egyptian Museum project nears completion as Prime Minister conducts inspection“. Egypt today ,Feb.2024 Retrieved July 2024 from :<https://www.egypttoday.com/Article/1/130124/Photos-Grand-Egyptian-Museum-project-nears-completion-as-Prime-Minister>

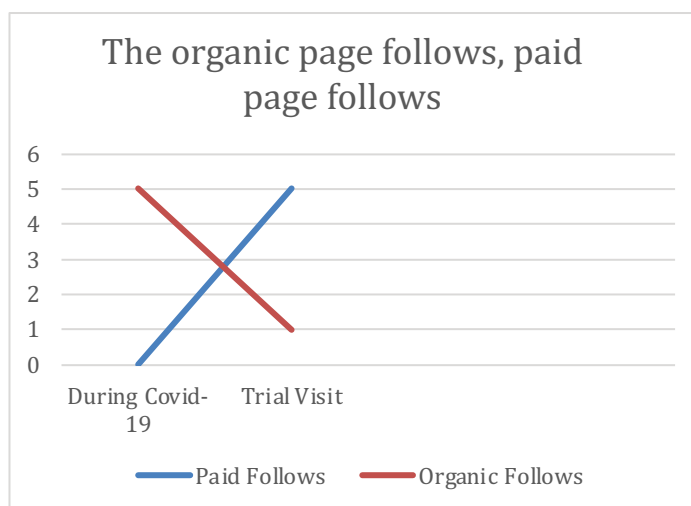
16 Grand Egyptian Museum ,Facebook ,May .2024 Retrieved June ,2024 ,24 from <https://www.facebook.com/GrandEgyptianMuseum>

17 MICHAEL ,L.E .and MICHAEL ,H.F” ,.The Digital Leap :Museums Adapting to COVID 19-and Beyond) “ICOM.(2023 Retrieved,2024from<https://icom.museum/en/news/the-digital-leap-museums-adapting-to-covid-19-and-beyond/>



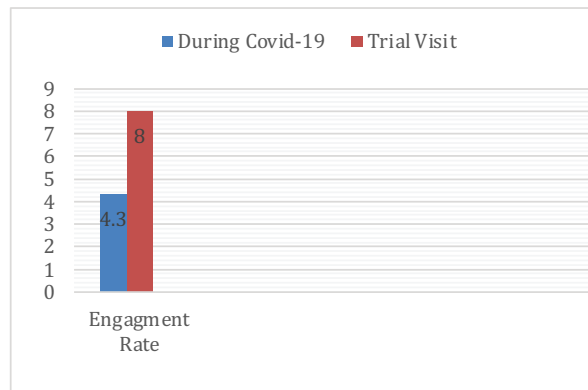
**Figure 3 :**General Insights and Actions

Figure) 3 (shows that the level of performance and actions on the Facebook page works stably ,and GEM keeps improving its content to upgrade the Facebook page.



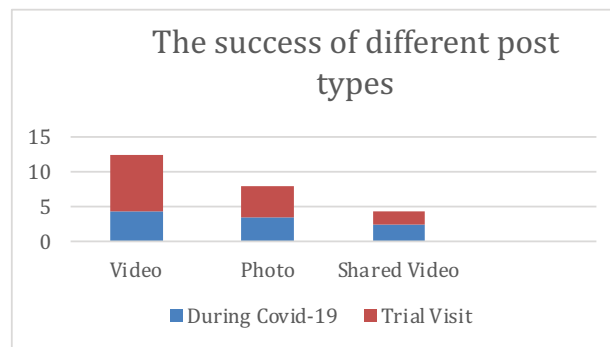
**Figure 4 :**The Organic and paid Page Follows

Figure) 4 (shows that the organic promotion which refers to unpaid advertising due to the continuation of work in the museum, as it was still a project during covid-19 and trial visit .It has people Reached Post-engagement page likes ,Organic Follows ,Paid Follows not been opened yet ,but it is simply to find a great level of reach posts and reach more follows.



