

OUTÉ BEC

EX-
GAGE-
MENT.

**Communicating
the Museum
Conference**
15-17 NOV

**Montreal
Extension**
18-19 NOV

PROGRAMME

AGENDA



WE ARE international experts in communication for the cultural sector.

WHAT WE CAN DO FOR YOU:

- RAISE YOUR PROFILE > International media campaigns & media planning
- IMPROVE YOUR EXPERTISE > Best practices workshops in communication and fundraising
- REACH A GLOBAL AUDIENCE > Digital strategies and social media campaigns

@agendaparis

agendacom.com

The Agenda history

- 1995 Ticketing agency for museums and theaters: Royal Academy, Tate, V&A, National Gallery, Opéra de Paris
- 1998 Agenda is launched in Paris and specialises in PR and communications
- 2000 International communications campaign for the opening of Tate Modern 1st edition of Communicating the Museum at the Louvre
- 2002 Agenda adds travel and cultural destinations to its client list
- 2005 Celebration of the Eurostar anniversary: Agenda charters a full Eurostar to bring 750 Amis du Louvre to make the most of London's museums
- 2007 1st edition of IDCA Awards in Brussels
- 2008 Culture Business conference is launched in Paris
- 2009 Opening of the Berlin office and Agenda's digital department in Paris
- 2010 Inauguration of Agenda's non-profit organisation Communicating the Arts to encourage children's interest in the arts
- 2012 Agenda opens its media planning department
- 2013 Launch of Agenda Pacific in Sydney
- 2016 Agenda leads masterclasses for students from CELSA Université Paris-Sorbonne

We produce

- Organisation of conferences around the world since 2000
- Organisation of awards competitions and ceremonies since 2007

We communicate

- PR, communications and marketing campaigns since 1995
- Digital campaigns since 2010
- Media planning campaigns since 2012

We train

- Collaboration with universities since 2008
- Teaching at CELSA Université Paris-Sorbonne since 2013
- Seminars on creativity for museum professionals since 2014

Some of our clients

Creative New Zealand, New Zealand
 Fundación Mapfre, Spain
 Guggenheim Bilbao, Spain
 Institut Français, France
 Monumenta, CNAP, France
 Museum of Fine Arts, USA
 Museum Kunstpalast, Germany
 National Heritage Board, Singapore
 Paris Musées, France
 Royal Academy, UK
 Tate, UK
 The Olympic Museum, Switzerland
 Victoria and Albert Museum, UK
 Visit Jersey, Channel Islands
 Visit Wales, UK



We are worldwide

PARIS - BERLIN - SYDNEY



Follow us

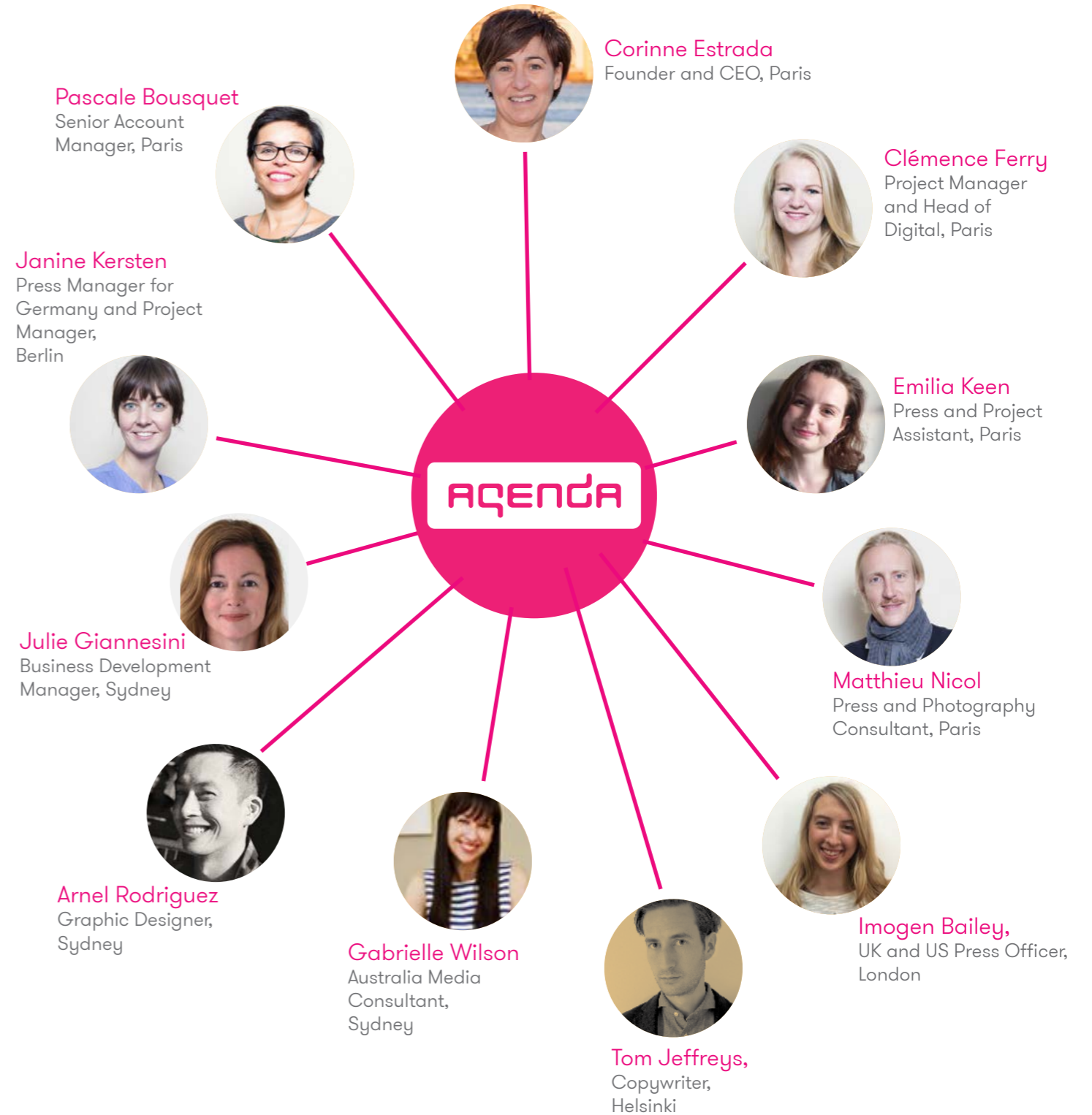
www.agendacom.com

@agendaparis



Contact us

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 +33 (0)1 49 95 08 06



CTM: Connecting the art world

The Communicating the Museum (CTM) conference was founded in 2000 by Corinne Estrada, founder of communications agency AGENDA, alongside Damien Whitmore, at the time Director of Communications at Tate.

