IPRO 333 Timeline
Fall 2009

When can IPRO 333 be retired?

The IPRO 333 team set a series of long term goals that need to be reached for the Fab Lab to be successful including:

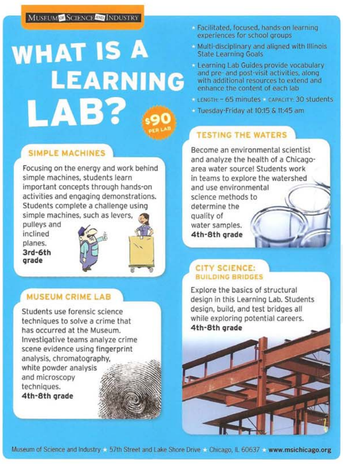
- Development of new projects
- Website development
- Weekly open access development
- Structured student events
- Quarterly members' events
- Donors' event

- Self-sustained lab
- Ticketed events
- Returning users
- Full time staffing
- An established identity

MARKETING

Overview

To market the Fab Lab to MSI members and visitors, the IPRO team used a variety of marketing techniques. Marketing and advertising of the Fab Lab began to become a main focus for the IPRO team this semester. This can be noticed by examining the work and accomplishments of this IPRO team with regards to its marketing campaign.



MSI advertising for Learning Lab Educational Programs.

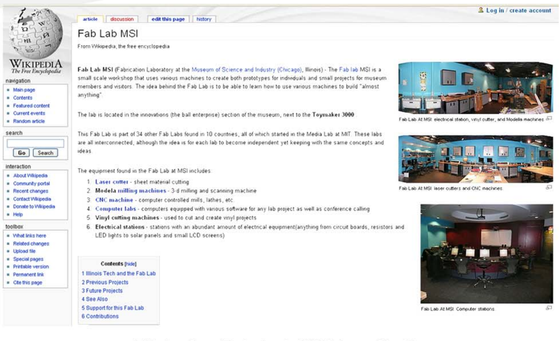
IPRO 333 is working with MSI advertising staff to include publicity for the Fab Lab in conjunction with the Learning Labs.

Internet Marketing

One such technique included updating the Museum of Science and Industry website to include a page dedicated to the Fab Lab. Previously there was no recognition of the Fab Lab or its existence at MSI. In order to update the website, team members held several meetings with MSI advertising staff and demonstrated how the Fab Lab could be one of the primary exhibitions at the museum. The website is currently being fabricated through the Museum's marketing department.

Wikipedia

Another method used by the marketing team was the creation of a Wikipedia page. This page includes details about the IIT IPRO involvement with the MSI Fab Lab, as well as a list of current, future, and completed projects, a list of the tools available at the MSI Fab Lab, and an explanation of what a Fab Lab is. The Fab Lab Wikipedia page link was also placed in various other Wikipedia articles to expand its accessibility to Internet users. The page also includes images that showcase the equipment and overall arrangement of the Fab Lab.



Visit the Fab Lab Wikipedia Page
http://en.wikipedia.org/wiki/Fab_Lab_MSI

Additional Advertising Material

The new brochure shown for IPRO Day 2009 was also created so that it can be used throughout the museum. The marketing plan is aimed to collaborate with MSI employees, IPRO team members, museum members, and educators. This collaboration will lead the IPRO team to achieve its goal of fully developing Fab Lab as a well-rounded tool for a variety of groups.

For more information please visit http://www.msichicago.org
Look for the Fab Lab link. Coming Summer 2009