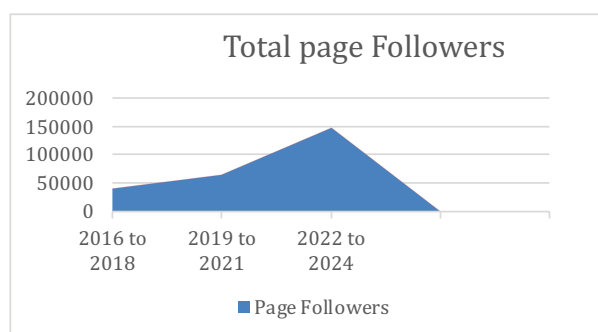
**Figure 5 :**Engagement Rate During Covid-19 and Trial Visits.

Depending on the standard ,the best practice of the engagement rate is about 3% ,but here as shown in figure) 5 (the engagement rate of GEM during the pre-opening is more than 3% . That is the great result to reach with no paid activities during the construction phase .So ,it is expected to increase this result to triple in the future.



**Figure 6 :**The Success of Different Post Types

As shown in figure) 6 (the followers like different post types according to media outlet;here finding the most successful post is sharing videos about GEM progress more than the shares videos of news.



**Figure 7 :**Total Facebook Page Followers

Figure) 7 (shows that the GEM page followers were 40000 by the end of 2018 and then were 63,863 till 2021 and now in May 2024 GEM reached 148000 followers by offering activities ,events ,and sharing the followers 'recommendations after asking them which post types they would prefer to publish on GEM Facebook page .Therefore ,the museum put in its policy the best practice concept to sustain the engagement and break down the barriers with all communities during their physical visit or online visit of GEM website and social media platforms.

## **Shares Research and Knowledge**

### **International Tutankhamen GEM Conferences**

The Grand Egyptian Museum) GEM (launched its first of many scientific conferences which focus on the treasures of King Tutankhamen in May 2015 .Since this time ,five scientific conferences have been held ,the latest one was in May 2019 .During its five sessions ,the conference dealt with aspects related to King Tutankhamun and his archaeological collection ,which is considered one of the greatest archaeological treasures ,not only in Egypt but in the whole world.

### **Tutankhamun – The Immersive Exhibition**

During the trial visits ,the GEM opened the Immersive Tutankhamun Exhibition ,through which visitors can embark on a journey with the golden King Tutankhamun ,who dazzled the world with his tomb on its discovery .Through an interactive experience ,using state-of-the-art digital projections ,visitors will be able to take themselves back to ancient Egypt ,and they can embark on an audio-visual journey dating back more than 3,400 years ago .It can captivate over 100,000 visitors<sup>18</sup> .

### **Lectures and Events**

GEM offered many lectures and events during Covid-19 within the framework of promoting its research and sharing experiences .GEM learning sector held lectures as bold plans and exciting prospects for knowledge dissemination .As well as GEM marketing department organized a lecture in cooperation with the Alexandria Museum of Fine Arts. Furthermore ,GEM held 4 educational and promotional events which targeted the students 'local community public, private ,international ,and special needs schools .The GEM held lectures about quality in health ,safety ,environmental management systems and sustainability ,as the GEM received two ISO certificates :the certificate of international standards for quality management systems) ISO90 ,(and the certification of international standards for environmental management systems) ISO 14001 :2015 ,(in addition to the ISO certificate for occupational safety and health )ISO45001 :2018(Thus ,obtaining these ISO certificates at the international and regional levels gives positive impact and reflects on increasing the international and local tourism ,due to applying the mechanisms especially designed to measure and ensure visitors 'satisfaction in the safety ,health ,quality control and environmental sustainability<sup>19</sup> .