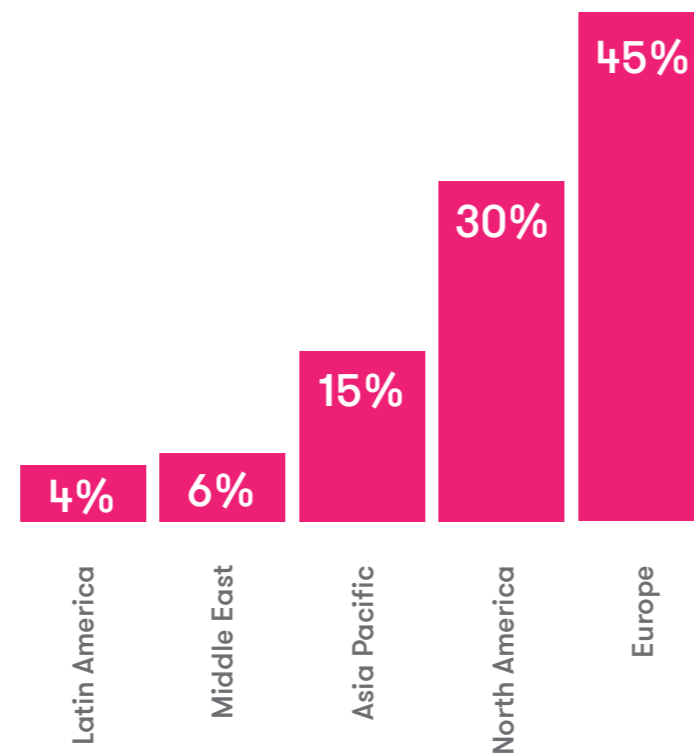
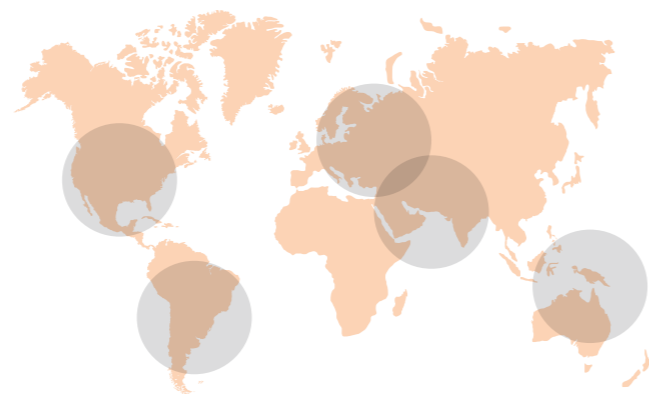
CTM encourages a dialogue between museums, drives innovation, inspires new ideas, explores trends in communication strategies and fosters lasting relationships among worldwide institutions.

- 17 conferences around the world
- 235 prestigious sites
- 580 speakers
- 4'500 museum professionals
- 10'500'000 Euros of economic impact

'Every CTM participant is top in their field – they are all the best of the best.'
John Giurini,
Assistant Director for Public Affairs,
J. Paul Getty Museum

'CTM is a hugely important platform.'
Will Gompertz
Arts editor,
BBC

Where do CTM participants come from?



Our conferences around the world

- 2016 QUEBEC
- 2016 BERLIN
- 2015 ISTANBUL
- 2014 SYDNEY
- 2013 STOCKHOLM
- 2012 NEW YORK
- 2011 DUSSELDORF
- 2010 VIENNA
- 2009 MALAGA
- 2008 VENICE
- 2007 MADRID
- 2006 ROTTERDAM
- 2005 TURIN
- 2004 VALENCIA
- 2003 PARIS
- 2001 PARIS
- 2000 PARIS

CTM16 Québec Advisory Board

CTM is always devoted to providing and inspiring new ideas. Agenda has invited long-term CTM friends to become advisers. The ambition of the board is to deliver cultivated and constructive advice to the programme.

We are very proud to have received exceptional support from the Board for this 17th edition.

JiaJia Fei
Director of Digital
The Jewish Museum, USA

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

Sophie Kammerer-Farant
Head of Louvre Conseil, External Affairs
Musée du Louvre, France

Lise Korsgaard
Director of Communication
Statens Museum for Kunst, Denmark

Joanna Mackle
Deputy Director
British Museum, UK

Welcome

According to Goethe 'From the moment that we fully engage ourselves, luck will come our way'. For Sartre, the act of engagement is an act of freedom. In the dictionary, engagement means 'to begin and carry out an enterprise or activity'.

What does engagement mean for our museums, our visitors and our staff? Engagement should be a social endeavour. In a recent edition of the Economist (4th November 2017), Canada was described as the most exemplary country in the world thanks to its commitment to freedom and support for refugees. Canada is multi-cultural and embraces the spirit of experimentation, Quebec is the right place to be talking about engagement.

We are very proud to be in Quebec to welcome a delegation of 200 international professionals for the 17th edition of Communicating the Museum.

We deeply thank our three hosts, the Musée national des beaux arts du Québec, the Musée de la civilisation and the Centre des Congrès de Québec for their hospitality.

Have a great conference.

Vive le Québec

Corinne Estrada

BELOW
Québec skyline with
Chateau Frontenac in winter

Engagement

"The most important aspect of engagement is to create a personal encounter which in turn triggers inspiration, ideas, and valuable actions for society."
Line Ouellet, Executive Director and Chief Curator, Musée national des beaux-arts du Québec.

"Engagement is first and foremost a commitment to the society we live in and the many communities that are part of it."
Stéphan La Roche, General Director, Musée de la civilisation.

Merci

Nous remercions le Musée national des beaux-arts du Québec, le Musée de la civilisation et le Centre des congrès de Québec pour leur accueil dans ces lieux prestigieux.

Thank you to our partners

My best thanks go out to our long-term partner and storytelling expert izi.TRAVEL.

Many thanks to LOQI for their support and fantastic CTM16 merchandising.

We are delighted to have worked with them for yet another edition of Communicating the Museum. Thank you for your support.



