

AGENDA



CULTURE **BUSINESS.**

PROGRAM
NEW YORK CITY
28 & 29 JUNE
2018

THE ART OF
FUNDRAISING
8TH EDITION

CULTURE BUSINESS

BIENVENUE

It has been six years since our sister conference, Communicating the Museum, came to New York City. Today I am delighted to return for the inaugural American edition of Culture Business. Welcome to the forum for the best in arts in philanthropy, sponsorship, development and fundraising.

We have arrived in a positive time. Giving to the arts, culture and humanities is indeed improving - according to Giving USA, financial gifts to the arts increased to 8.7% of all giving last year, totalling an impressive \$19.5 billion.

But we know that we can always go further. The arts continue to face challenges of profile and consideration as they compete with the fundraising heavyweights of religion, education and human resources. How can we position culture as a source of spiritual, educative and experiential important to leverage funding? Let's discuss, share our stories and meet the experts.

Thank you to our hosts The Jewish Museum and The Museum of the City of New York and to our partners Tessitura, King Baudouin Foundation and the Culture Services of the French Embassy for welcoming Culture Business to the USA for the first time.

Enjoy a great conference.

Corinne Estrada
Founder & CEO, Agenda

ABOUT CULTURE BUSINESS

Culture Business is the conference where the creative and corporate worlds come together to develop a global perspective on arts fundraising. A forum for fresh ideas in philanthropy, sponsorship, development and marketing, our keynotes and case studies tackle the practical methods to keep the cutting edge in today's markets. We push participants to think outside the box, refine their fundraising toolkit and actively engage with their peers to develop their international networks.

OUR STORY

Culture Business was launched in Paris in the aftermath of the 2008 financial crisis. We brought together experts from the worlds of culture and business to learn from each other and foster new collaborations. Now in its eighth edition, Culture Business continues to showcase fresh ideas and innovative strategies to make culture thrive.

VENUES

1. **Museum of the City of New York**
1220 Fifth Ave & 103rd Street
2. **Jewish Museum**
1109 Fifth Avenue & 92nd Street
3. **Cultural Services of the French Embassy**
972 Fifth Avenue





ARE YOUR STARS ALIGNED?



Your Universe. One Unified System.

Tessitura Software is a unified customer relationship management platform for fundraising, ticketing, memberships, analytics, marketing, education and more. We collect data at each customer touch point so arts and cultural organizations have a real-time, 360-degree view of every visitor.

The Power of One:

- ★ an admissions desk that instantly recognizes a major donor
- ★ a website that automatically applies member benefits
- ★ a marketing department that drives initiatives based on purchase history and interests
- ★ and so much more.

Tessitura is proud to be a member-owned and governed nonprofit organization. We serve over 600 organizations in 10 countries. Ready to join us?

tessituranetwork.com
info@tessituranetwork.com | 888-643-5778 x102

tessitura
NETWORK

AT A GLANCE

THURSDAY 28 JUNE

JEWISH MUSEUM

- 8:00am Registration and coffee
-
- 9:00am Welcome to Culture Business
-
- 9:30am **Rethinking mission and models**
Keynote: *What does it mean to be an audience focused cultural organisation?*
Keynote: *Corporate membership: from brand alignment to mission fulfillment.*
-
- 10:45am **Pause café**
-
- 11:15am **Individual giving: see the big picture**
Case study: *Cultivating future philanthropists: a new mindset*
Case study: *Adapting to success: English National Ballet's individual giving journey*
Panel: *Master the art of international giving* (Chaired by National Gallery of Australia)
-
- 1:15pm **Lunch & free museum visit**
-
- 2:00pm **Culture and corporate in conversation**
Keynote & conversation: *Bank of America: enhancing a global brand through local arts & culture*
Panel: *The future of corporate membership* (Chaired by New York Public Radio)
-
- 3:45pm **Pause café**
-
- 4:00pm **Getting creative with the corporate sector**
Case study: *And the winners are... the artists, the museum AND the sponsor!*
Case study: *From cultural organisation to business hub*
-
- 4:45pm **Securing corporate support**
Keynote: *Key to success in reaching out to corporate donors*
-
- 5:30pm Culture Business New York Day 1 Closes