## **Drives awareness and engagement**

### **Covid-19 booklet” We Have Never Stopped :In the Face of Corona“**

A booklet has been issued by the museum .The contents cover museum directives on how to overcome the Covid-19 pandemic

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18 Ministry of Tourism and Antiquities ”.The Immersive Tutankhamun Exhibition.(2024),”Retrieved June2024 from:<https://:egy monuments.gov.eg/events/the-immersive-tutankhamun-exhibition/>

19 Ghada ,A .,and Mahmoud ,E .A” .,Role of the Grand Egyptian Museum in promoting international tourism to Egypt“. Journal of Association of Arab Universities for Tourism and Hospitality .43-65 :(2021) 20.3 Retrieved July 2024 from:[https://:journals.ekb.eg/article9\\_160582\\_abaa6a9c04fd5da66e75c87e8ca526d.pdf](https://:journals.ekb.eg/article9_160582_abaa6a9c04fd5da66e75c87e8ca526d.pdf)

that will also serve as a strong foundation for the personnel dealing with future outbreaks .These guidelines have allowed the museum to achieve a balance between the health and safety of the staff while sustaining continued work essential for the project's success .The work has never stopped ,as all those involved strive to complete this great institution ,which is the dream of every lover of the Egyptian civilization and its heritage<sup>20</sup>.

### **”Visit Now and Visit Again“**

During the Covid-19 time and trial visits ,GEM received many VIPs during their visit to Egypt ;the whole delegation was in awe of the Egyptian antiquities presented at GEM and applauded the great achievements of GEM staff involved in this huge project ,whose opening the world is eagerly awaiting<sup>21</sup>.

### **Promotional videos**

Due to the interest of the whole world in the ancient Egyptian civilization and its ancient heritage ,which is regarded as a representative of the heritage of all mankind ,the media channels and individuals rushed to participate in promoting the museum before the opening and preparing for it .In addition ,in the context of the promotional plan of the museum, several promotional and documentation videos are provided by the GEM<sup>22</sup>.

### **GEM Public Relations and Sustainable Development Goals**

Phrases like »inclusivity» ,»accessibility» ,»sustainability »and» ethics »are included in the ICOM new museum definition. Representatives from over 500 museums worldwide voted to pass the new definition at the ICOM Extraordinary General Assembly in the Czech Republic capital ,with 92% voting in favor of the new definition .<sup>23</sup> Furthermore ,the sustainable development is divided into three pillars.<sup>24</sup>

The SDGs are the framework for building a better and more sustainable future for everybody .They target global issues such as poverty ,inequality ,climate change ,environmental degradation ,peace ,and justice .These 17 goals are all interconnected ,and it is critical that we achieve them all by 2030 to leave no one behind).<sup>25</sup> Figure 8(

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20 Grand Egyptian Museum ,Facebook ,May .2024 Retrieved June ,2024 ,24 from <https://www.facebook.com/GrandEgyptianMuseum>

21 Grand Egyptian Museum ,Website .2024,Retrieved July,2024 ,10 from :<https://visit-gem.com/en/home>

22 Grand Egyptian Museum ,Facebook ,May .2024 Retrieved June ,2024 ,24 from <https://www.facebook.com/GrandEgyptianMuseum>

23 International Council of Museum .(2022) .International Council of Museum .Retrieved April ,2023 ,5 from <https://icom.museum/en/resources/standards-guidelines/museum-definition/>

24 Arruda Filho ,Norman de Paula and Hino ,Marcia Cassitas and Przybylowicz Beuter ,Barbara Sueli .”Including SDGs in the education of globally responsible leaders) ,”Emerald Publishing Limited.856-870 :(2019

25 United Nations”.Sustainable Development .(2015) ,”Retrieved July ,2023 ,4 from <https://www.un.org/sustainabledevelopment/>





Figure 8 :Sustainable Development Goals) ,United Nations 2015.(

The GEM is dedicated not just to conserving cultural heritage ,but also to sustainability .It is one of Egypt’s first ecologically friendly green cultural buildings ,supporting social harmony ,economic prosperity ,and environmental conservation .<sup>26</sup>GEM provides opportunities for partnerships in heritage presentation ,education ,marketing ,promoting ,and gender equality. PR also promotes further SDGs about using green energy and climate control] Figure 5 [in museums .Green or sustainable building design and construction is a method of using resources wisely to create healthier ,better quality ,and more energy-efficient structures .The goal of green building is to strike a balance between high quality construction and little environmental effect.<sup>27</sup>