OVILOO TUNNILLIE, FAMILLE, 2006.
MUSÉE NATIONAL DES BEAUX-ARTS DU QUÉBEC
© MNBAQ, PATRICK ALTMAN



CHÂTEAU
FRONTENAC

TUESDAY 15 NOVEMBER 2016

REGISTRATION

VENUE: Québec City Convention Centre Hall 310

From 13:00 - 17:00

Come pick up your badge and delegate bag, and meet the Agenda team and conference partners at the Québec City Convention Centre.

BEST PRACTICE TRAINING

ENGAGEMENT STARTS WITHIN THE ORGANISATION

VENUE: Chapelle du Musée de l'Amérique francophone

From 13:30 - 17:00

REGISTRATION

EXPRESS, EMPOWER AND EMBODY - HOW STAFF ENGAGEMENT IS KEY TO MUSEUM SUCCESS

Eleanor Appelby, Brand engagement consultant, Jane Wentworth Associates, United Kingdom @JWALondon

STOP MEETING, START PLAYING! A SIMPLE TOOL FOR STAFF ENGAGEMENT

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

15:30 - 16:00 NETWORKING BREAK

BRAND CHAMPIONS, LEADING CHANGE FROM THE GROUND UP

Jennifer Francis, Executive Director of Marketing and Communications, Philadelphia Museum of Art, USA @prjenni

WELCOME RECEPTION

VENUE: Château Frontenac, Salon Bellevue

From 18:30 - 20:30

Join us at the iconic Fairmont Le Château Frontenac for the CTM16 Quebec Welcome Reception. A perfect opportunity to meet your local peers and network with conference participants.

WEDNESDAY 16 NOVEMBER 2016

REGISTRATION & WELCOME COFFEE

VENUE: Québec City Convention Centre Hall 310

From 08:00 - 08:30

COMMUNICATING THE MUSEUM - DAY 1

VENUE: Québec City Convention Centre Hall 306AB

READY TO BE ENGAGED?

From 08:30 - 10:45

WELCOME

Corinne Estrada, CEO and Founder, Agenda and CTM, France @corinneestrada @agendaparis
The CTM16 Québec Hosting Committee

PASSION AND PLACEMAKING : THE RETURN ON ENGAGEMENT

Amahl Hazelton, Head of Communications, Moment Factory, Canada @Moment_Factory

MUSEUMS ARE F***ING AWESOME: ATTRACTING AND KEEPING MILLENNIAL AUDIENCES

Ethan Angelica, Tour Guide + VIP Partnerships, Museum Hack, USA @EthanAngelica @museumhack

GROUP EXERCISE POWERED BY MUSEUM HACK

BUILD WIN-WIN PARTNERSHIPS - PART 1

From 10:45 - 11:30

WILL.I.AM AND THE LOUVRE, AN UNLIKELY COLLABORATION?

Anne-Laure Beatrix, Director of External Affairs, Musée du Louvre, France @BeatrixLaure @MuseeLouvre
Adel Ziane, Head of Communication, Musée du Louvre, France @adel_ziane @MuseeLouvre

In French -
Live
Translation

11:30 - 12:00 NETWORKING BREAK

BUILD WIN-WIN PARTNERSHIPS - PART 2

4 workshops will take place simultaneously from 12:00 to 12:45. Participants are invited to select one. Please refer to page 22 for the workshops' abstracts and locations.

1 - THE MYSTIQUE OF MAPPLETHORPE: ENGAGEMENT ACROSS TWO MUSEUMS

Jessica Youn, Senior Associate, Communications, Los Angeles County Museum of Art (LACMA), USA @LACMA
Alexandria Sivak, Senior Communications Specialist, J. Paul Getty Trust, USA @alexandriasivak @thegetty

2 - LUMIÈRE SUR L'ART - WHEN CITY PARTNERS BECOME ART AMBASSADORS

Maude Lévesque, Curator of the CPOA and Public Engagement, Musée national des beaux-arts du Québec, Canada @mnbaq
Jean-Pierre Bédard, Executive Director, SDC Montcalm (Quartier des arts), Canada @jpibidi @SDCMontcalm

In French -
Live
Translation

3 - WHY YOUTUBE VIDEOS ARE KEY TO ENGAGING MILLENNIALS

Adel Ziane, Head of Communication, Musée du Louvre, France @adel_ziane @MuseeLouvre

4 - ENGAGING ABORIGINAL COMMUNITIES IN A PARTICIPATORY APPROACH

Caroline Lantagne, Exhibition Project Coordinator, Musée de la civilisation, Canada @mcqorg

In French -
Live
Translation

12:45 - 14:00 NETWORKING LUNCH

NEW TECHNOLOGIES, ENGAGEMENT'S BEST ALLIES

4 workshops will take place simultaneously from 14:00 to 14:45. Participants are invited to select one. Please refer to page 23 for the workshops' abstracts and locations.

1 - ORIGINAL CONTENT : ENGAGING CO-WORKERS AND ARTISTS

Marie-Hélène Raymond, Web-Content and Social Media Manager, Musée national des beaux-arts du Québec, Canada @mhraymond @mnbaq

In French -
Live
Translation

2 - MORE THAN A PEN

Wendi Parson, Director of Communications & Marketing, Cooper Hewitt, Smithsonian Design Museum, USA @cooperhewitt
Andrew McIntyre, Director, Morris Hargreaves McIntyre, United Kingdom @mhmandrew

3 - THE PROS AND CONS OF COMMUNICATING AND ENGAGING THROUGH SOCIAL MEDIA

Maren Krumdieck, Exhibition Partnerships Manager, Natural History Museum, London, United Kingdom @NHM_London

4 - TAKING A STEP FURTHER IN YOUR RELATIONSHIP

Rine Rodin, Digital producer, SMK - The National Gallery of Denmark, Denmark @RineRodin @smkmuseum

14:45 - 15:15 NETWORKING BREAK

PIECE OF PUZZLE - GROUP EXERCISE

EMBRACING THE CULTURE OF ENGAGEMENT

From 15:30 - 17:00

THE PATH FOR MoMA: HOW TO REFRESH A LEGACY BRAND

Kim Mitchell, Chief Communications Officer, The Museum of Modern Art, USA @kmitchellnyc @MuseumModernArt
Neil Parker, Co-Founder, Chief Strategy Officer, co:collective, USA @cocollective

OPEN-MINDEDNESS AND ENRICHING CULTURAL EXPERIENCE

Danielle Champagne, Director of the Foundation, The Montreal Museum of Fine Arts, Canada @mbamtl