CULTURAL SERVICES OF THE FRENCH EMBASSY

- 6:00pm **Cocktail reception**
Included in your conference ticket

FRIDAY 29 JUNE

MUSEUM OF THE CITY OF NEW YORK

- 8:30am Registration
-
- 9:00am Welcome back
-
- 9:15am **Build your capital campaign**
Keynote: *A new building, a new capital campaign*
Keynote: *Keeping your eye on the ball: are new cultural building projects a distraction?*
Conversation: *Institut du Monde Arabe, Musée de l'Elysée, National Gallery of Singapore, The Shed, Southbank Centre*
-
- 11:00am **Pause café**
-
- 11:30am **Case studies session 1**
A. *Stepping stones in creating a unique American Friends program - Statens Museum for Kunst*
B. *Earning the encore: a vision of value - Arts Centre Melbourne* (Chaired by Creative Partnerships Australia)
C. *Planting the seed in the tech sector - TUGG*
-
- 12:45pm **Lunch & free museum visit**
-
- 2:00pm Keynote: *Board business*
-
- 2:30pm **Case studies session 2**
A. *Fundraisers using data O.M.G. - Tessitura*
B. *Tapping into American Generosity - King Baudouin Foundation*
-
- 3:15pm **Pause café**
-
- 3:45pm **Closing Keynotes: Making the most of losses and gains**
Keynote: *Never waste a good crisis*
Keynote: *After the gift, the fun begins*
-
- 5:00pm Culture Business NYC Day 2 closes

Please refer to pages 2-3 for venue location details.

Program subject to change.

THURSDAY 28 JUNE

JEWISH MUSEUM

8:00 - 9:00 AM

REGISTRATION

Pick up your badge and have a coffee with colleagues

9:00 - 9:30AM

WELCOME

Claudia Gould Helen Goldsmith Menschel
Director, Jewish Museum, USA
Corinne Estrada CEO, Agenda, France
Emilia Keen Project Manager, Agenda, France

RETHINKING MISISON AND MODELS

9:30 - 10:00AM

KEYNOTE WHAT DOES IT MEAN TO BE AN AUDIENCE FOCUSED CULTURAL ORGANIZATION

Gary Stoppelman Director of Marketing
and External Affairs, Newfields, Indianapolis
Museum of Art, USA

Focus your organisation's mission on the lives on its community to drive increased diverse attendance and sustainable revenue through a mix of careful listening, intelligent research and innovative tools.

10:00 - 10:30AM

KEYNOTE CORPORATE MEMBERSHIP: FROM BRAND ALIGNMENT TO MISSION FULFILLMENT

Will Cary Senior Director of Annual and
Corporate Giving, Barnes Foundation, USA

Corporations are rethinking business and employee objectives, offering cultural organizations a unique opportunity. Will explains how institutions of all sizes can adapt corporate memberships to support strategic goals and increase fundraising successes.

10:30- 10:45AM

LET'S TALK QUESTIONS TO THE AUDIENCE

10:45 - 11:15 AM PAUSE CAFÉ

INDIVIDUAL GIVING: SEE THE BIG PICTURE

11:15 - 11:45AM

CASE STUDY CULTIVATING FUTURE PHILANTHROPISTS: A NEW MINDSET

Kendra Foley Executive Director,
Individual Giving, School of the
Art Institute of Chicago, USA

SAIC launched MakeWork to cultivate future donors and board members among professional and entrepreneurial creative circles. Kendra presents its three-fold goals and processes.

11:45 - 12:15PM

CASE STUDY ADAPTING TO SUCCESS – AN INDIVIDUAL GIVING JOURNEY

Silvia Melchior Head of Individual
Giving, English National Ballet, UK

Follow four years of ENB's individual giving strategies, from Friends and Patron schemes to philanthropy-driven giving models, new legacy programming and a fresh approach to appeals.

12:15 - 12:30PM

PAUSE FOR THOUGHT

12:30 - 1:15PM

PANEL MASTER THE ART OF INTERNATIONAL GIVING

Silvia Melchior Head of Individual Giving,
English National Ballet, UK

Daphne Butler Birdsey Deputy Chief
Development Officer, The Met, USA

Hanne Støvring Director of International
Philanthropy, Statens Museum for Kunst,
Denmark

Chair: **Alison Wright** Assistant Director,
Engagement & Development, National
Gallery of Australia, Australia

Experts reveal the development strategies
shaping individual giving around the globe.

1:15 - 2:00PM LUNCH + VISIT

CULTURE AND COPORATES IN CONVERSATION

2:00 - 2:45PM

FACE TO FACE ENHANCING A GLOBAL BRAND LOCALLY THROUGH ARTS & CULTURE

Garrett Gin Senior Vice President, Global
Marketing & Corporate Affairs, Bank of
America, USA

John Giurini Assistant Director for Public
Affairs, J. Paul Getty Museum, USA

BoA's partnership with the J. Paul Getty Trust
represents a comprehensive approach to tapping
the power of art to connect with communities.

2:45 - 3:15PM

PANEL THE FUTURE OF CORPORATE MEMBERSHIP

Richard Brown Vice President of
Philanthropy, American Express, USA

Polly Rua Vice President, Institutional
Advancement, Museum of the City of NY

Chair: **Lori B. White** Associate Director,
Institutional Giving, Jewish Museum
Chair: **Anne O'Malley** Vice President of
Membership, New York Public Radio, USA

A candid discussion about the challenges
of corporate support and what lies ahead.