Furthermore ,the General Supervisor of the Grand Egyptian Museum project and the surrounding area explained that all aspects of green building and sustainable development are being integrated into the museum project ,including obtaining green building certificates ,in line with its cultural value and being one of the world’s most important and largest museums .<sup>28</sup> The project of accrediting the museum as a green building and obtaining the certificate of Egyptian Green Pyramid necessitates the application of a number of conditions and specifications that must be met in the museum building ,<sup>29</sup> which is currently being implemented by studying the services provided to the public as follows:

- Including transportation and ease of access to the museum ,through creating Specific bike paths ,parking lots ,and the use of electric cars.
- Raising the efficiency of water and energy consumption inside the museum by reusing water and reducing its consumption especially those used in gardening.
- Utilizing a measurement system ,leak detection system ,heat reduction system and the use of renewable energy sources.
- Management of indoor environment quality by improving ventilation methods and using natural ventilation and studying building physics calculations that must comply with the minimum required ventilation rates.

26 Angy Essam” ,The Grand Egyptian Museum :Egypt’s Gift to The World ,“Egypt today ,Sep .2023 Retrieved May2024 from :<https://www.egypttoday.com/Article/4/126993/The-Grand-Egyptian-Museum-Egypt%E2%80%99s-Gift-to-The-World>.

27 Cadelano et Al“ .Improving the energy efficiency ,limiting costs and reducing CO2 emissions of a museum using geothermal energy and energy management policies” ,Journal ofEnergies Vol ,12.No.3192:(2019)16.

28 Angy Essam” ,Grand Egyptian Museum wins the Green Building award from Environment & Development Forum“ egypttoday,Sep.2022 Retrieved from :<https://www.egypttoday.com/Article/4/119162/Grand-Egyptian-Museum-wins-the-Green-Building-award-from-Environment>.

29 Nevine El-Aref” ,The Grand Egyptian Museum will be the first eco-friendly museum in Egypt :GEM supervisor-general“ ,Egypt today ,Feb.2022 Retrieved 16 May 2024 from:<https://english.ahram.org.eg/NewsContent/1/1238/461765/Egypt/Tourism/The-Grand-Egyptian-Museum-will-be-the-first-ecofri.aspx>.

## Findings

As a result ,museums can use their public relations department to reach their target audience ,various segments of the local and global communities ,and maintain relationships with their audience through traditional and digital public relations ,as well as by offering various services through conferences ,events ,and a variety of media channels .The implementation of a digital media plan into museum operations will result in a high level of visitor satisfaction ,who then become the institution's finest ambassadors ,spreading its positive reputation through word-of-mouth information .This is in addition to promoting several SDGs ,especially concerning the use of green energy ,contributing to climate control ,and promoting quality and gender equality goals.

As a result of the previously mentioned points about the PR meaning and activities ,the museum can participate in Egypt's efforts to raise awareness and apply different social and cultural programs inside and outside the museum's walls to achieve its message through PR activities .Furthermore ,there is a strong relationship between the museum community mission and PR activities to reach the best community engagement through its positive PR experience.

PR highlights using some of the SDGs in museums .PR promotes further SDGs about using green energy and climate control (figure 8 (in museums .Green or sustainable building design and construction is a method of using resources wisely to create healthier ,higher-quality ,and more energy-efficient structures .The goal of green building is to strike a balance between high quality construction and little environmental effect .PR also promotes further SDGs such as quality education and gender equality (figure 8 (through the children museum ,educational programs for all age groups ,regardless of gender ,and promoted by PR activities .As a mega cultural project ,the GEM provides opportunities for partnerships in heritage presentation ,education, marketing ,promotion ,and gender equality.<sup>30</sup>

## Discussion

The following points discuss the social and cultural initiative programs that Egypt is working on ,to implement the best practices of the cultural sustainable development goals for its people ,history ,and resources ,demonstrating how PR is aligned with museum sustainability goals .Moreover ,there are different programs that museum can participate in Egypt to raise awareness and apply different social and cultural programs inside and outside the museum's walls to achieve its message through PR activities to achieve the main concept of SDGs.