JOIN THE CONVERSATION

AN EVENING AT THE MUSÉE DES BEAUX-ARTS DU QUÉBEC

VENUE: Musée national des beaux arts de Québec

From 18:00 - 22:00

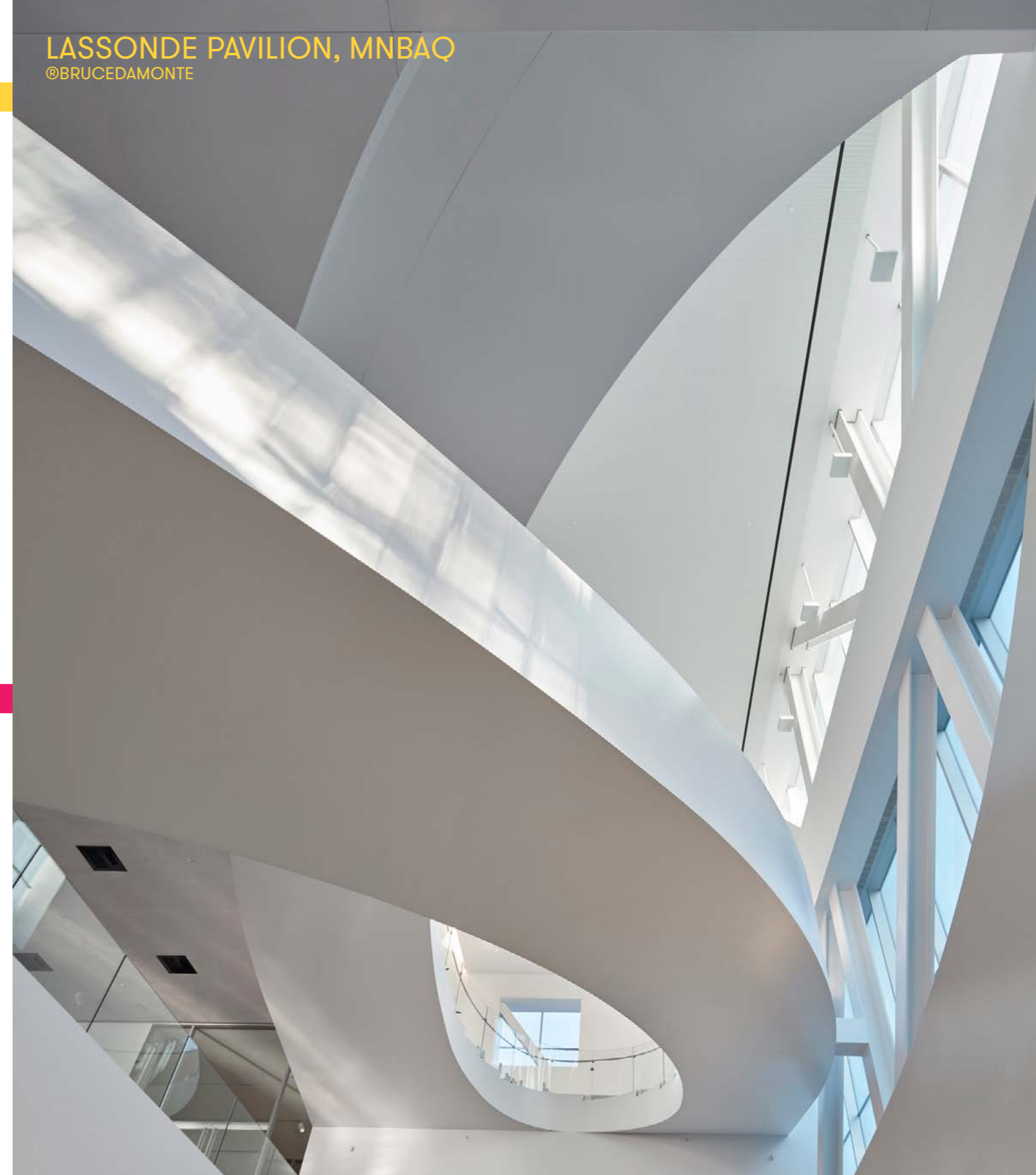
A UNIQUE ARCHITECTURAL EXPERIENCE

Line Ouellet, Executive Director and Chief Curator, Musée national des beaux-arts du Québec, Canada @mnbaq
Shohei Shigematsu, Partner and Director of the New York office, OMA, USA @sho_shigematsu

GUIDED VISITS OF THE MUSÉE NATIONAL DES BEAUX-ARTS DU QUÉBEC

GALA DINNER

LASSONDE PAVILION, MNBAQ @BRUCEDAMONTE



THURSDAY 17 NOVEMBER 2016

WELCOME COFFEE

VENUE: Québec City Convention Centre - Espace Urbain

From 08:00 - 08:30

COMMUNICATING THE MUSEUM - DAY 2

VENUE: Québec City Convention Centre - 306AB

ENGAGING SPECIFIC AUDIENCES - PART 1

From 08:30 - 09:30

REINVENTING THE MUSEUM IN CHINA

Presca Ahn, Director, M WOODS, China

ARE YOU CHINA READY? GROUP EXERCISE

ENGAGING SPECIFIC AUDIENCES - PART 2

VENUE: Québec's cultural institutions - SAFARI

5 workshops will take place simultaneously from 10:00 to 10:45 in Québec cultural venues. Participants will depart from Québec Convention Centre at 9:30.

Participants are invited to select one. Please refer to page 25 for the workshops' abstracts and venues.

1 - MINECRAFT YOUR MUSEUM

Adam Clarke, Minecraft artist and digital producer, Minecraft - Microsoft, United Kingdom @thecommonpeople

2 - HOW RIO MUSEUMS ARE REACHING OUT TO DISADVANTAGED COMMUNITIES

Hugo Barreto, Secretary General, The Roberto Marinho Foundation, Brazil

3 - AUDIENCES: MAINTAINING THE LOYAL, GAINING THE NEW

Marylou Johnston, International Communications & Development Director, Dream On, France @maryloujohnston
Fabrice Gueneau, Founder and President, Dream On, France @DreamOnparis

4 - COMMUNICATING WITH SENIORS THROUGH MEMORIES

Lucie Daignault, Head of Evaluation, Musée de la civilisation, Canada @mcqorg

In French -
Live
Translation

5 - REVIVING CITIES THROUGH URBAN INTERVENTIONS

Fady Atallah, Co-Founder, Infinite City, Canada @fffady @cityinfinite

A NEW MODEL - PART 1

VENUE: Québec's cultural institutions - SAFARI

4 workshops will take place simultaneously from 11:15 to 12:00 in Québec cultural venues. Participants are invited to select one. Please refer to page 27 for the workshops' abstracts and venues.

