

Pressemitteilung

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NEW MARKETING MANAGEMENT AT PORZELLANIKON!

Now it is official! As of 1 April 2021, the position of Head of Marketing, Press and Public Relations of the Porzellanikon - State Museum of Porcelain, Hohenberg an der Eger and Selb, has been filled. Ms Sabine Schaller-John (55), who grew up in Castell (Lower Franconia) and has been living in the city of Hof for four years, will take on this important task with immediate effect. Ms Schaller-John worked for many years in the private sector, including 16 years at Douglas Holding AG with a focus on marketing and corporate communications.

In the interview, Ms Schaller-John expresses that she is very much looking forward to her new task. She says that helping to shape the future of the two museums in Hohenberg an der Eger and Selb and thus becoming part of Porzellanikon is a very interesting and exciting challenge. "The goal must be to anchor Porzellanikon more firmly as a brand. The name Porzellanikon, as "the museum" for porcelain, must achieve a higher degree of recognition in the region, beyond the region and also beyond the country's borders," says Ms Schaller-John and goes on to explain that one must try to reflect the characters of the two locations with appropriate marketing activities. Likewise, the wishes of the target groups of both locations should be worked out more strongly," she continues and is immediately in her element: the Porzellanikon must be evaluated by the visitors as a kind of "leisure attraction", as a place where one would like to spend time, as a place where education and culture are conveyed in an entertaining way.

"I am very pleased that we were able to gain an experienced and accomplished marketing expert in Ms Schaller-John. I am sure that our new colleague will confidently solve the challenge of marketing our two locations, Hohenberg an der Eger and Selb, in a way that is appropriate for the target group," explains Anna Dziwetzki, director of the Porzellanikon.

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