Museums PR in standard case provides activities to achieve the concept of sustainable community engagement of museums. PR provides a great alternative to almost all advertising drawbacks ,which is of vital importance to non-profit organizations .Public relations in museums and cultural institutions might be considered a part of communication activities .At the same time ,they can be a precursor for further museum marketing activities .Even for cultural-property customers ,who are more advertisement-resistant ,public relations allow greater space for attracting the consumers 'attention to a specific historical site.<sup>31</sup>

**The researcher agrees with) Lukáč ,M ,et al ,2021** (on the role of hospitality that focuses on the minds of public and specific targeted groups .They may suggest a positive attitude towards the institution .As public relations influence public opinion ,not only do they have an impact on museum attendance but also on fundraising from the state and private sectors.<sup>32</sup>

**The researcher agrees with) King ,E ,et al ,2021** (on PR activities that helped museums in challenging cases to engage with their public without barriers .Thus ,90% of museums and galleries around the world were compelled to close their doors in March 2020 due to the COVID-19 outbreak ;institutions dedicated to culture and heritage were

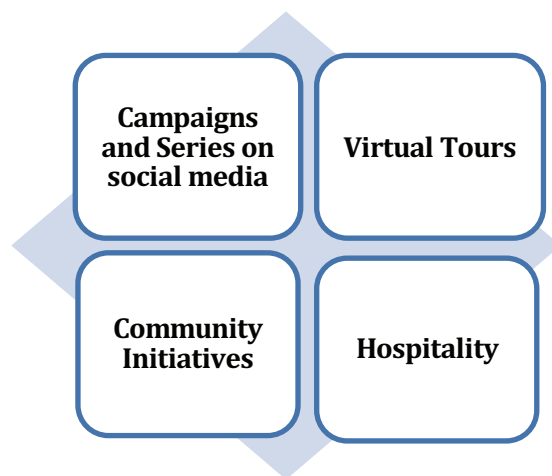
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<sup>30</sup> CADELANO et al“ ,.Improving the energy efficiency ,limiting costs and reducing CO2 emissions of a museum using geothermal energy and energy management policies ”,Journal of Energies Vol ,12.No.3192 :(2019)16.

<sup>31</sup> Agostino ,Deborah and Arnaboldi ,Michela and Lampis ,Antonio“ ,Italian state museums during the COVID 19-crisis: from onsite closure to online openness ”,Museum Management and Curatorship Vol ,35.No.362-372 :(2020)4.

<sup>32</sup> Lukáč ,Michal ,Katarína Stachová ,Zdenko Stacho ,Gabriela Pajtinková Bartáková ,and Katarína Gubíniová“ .Potential of Marketing Communication as a Sustainability Tool in the Context of Castle Museums ”Sustainability ,13 no.8191 :(2021) 15 .  
<https://doi.org/10.3390/su13158191>

left in a challenging situation .Even though up to 80% income loss that occurred right away ,<sup>33</sup> museums and galleries saw themselves as community leaders ,bringing people together and ,in the words of Arts Council England’s John McMahon) 2020“ ,(providing hope - a means of processing uncertainty and trauma and an outlet for grief for families kept apart .”Practically speaking ,this meant transferring resources and services online ,and UNESCO has noted over 800 different responses to the epidemic taken by museums and galleries) .<sup>34</sup> figure 9(



**Figure 9 :PR Activities in Museum.**

Based on the literature reviews ,comes the following proposal for creating a department of PR at GEM .The proposal suggests the following:

## **PR Strategy**

To upgrade the museum profile and raise the audiences ’awareness about the museum and its sections ,or rooms of display, every museum should have a PR or communication department that should be working to achieve the museum’s mission and vision .<sup>35</sup> Significantly ,PR tools allow the museum to easily engage with its target audience through using the different roles of PR ,further brief of PR structure ,job description and roles).<sup>36</sup> Figure 10,11(

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<sup>33</sup> King ,E .,Smith ,M .P ., Wilson ,P .F .,and Williams ,M .A “ .Digital Responses of UK Museum Exhibitions to the COVID19- Crisis ,March–June ”,2020 Curator :The Museum Journal ,Vol 64.No.487-504:(2021) ,3 .