1 - BUILDING BRIDGES IN TURBULENT TIMES: EMPATHY AT THE CORE OF MUSEUMS

Jon Carfagno, Director of Learning and Audience Engagement, Grand Rapids Art Museum, USA @jcarfagno25
Adam Rozan, Director of Audience Engagement, Worcester Art Museum, USA @adamrozan

2 - INVOLVING 24,000 CANADIANS IN YOUR HISTORY HALL

Lisa Leblanc, Director, Creative Development, Canadian History Hall Project,
Canadian Museum of History, Canada @CanMusHistory

3 - LOST IN TRANSITION

Daniel Meyers, Creative Director, Plus and Greater Than, USA @SkylabArchitect
Traci Sym, Creative Director, Experience Design, Plus and Greater Than, USA @littlemesses

4 - TURNING ENGAGEMENT INTO SALES

Aude Mathey, Business Development Account Manager - Partners and
Affiliates, Cirque du Soleil, Canada @AudeMathey @Cirque

12:15 - 13:30 NETWORKING LUNCH AT THE CONVENTION CENTRE - ESPACE URBAIN

A NEW MODEL - PART 2

VENUE: Québec City Convention Centre - 306AB

From 13:30 - 17:00

WORLD CAFE - GROUP EXERCISE

Corinne Estrada, CEO and Founder, Agenda and CTM, France @corinneestrada @agendaparis

MAKING TRUE CONNECTIONS WITH YOUR COMMUNITIES

Adam Rozan, Director of Audience Engagement, Worcester Art Museum, USA @adamrozan

14:45 - 15:15 NETWORKING BREAK

UNEARTH THE DEEPER MISSION OF YOUR ORGANISATION

Hunter Tura, President and Chief Executive Officer, Bruce Mau Design, Canada @huntertura @brucemaudesign

2016 INTERNATIONAL DESIGN & COMMUNICATION AWARDS CEREMONY

Clémence Ferry, Project Manager and Head of Digital, Agenda, France @ClemiFerry @IDCAawards

LOS ANGELES WELCOMES CTM

Miranda Carrol, Director of Communications, Los Angeles County Museum of Art, USA @MirandaCarroll

KEY LEARNINGS

Corinne Estrada, CEO and Founder, Agenda and CTM, France @corinneestrada @agendaparis

AN EVENING AT THE MUSÉE DE LA CIVILISATION

VENUE: Musée de la civilisation

From 18:00 - 22:00

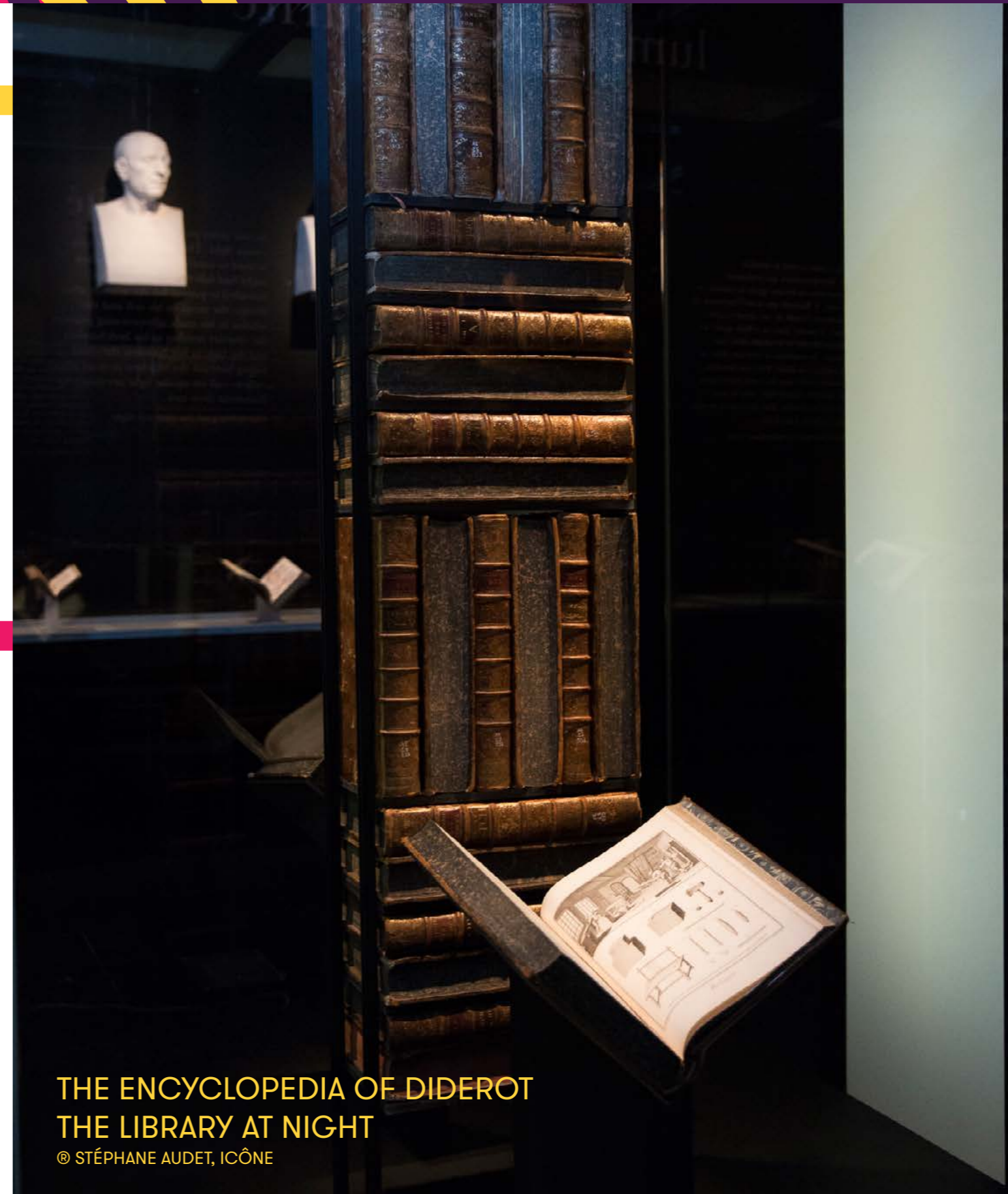
WELCOME

Stéphan La Roche, General Director, Musée de la civilisation, Canada @mcqorg

GUIDED VISITS OF THE MUSÉE DE LA CIVILISATION

Discover the National Collection and visit the temporary exhibitions "The Library at Night" & "Uprising x 25!"