3:15 - 3:45PM

WORLD CAFÉ

3:45 - 4:00PM PAUSE CAFÉ

4:00 - 4:45PM

GETTING CREATIVE WITH THE CORPORATE SECTOR

CASE STUDY PRIX ELYSÉE: AN INNOVATIVE PUBLIC- PRIVATE PARTNERSHIP

Pascal Hufschmid Head of External Affairs
Musée de l'Elysée, Switzerland

How might you engineer an art prize that
benefits not just the winner, but all its
stakeholders? Pascal covers the challenges
and techniques in implementing such a prize.



Big Ideas



Key Learnings



My Questions

THURSDAY 28 JUNE JEWISH MUSEUM



CASE STUDY FROM CULTURAL ORGANISATION TO BUSINESS HUB

David Bruckert Secretary General, Institut du Monde Arabe, France

Adèle Parrilla Head of Fundraising, Development and Business Meetings, Institut du Monde Arabe, France

To encourage corporate giving, the Institut du Monde Arabe redefined its mission to become a platform for business as well as a cultural centre. They reveal the development team's challenges building this daring fundraising initiative.

Q&A AUDIENCE FEEDBACK

SECURING CORPORATE SUPPORT

4:45 - 5:15PM

KEYNOTE THE KEY TO SUCCESS FOR REACHING OUT TO CORPORATE DONORS

Kola Luu Director, Partnership Development, National Gallery of Singapore

How do you craft a message that resonates with and truly appeals to donors? In this practical session, Kola gives insight into building a success case for support.

5:15 - 5:30PM

PENDING QUESTIONS

Reflect on today's takeaways and find where you would like tomorrow's conversations to go.

6:00 - 8.00PM

COCKTAIL RECEPTION AT THE CULTURAL SERVICES OF THE FRENCH EMBASSY



Big Ideas



Key Learnings



My Questions

FRIDAY 29 JUNE

MUSEUM OF THE CITY OF NY

8:30 - 9:00AM

REGISTRATION

9.00 - 9:15AM

WELCOME BACK

Corinne Estrada CEO, Agenda, France
Jerry Gallagher COO, MCNY

BUILDING YOUR CAPITAL CAMPAIGN

9:15 - 9:35AM

KEYNOTE MARK YOUR GROUND: BUILDING THE SHED'S CAPITAL CAMPAIGN

Margaret Hunt Chief Development
Officer, The Shed, USA

Discover the \$550M campaign building The Shed, Hudson Yards' new multi-arts center due to open next Spring, and the architecture for its ongoing support base to carry it forward after the opening.

9:35 - 10:00AM

KEYNOTE KEEPING YOUR EYE ON THE BALL

Chris Denton, Director Marketing,
Communications and Digital
Strategy, Southbank Centre, UK

In all the clamour for "starchitecture"-led venues, are we losing sight of what matters - our audiences? Chris reflects on reinvention following a glamorous, but-doomed capital project, and the importance of focusing on audiences and sponsors.

10:30 - 11:00 AM

CONTINUE THE CONVERSATION

A: BUILDING CAPITAL

Ronay Menschel Hall

Chris Denton Director Marketing,
Communications and Digital Strategy,
Southbank Centre, London

Margaret Hunt Chief Development
Officer, The Shed, USA

B: CRAFTING THE ASK

Classroom A

Kola Luu Director, Partnership
Development, National Gallery Singapore

C: CREATIVITY WITH CORPORATES

Classroom B

Pascal Hufschmid Head of External Affairs
Musée de l'Elysée, Switzerland

David Bruckert Secretary General, Institut
du Monde Arabe, France

Adèle Parrilla Head of Fundraising,
Development and Business Meetings,
Institut du Monde Arabe, France

11:00 - 11:30AM PAUSE CAFÉ

11:30AM - 12:15PM

CONTINUE THE CONVERSATION

A: STEPPING STONES IN CREATING A UNIQUE AMERICAN FRIENDS PROGRAM

Classroom A

Hanne Støvring Director of International
Philanthropy and SMK American Friends,
Statens Museum for Kunst, Denmark

Copenhagen's principal fine art museum created its unique American Friends program. Hanne walks through how the museum turned the idea into reality, and how it now funds and promotes Danish arts.