<sup>34</sup> UNESCO “,Museums around the world in the face of COVID”,19-Unesdoc .2020 ,Retrieved May 2023 from :<https://unesdoc.unesco.org/ark:/48223/pf0000373530>

<sup>35</sup> Oran Yehiel “,Creating a Winning PR Strategy :A Step-by-Step Guide to Maximizing Your Startup’s Visibility and Reputation ”,linkedin ,November ,2023 Retrieved May 2024 from [https://www.linkedin.com/pulse/creating-winning-pr-strategy-step-by-step-guide-your-startups-yehiel-c8v6e./](https://www.linkedin.com/pulse/creating-winning-pr-strategy-step-by-step-guide-your-startups-yehiel-c8v6e/)

<sup>36</sup> Amman Arab University “,PROTOCOL DEPARTMENT ,2023 ”,Retrieved May 2024 from <https://www.aau.edu.jo/en/administrative/media-and-public-relations-department/protocol-department>.

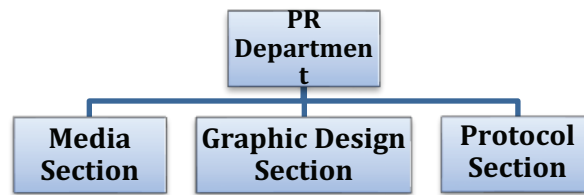


Figure 10 :PR Structure in Museum.

## Public Relations Department

### Public Relations Manager

A Public Relations Manager is a specialist in building and maintaining the positive image of an organization .Public Relations managers are often the first contact for organizations seeking to reach out in an informed way .They use press releases ,social media ,and other communication ways to shape and influence public impression and raise awareness.<sup>37</sup>

### Public Relations Assistant

A Public Relations Assistant is a specialist in Keeping calendars) editorial ,press conferences ,events etc (.and media lists ,participating in brainstorming and planning sessions ,assisting in organizing and implementation of PR events, campaigns etc.

## Media Section

### Media Director

A Media Director is a specialist in determining the best media outlet mix for promotional strategies ,monitoring online and offline ad campaigns) e.g .on radio ,TV ,websites ,magazines and billboards (and reporting regularly advertising campaign results) including revenues and costs.(

### Grant Writer

A Grant Writer is a professional who is responsible for developing relationships and collaborating with key stakeholders, displaying adherence to the organization's mission ,maintaining proficient knowledge of the museum's history and programs.

### Social Media Specialist

A Social Media Specialist is the responsible for leading a museum's social media personnel in creating and maintaining unique social media strategies .Their duties include staying up-to-date on social media trends ,monitoring all social media profiles to determine engagement and developing social media campaign ideas for new product launches and other events.

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<sup>37</sup> Association of Art Museum Directors” ,Director of Public Relations & Communications ,2023“,Retrieved May 2024 from <https://aamd.org/museum-careers/current-opportunities.6823/>

## Graphic Design Section

### Graphic Designer Director

Design directors work with creative teams to design and produce the visual layout for a variety of media ,including magazines and websites .They work in a wide range of creative fields ,such as advertising ,marketing ,interior design, and entertainment.

### Graphic Designer

A Graphic Designer is an artist who creates visual text and imagery .They design creative content for online campaigns, print ads ,websites ,and even videos.

## Protocol Section

### Protocol Officer

Protocol Manager is responsible for overseeing planning ,coordination ,and implementation of a variety of events and ceremonies hosted by the executive director ,managing workload and priorities of the special events and ensure the necessary complement of staff and volunteers is in place to deliver a successful event .Responsibility includes day-to-day line management and professional development of relevant colleagues associated with the team.<sup>38</sup>

### Hospitality Officer

Hospitality Officers are in charge of administrative tasks ,training ,scheduling ,managing the inventory and ensuring that their department is running efficiently .Their paramount goal is to ensure that visitors are content with the service.