FAREWELL RECEPTION



THE ENCYCLOPEDIA OF DIDEROT THE LIBRARY AT NIGHT

© STÉPHANE AUDET, ICÔNE

FRIDAY 18 NOVEMBER 2016

LE MONASTÈRE DES AUGUSTINES, A RENEWED COMMITMENT

Discover Le Monastère des Augustines, a unique concept, blending culture, heritage and holistic health, through an interactive guided visit.
The tour will be lead by Isabelle Duchesneau, Executive Director, and Ariane Blanchet-Robitaille, Curator.

Tour 1 - From 09:00 - 09:45
Tour 2 - From 10:30 - 11:15

ON OUR WAY TO MONTREAL

The bus will depart from the Delta Hotel at 10:00 and will arrive at the Novotel Montréal Centre around 13:00. Pre-booking is required (30€), seats are limited.
Participants can arrange their own travel plans either by plane, car or train.

MONTREAL EXTENSION - DAY 1

From 14:00 - 20:30

VENUE: The Montréal Museum of Fine Arts

WELCOME

Pascale Chassé, Director of Communications, The Montreal Museum of Fine Arts, Canada

WORKSHOPS

Do you wish to learn more about MBAM's Art Therapy initiative and to discover the museum's communication strategy and education programme?

VISITS

Discover the permanent collection of the museum and the temporary exhibition "Focus: Perfection Robert Mapplethorpe"

COCKTAIL RECEPTION

SATURDAY 19 NOVEMBER 2016

MONTREAL EXTENSION - DAY 2

From 09:30 to 13:00

VENUE: The Musée d'art contemporain de Montréal

WELCOME

Anne-Marie Barnard, Marketing and Communications Director, Musée d'art contemporain de Montréal, Canada @macmtl

LEARN ABOUT LA BIENNALE DE MONTRÉAL

Sylvie Fortin, Executive and Artistic Director, Biennale de Montréal, Canada @BNLMTL

THE RENEWAL OF THE MAC

Anne-Marie Barnard, Marketing and Communications Director, Musée d'art contemporain de Montréal, Canada @macmtl

11:45 - 12:15 NETWORKING BREAK

VISIT OF LA BIENNALE DE MONTRÉAL

13:00 - 14:30 FREE TIME FOR LUNCH

DISCOVER THE CIRQUE DU SOLEIL

From 14:30 - 15:15

VENUE: The Cirque du Soleil Studio

DISCOVER THE CIRQUE DU SOLEIL STUDIOS AND WORKSHOPS

Aude Mathey, Business Development Account Manager - Partners and Affiliates, Cirque du Soleil, Canada @AudeMathey @Cirque

Address : 8400 2eme avenue | Montréal, QC | Canada | H1Z 4M6
Public Transportation : Bus 94 : Terminus Cirque du Soleil / 2ème avenue - Bus 193 : Arrêt Jarry / 2ème avenue
Taxi : Cirque du Soleil, Sur Jarry / 2ème avenue. Entrée des visiteurs

WEDNESDAY 16 NOVEMBER 2016

WORKSHOPS - BUILD WIN-WIN PARTNERSHIPS

1 - THE MYSTIQUE OF MAPPLETHORPE: ENGAGEMENT ACROSS TWO MUSEUMS

Jessica Youn, Senior Associate, Communications, Los Angeles County Museum of Art (LACMA), USA @LACMA
 Alexandria Sivak, Senior Communications Specialist, J. Paul Getty Trust, USA @alexandriasivak @thegetty
 VENUE: Québec Convention Centre - 307B

In 2011, the J. Paul Getty Museum and the Los Angeles County Museum of Art (LACMA) jointly acquired photographer Robert Mapplethorpe's art and archives. The mission of their 2016 dual exhibitions was to not only effectively communicate the nature of the exhibitions, but to also celebrate Mapplethorpe's enduring legacy by encouraging audience discussion of the artist's triumphs and controversies. Presenters will discuss their collaboration and lessons learned in bringing Mapplethorpe's work to new audiences, all while managing the exhibition branding, media relations, donor relations, social media, and marketing.

2 - LUMIÈRE SUR L'ART - WHEN CITY PARTNERS BECOME ART AMBASSADORS

Maude Lévesque, Curator of the CPOA and Public Engagement, Musée national des beaux-arts du Québec, Canada @mnbaq
 Jean-Pierre Bédard, Executive Director, SDC Montcalm (Quartier des arts), Canada @jipibidi @SDCMontcalm
 VENUE: Québec Convention Centre - 306AB

The Musée national des beaux-arts du Québec wishes to be fully involved in its community, so that Québec art will ripple beyond its walls, enabling the Musée to meet up with visitors. In this context, partnerships are essential when developing innovative projects, and make it possible for several voices to be heard: partners become ambassadors of art.

Lumière sur l'art, a walking tour made up of 34 giant lampshades on which works from the Musée's collection have been reproduced, transforms urban space into a true open-air museum and is the fruit of a successful partnership!

Maude and Jean Pierre will answer the following question: How do you develop partnerships to carry out innovative projects? How do you capture the attention of the tourist trade and transform the Musée's "neighbours" into visitors? How do you disseminate artworks from the collection beyond the museum's walls?



3 - WHY YOUTUBE VIDEOS ARE KEY TO ENGAGING MILLENNIALS

Adel Ziane, Head of Communication, Musée du Louvre, France @adel_ziane @MuseeLouvre
 VENUE: Québec Convention Centre - 308B

Join Adel to learn about the project « Carte Blanche aux Youtubers ». Launched in January 2016, the collaboration's goal was to engage dialogue with Youtube's viewers by finding the right tone of voice and ambassadors. Discover how this win-win partnership with YouTubers offered the museum a new way of delivering content on its collections and events.

4 - ENGAGING ABORIGINAL COMMUNITIES IN A PARTICIPATORY APPROACH

Caroline Lantagne, Exhibition Project Coordinator, Musée de la civilisation, Canada @mcqorg
 VENUE: Québec Convention Centre - 308A

In order to create the reference exhibition This Is Our Story. First Nations and Inuit of the 21st Century, Musée de la civilisation, in partnership with La Boîte Rouge vif, an Aboriginal non-profit organisation, launched an extensive collaboration with the ten First Nations and the Inuits who live in Québec territory. Within about three years, 18 communities were visited, 800 people participated in the process, creation workshops were held within the communities, and object selection sessions took place in the Musée's reserves. The Aboriginal people directly participated in the choice of contents and the exhibition layout. The participants of this workshop will be invited to ponder on and suggest examples of projects to develop contents that reflect cultural diversity.