B: EARNING THE ENCORE: A VISION OF VALUE

Classroom B

Linda Soklich Director, Strategic
Partnerships, Arts Centre Melbourne,
Australia

Sonia Higgins Director and Principal
Consultant, Vievoro, Australia

Steven Higgins Director and Strategic
Consultant, Vievoro, Australia
Chair: **Matthew Morse** Executive
Director, Strategy and Programs, Creative
Partnerships Australia, Australia

Innovative NFPs are unlocking the value they can provide to partners through a range of assets. Through lessons drawn from joint-strategic projects, ACM and Vievoro reveal insight into and practical strategies for the new wave sweeping across the partnership landscape.

C: PLANTING THE SEED IN THE TECH SECTOR

Ronay Menschel Hall

Elizabeth Dobrska Executive
Director, TUGG, USA

Creativity is key to innovation, so why do cultural institutions struggle to attract startup sector support? Elizabeth presents Tech Night at the Museum, explaining what works, what doesn't in joining forces with tech.

12:15 - 12:45PM

KNOWLEDGE MIXER

12:45 - 2:00PM LUNCH + VISIT

2:00 - 2:30PM

KEYNOTE BOARD BUSINESS

Janine Collins Principal Consultant,
J9 Consulting, Australia

Fundraising strategy in arts organisations are dependent on effective chairs and proactive boards. But what if the board doesn't have the skills, or even the inclination? Janine unpacks these barriers and how best to work with them.

2:30 - 3:15PM

CASE STUDIES SESSION 2

A: FUNDRAISERS USING DATA O.M.G.

Ronay Menschel Hall

Erin Koppel Senior Director of Enterprise
Consulting, Tessitura Network, USA

Expert instincts paired with solid business intelligence creates the foundation for fundraising success. This interactive workshop examines strategy and considers which avenues offer the greatest return on your relationship investment.

B: TAPPING INTO AMERICAN GENEROSITY

Classroom A

Jean Paul Warmoes Executive Director,
King Baudouin Foundation Unites States

Diversifying funding from local and international donors is increasingly commonplace. Jean Paul introduces the "American model", US giving practices, and shares tips for foreign institutions seeking to reach out to U.S. based donors.



Big Ideas



Key Learnings



My Questions

FRIDAY 29 JUNE

MUSEUM OF THE CITY OF NY



IMAGE CREDIT: FILIP WOLAK

3:15- 3:45 PM PAUSE CAFÉ

CLOSING KEYNOTES MAKING THE MOST OF LOSSES AND GAINS

3:45 - 4:15 PM

KEYNOTE NEVER WASTE A GOOD CRISIS

Sue Sinclair Head of Advancement, Auckland Art Gallery, New Zealand

When New Zealand's leading visual art museum received a dramatic cut in government funding, a new and sustainable model had to be implemented fast. Discover how AAG secured new revenue sources, excited stakeholders and invorated its community.

4:15 - 4:45 PM

KEYNOTE AFTER THE GIFT, THE FUND BEGINS

Jill Westgard Director of Development, Yale School of Architecture and Yale School of Art, USA

The pressure on closing the gift, meeting the deadline, hosting the big fund-raising event ignores half the job. Fundraisers often fall short on the follow up. Jill invites us to integrate the all-important aspect of stewardship into practice and productivity for more fruitful donor relations.

4:45 - 5:00 PM

CONCLUSION

Corinne Estrada CEO, Agenda, France



Big Ideas



Key Learnings



My Questions

MILLE MERCIS

TO ALL OUR PARTNERS

OFFICIAL PARTNERS



Jewish Museum

GLOBAL PARTNERS



CONFERENCE PARTNERS



KEEP IN TOUCH

Corinne Estrada
cestrada@agendacom.com

Emilia Keen
ekeen@agendacom.com

Clémence Ferry
cferry@agendacom.com

LinkedIn [linkedin.com/company/agency-paris](https://www.linkedin.com/company/agency-paris)

Facebook [facebook.com/agendaagency](https://www.facebook.com/agendaagency)

Instagram & Twitter @agendaparis

+33 1 49 95 08 06
agendacom.com

SEE YOU SOON

COMMUNICATING THE MUSEUM 21

CHICAGO 2018
24 TO 27 SEPT



CULTURE **BUSINESS.**

THE ART OF
FUNDRAISING
CANBERRA
20-22 NOVEMBER
2018

OFFICIAL PARTNER

NGA

PRINCIPAL SPONSOR

creative
partnerships
australia

COMING UP NEXT

COMMUNICATING THE MUSEUM
CHICAGO

24-27 September 2018

CULTURE BUSINESS
CANBERRA

20-22 November 2018

COMMUNICATING THE MUSEUM
COPENHAGEN

June 2019

COMMUNICATING THE MUSEUM
SYDNEY

Novembre 2019

COMMUNICATING THE MUSEUM
LAUSANNE

June 2020

Want to host Culture Business?

Corinne Estrada

cestrada@agendacom.com

AGENDA