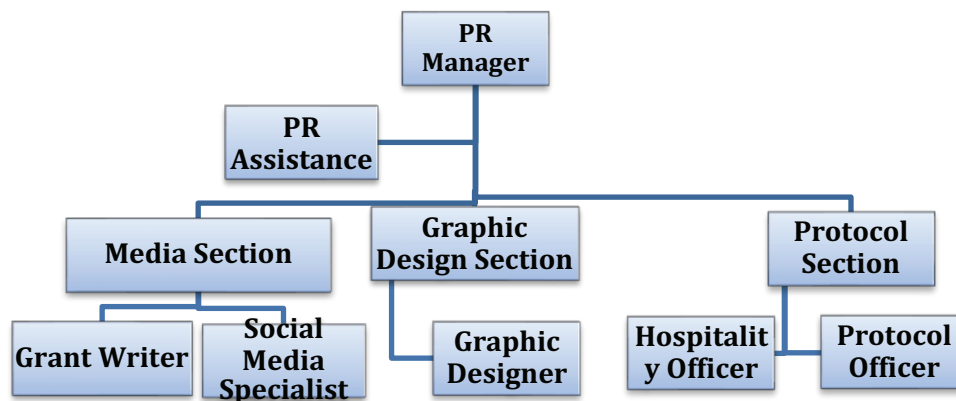


Figure 11 :PR Job Description in Museum.

<sup>38</sup> Amman Arab University ”,PROTOCOL DEPARTMENT ,2023 ”,Retrieved May 2024 from <https://www.aau.edu.jo/en/administrative/media-and-public-relations-department/protocol-department>.

## Conclusions and Recommendations

PR is not only about promoting a brand or a product ,but also about building trust ,reputation ,and relationships with various audiences .PR professionals can use their skills and influence to raise awareness ,educate ,and inspire action on the SDGs ,both within their own organizations and among their external partners ,clients ,and media .By aligning their PR strategies with the SDGs ,they can also demonstrate their commitment to social responsibility and ethical conduct ,and enhance their credibility and competitiveness in the market<sup>39</sup>

To effectively integrate the SDGs into PR practice ,PR professionals need to understand the relevance and importance of each goal for their industry ,sector ,and context .They also need to identify the opportunities and challenges that the SDGs present for their organization and stakeholders and develop clear and measurable objectives and indicators to track their progress and impact .Moreover ,they need to communicate their SDG-related activities and achievements in a transparent ,consistent ,and engaging way ,using various channels and formats ,such as stories ,case studies ,reports ,videos ,podcasts ,and social media<sup>40</sup>

The SDGs are not only the responsibility of governments ,but also of businesses ,civil society ,and individuals. Therefore ,PR professionals can play a key role in facilitating and fostering collaboration and dialogue among different actors on the SDGs ,both within and across sectors .They can also influence their networks and platforms to amplify the voices and perspectives of those who are most affected by the SDGs ,such as marginalized groups ,local communities ,and youth .By creating and participating in coalitions ,campaigns ,events ,and initiatives that support the SDGs ,PR professionals can also showcase their leadership and innovation on sustainability issues<sup>41</sup>

Suggestively ,PR tools allow the museum to easily engage with its target audience through the different ways ,of PR structure, job description ,and roles .In order to upgrade the museum's profile and raise audiences 'awareness about the museum and its sections ,or rooms of display ,every museum should have a PR or communication department that is working to achieve the museum's mission and vision.

## The research recommends further studies on:

investigating the long-term effects of categorizing all activities related to the community under engagement department.

investigating the long-term effects of PR best practices and examples on the SDGs.

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39 Umut,A ,Anil K.K ,and Ülfet ,K .K“ ,The Impact of Digital Communication and PR Models on the Sustainability of Higher Education during Crises ”,Sustainability Vol 12.No 8295:(2020) 20.MDPI.<https://doi.org/10.3390/su12208295>

40 Arruda Filho ,Norman de Paula and Hino ,Marcia Cassitas and Przybyłowicz Beuter ,Barbara Sueli .”Including SDGs in the education of globally responsible leaders) ,”Emerald Publishing Limited.856-870 :(2019

41 Florini ,A ,and Markus P” .Collaborative governance for the sustainable development goals “.Asia & the Pacific Policy Studies.583-598 :(2018) 5.3

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