WORKSHOPS - NEW TECHNOLOGIES, ENGAGEMENT'S BEST ALLIES

1 - ORIGINAL CONTENT : ENGAGING CO-WORKERS AND ARTISTS

Marie-Hélène Raymond, Web-Content and Social Media Manager, Musée national des beaux-arts du Québec, Canada @mhraymond @mnbaq
 VENUE: Québec Convention Centre - 306AB

While continuing to invest in programming and outreach activities to catch the public's attention, the MNBAQ has decided to use digital technology to create an entirely new communication space, in which the general public can connect with the Musée's collections in hitherto unseen ways: video production. This new way of communicating, via the tablet provided to individual visitors, the MNBAQ website and platforms such as YouTube and Vimeo, makes it possible to add to the public's experience in the exhibition gallery and to reach the "non-public," or those who are not in the habit of visiting museums. Democratizing the museum experience through the creation of original content on the Web: this is what the present workshop offers.

2 - MORE THAN A PEN

Wendi Parson, Director of Communications & Marketing, Cooper Hewitt, Smithsonian Design Museum, USA @cooperhewitt
 Andrew McIntyre, Director, Morris Hargreaves McIntyre, United Kingdom @mhmandrew
 VENUE: Québec Convention Centre - 308B

Cooper Hewitt's Pen is an interactive device allowing visitors to collect and design objects in gallery and access them online afterward. It's received global acclaim for innovation, but how do visitors really engage with it? Is it just another way to access digital information or is it genuinely a breakthrough? The Pen generates huge amounts of data, showing it's well used. To see how it's transforming the visitor experience, we used interviews, observations and frame-by-frame video analysis. Find out how it enriches and extends the experience and what the lessons are for institutions wanting greater interactivity and engagement. In this interactive presentation, participants will find out what impact the Pen has had on how people experience and engage with the collections in the galleries and online.

3 - THE PROS AND CONS OF COMMUNICATING AND ENGAGING THROUGH SOCIAL MEDIA

Maren Krumdieck, Exhibition Partnerships Manager, Natural History Museum, London, United Kingdom @NHM_London
 VENUE: Québec Convention Centre - 307B

This workshop aims to give examples of two of the Museums own experiences of Social Media uses and gives ideas of how useful but also how difficult it is to manage its outcome.

- The Natural History Museum announced in 2015 its plan to transform its Central Hall which would replace its current occupant a 84ft Diplodocus cast called 'Dippy' with a blue whale skeleton. A public announcement that caused a social media outcry which wasn't fully expected.
- The Museum's own acclaimed wildlife photography competition 'Wildlife Photographer of the Year' uses Social Media to capture public votes for its own dedicated People's Choice Award.

Participants will share their own experiences and work out a plan of action of how to use Social Media also to potentially enhance an institutions public programme.

4 - TAKING A STEP FURTHER IN YOUR RELATIONSHIP

Rine Rodin, Digital producer, SMK - The National Gallery of Denmark, Denmark @RineRodin @smkmuseum
 VENUE: Québec Convention Centre - 308A

The last decade has seen a massive change in the relationship between museums and their audiences. Through social media and other efforts, many institutions have built up much closer and indeed "friendlier" ties with guests and online users. But how do you build upon this new relationship? The SMK has recently embarked on "SMK Open", an ambitious digital project which seeks to leverage the new relationship into practical collaboration as users, guests, and other friends are invited to take part in a truly deep sense. In this workshop we'll work together on ideas for turning museum guests into active, valuable collaborators.

THURSDAY 17 NOVEMBER 2016**WORKSHOPS - ENGAGING SPECIFIC AUDIENCES - PART 2****1 - MINECRAFT YOUR MUSEUM**

Adam Clarke, Minecraft artist and digital producer, Minecraft - Microsoft, United Kingdom @thecommonpeople
 VENUE: Chapelle du Musée de l'Amérique francophone

How can Minecraft be used by museums and other organisations to engage young people with their exhibits and brand? Adam will illustrate this presentation by several projects including the TateWorlds project (Tate Museums) and The Great Fire of London (Museum of London).

2 - HOW RIO MUSEUMS ARE REACHING OUT TO DISADVANTAGED COMMUNITIES

Hugo Barreto, Secretary General, The Roberto Marinho Foundation, Brazil
 VENUE: Coopérative Méduse - VU photo

Join Hugo Barreto to discover Rio's newest museums, the Museum of Art of Rio (MAR) and the Museum of Tomorrow. Since their openings, the two museums have reached a significant number of visitors. Both cultural institutions have developed specific actions to engage surrounding communities - including several favelas. Their efforts to fortify the bonds between the museums and their territory have proven very successful. Many visitors had never been to a museum before and had never imagined collaborating or working with them. By encouraging experimentation and integration through art and education the museums aim to stimulate and spread sensibility and knowledge.

3 - AUDIENCES: MAINTAINING THE LOYAL, GAINING THE NEW

Marylou Johnston, International Communications & Development Director, Dream On, France @maryloujohnston
 Fabrice Gueneau, Founder and President, Dream On, France @DreamOnparis
 VENUE: Monastère des Augustines

Founded in 1669, l'Opéra de Paris is the primary opera company of France with a strong base of subscribers and followers. In 2015, the newly appointed President faced a new challenge: How can l'ONP conquer new publics who are not inclined to go to the Opéra without losing its core audience of passionate ? This case study will show you how, with the help of branding & communication agency Dream On, the OPN has completely recast its communication strategy through its visual identity, its media communication, its digital ecosystem and its editorial content. L'Opéra de Paris was awarded "Advertiser of the Year 2016" by Le Club des DA, the first time this prestigious award is given to a cultural institution.

4 - COMMUNICATING WITH SENIORS THROUGH MEMORIES

Lucie Daignault, Head of Evaluation, Musée de la civilisation, Canada @mcqorg
 VENUE: Québec Convention Centre - 306AB

The Musée de la civilisation wished to continue its commitment to society with a project for senior citizens living in public nursing homes, created in collaboration with the health and social services network. Thus *Réminiscence. Quand le passé aide le présent* was born. The reminiscence therapy approach – the recollection of old memories – is an excellent way to communicate with the elderly. Objects or goods within a replica of a general store, display cases of artefacts, a photography exhibition, and a kit of cultural activities, all from Québec’s collective memory, help bring back individual memories. Reminiscence also promotes communication with seniors living with cognitive or physical impairments. During this workshop, participants will be invited to suggest ways to update the approach of reminiscence for a new generation of seniors.

5 - REVIVING CITIES THROUGH URBAN INTERVENTIONS

Fady Atallah, Co-Founder, Infinite City, Canada @fffady @cityinfinite
 VENUE: Coopérative Méduse - VU photo

Urban interventions and interactive installations are becoming popular initiatives in cities looking to revive their public spaces. Yet, with the high level of investments required and no immediate return in terms of ticket sales, a broader assessment becomes necessary to help direct efforts and curate the most impactful works. The Workshop is facilitated by Infinite City, a label that represents urban intervention projects by renowned design studio *Daily tous les jours* in Montréal. We will start by presenting the impact study commissioned to assess the *Musical Swings 2016* tour in three US cities and then engage participants to figure out their own evaluation models of art initiatives in public spaces.



21 BALANÇOIRES (21 SWINGS)
QUARTIER DES SPECTACLES DE MONTRÉAL
 © OLIVIER BLOUIN

WORKSHOPS - A NEW MODEL

1 - BUILDING BRIDGES IN TURBULENT TIMES: EMPATHY AT THE CORE OF MUSEUMS

Jon Carfagno, Director of Learning and Audience Engagement, Grand Rapids Art Museum, USA @jcarfagno25
 Adam Rozan, Director of Audience Engagement, Worcester Art Museum, USA @adamrozan
 VENUE: Québec Convention Centre - 306AB

How can museums evolve to serve audiences in an environment marked by continuous disruption and ever-present change? What methods and ways of working support transformation and positive impact in our communities? This session explores how adoption of empathy as the primary core value for museums can enable powerful new directions in today’s world. Jon and Adam will contextualize empathy in terms of the social, political, and entrepreneurial trends that define our current climate. From walking in someone else’s shoes to working together across conventional boundaries, this workshop provides tools, methods, and conversations that ignite innovation.

2 - INVOLVING 24,000 CANADIANS IN YOUR HISTORY HALL

Lisa Leblanc, Director, Creative Development, Canadian History Hall Project,
 Canadian Museum of History, Canada @CanMusHistory
 VENUE: Coopérative Méduse - VU photo

The Canadian History Hall (CHH), scheduled to open on July 1, 2017, will highlight the stories of Canada’s past, from the presence of first human habitation 15,000 years ago to the present day. The development of the CHH has been done through engagement with 24,000 Canadians, 6 advisory committees, dozens of communities consultations, as well as internal and external experts, visitor studies, and targeted focus groups and prototyping. This presentation will provide an overview of the CHH’s Engagement Matrix, highlighting the findings, benefits, and challenges to extensive engagement in the development of a major history exhibition.

3 - LOST IN TRANSITION - REINFORCING THE CIVIC ROLE OF THE MUSEUM IN THE ENGAGEMENT AGE.

Daniel Meyers, Creative Director, Plus and Greater Than, USA @SkylabArchitect
 Traci Sym, Creative Director, Experience Design, Plus and Greater Than, USA @littlemesses
 VENUE: Monastère des Augustines

There has been a global shift in cultural institutions away from education, and towards engagement as the primary objective and means of measuring success. This shift has been in response to numerous pressures- new science telling us more about how to reach and make lasting connections with an ever more diverse audience, and new technologies creating unanticipated behavioral and operational challenges. How can we reinforce the core mission of our public institutions? How can we be sure that we do more than connect individuals personally to exhibits and collection? This workshop will explore a number of case studies- exhibitions and public engagement installations, which have attempted to address this question.

4 - TURNING ENGAGEMENT INTO SALES

Aude Mathey, Business Development Account Manager – Partners and Affiliates,
 Cirque du Soleil, Canada @AudeMathey @Cirque
 VENUE: Chapelle du Musée de l’Amérique francophone

How can we talk to a new audience, make them engage with your brand and transform their interest into sales? From a marketing perspective, engagement is one of the toughest metric to measure and evaluate. However, by relying on the proper partners, you might be able to talk to different publics and gain their adhesion. At Cirque du Soleil, Aude Mathey is always testing new ideas and campaigns to create interest in new audiences, increase sales on the long term and develop the Cirque’s fanbase. She will share some of her ideas, that hopefully will resonate with some of your challenges.



- Québec**
- 1 Québec City Convention Centre
 - 2 Delta Hotel
 - 3 Musée de la civilisation
 - 4 Musée national des beaux-arts du Québec
 - 5 Chapelle du Musée de l'Amérique francophone
 - 6 Château Frontenac
 - 7 Méduse
 - 8 Monastère des Augustines

SAINTE-ROCH

Méduse

Québec City Convention Centre

VIEUX-QUÉBEC

VIEUX-PORT

Plains of Abraham

St. Lawrence River

Rivière Saint-Charles

Estuaire de la Rivière Saint-Charles

Citadelle

PETIT-CHAMPLAIN AND PLACE-ROYALE

Parc Notre-Dame-de-la-Garde

SAINTE-SAUVEUR

Delta Hotel

Monastère des Augustines

Chapelle du Musée de l'Amérique francophone

Château Frontenac

Musée de la civilisation

Musée Naval de Québec

Musée National des Beaux-Arts du Québec

Discovery Pavilion of the Plains of Abraham

Grand Théâtre

Hôtel Dieu

Hôtel de Ville

Porte Prescott

Parc de la Citadelle

Parc de la Citadelle

Musée Naval de Québec

Bunge GrainSilos

Hôtel-Dieu

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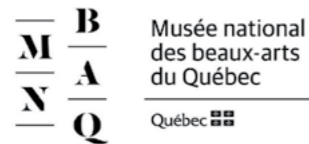
Bunge GrainSilos

Hôtel-Dieu

Hôtel de Ville

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This event is organised with the support and participation of the Société du Centre des congrès de Québec, the Musée national des beaux-arts du Québec and the Musée de la civilisation.



Conference Partners



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TUNIQUE DE CHASSEUR
INNU
CANADA, BEFORE 1759
MUSÉES DE LA CIVILISATION
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SEE YOU NEXT YEAR

In Melbourne
for Culture Business
26-28 July 2017

In Los Angeles
for Communicating the Museum
6-8 November 2017

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