

**Communicating  
the Museum  
Conference**

**12–15  
July 2016**

**Dialogue**

**Berlin**

**Programme**

# Agenda

## Communications Agency

### 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 1<sup>st</sup> 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 1<sup>st</sup> 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 of CELSA Université Paris-Sorbonne Expansion to the US with a new team member in Washington

### Some of our clients

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

PARIS – BERLIN – SYDNEY - WASHINGTON

[www.agendacom.com](http://www.agendacom.com)

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AGENDA



International  
**cultural communication**  
 specialists since 1995

#### 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

# About

## 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.

- 16 conferences around the world
- 230 sites
- 550 speakers
- 4'300 museum professionals
- 10'000'000 Euros of economic impact

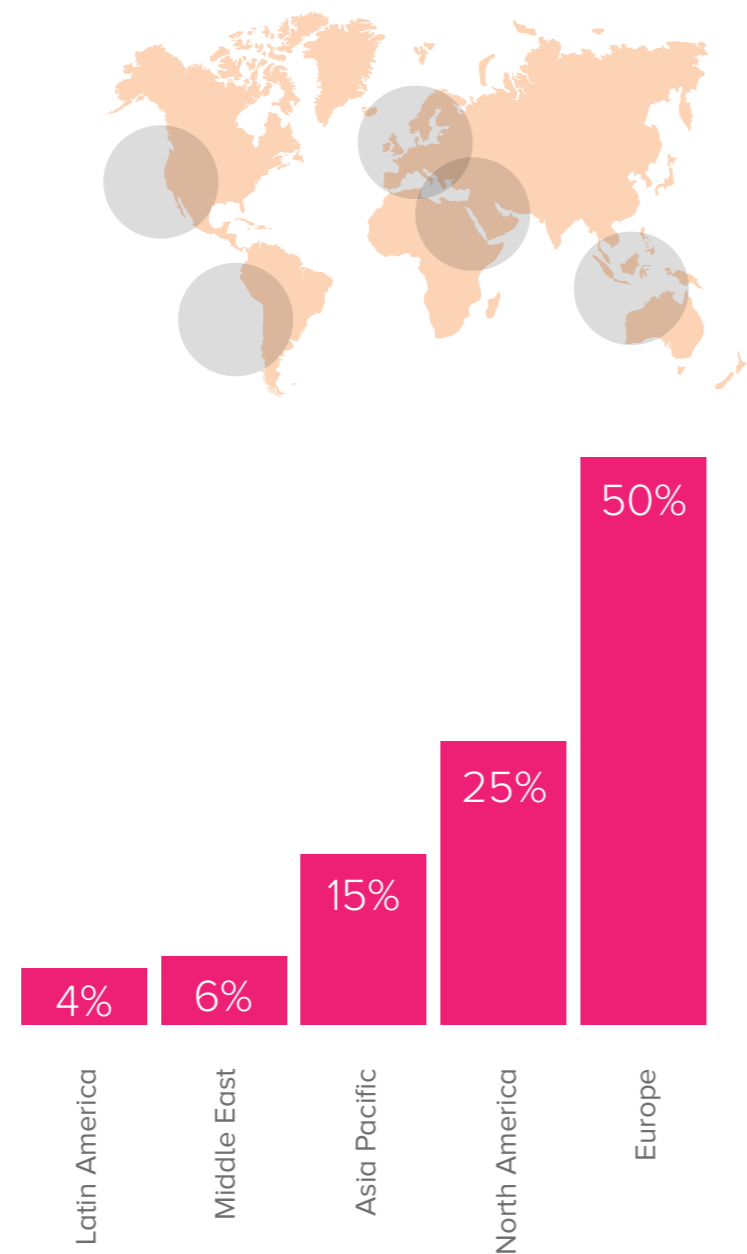
*'The best conference in the world for museum professionals'*

ELYSE TOPALIAN  
The Metropolitan Museum of Art

*'To learn and get inspired'*

ELEONORE VALAIS DE SIBERT  
Le Louvre

## Where do CTM participants come from?



## Conferences around the world

- CTM15 ISTANBUL
- CTM14 SYDNEY
- CTM13 STOCKHOLM
- CTM12 NEW YORK
- CTM11 DUSSELDORF
- CTM10 VIENNA
- CTM09 MALAGA
- CTM08 VENICE
- CTM07 MADRID
- CTM06 ROTTERDAM
- CTM05 TURIN
- CTM04 VALENCIA
- CTM03 PARIS
- CTM01 PARIS
- CTM00 PARIS

## CTM Advisory Board

CTM is always devoted to providing and inspiring new ideas. Corinne 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 an exceptional support from the group for this 16<sup>th</sup> edition.

**Miranda Carroll**  
Director of Communications, LACMA

**Jennifer Francis**  
Executive Director of Marketing and Communications, The Philadelphia Museum of Art

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

**Jo Marsh**  
Director and Consultant, Jane Wentworth Associates

**Kim Mitchell**  
Chief Communications Officer, MoMA

**Paula Röhss**  
Former Director of Communications and Audiences, Nationalmuseum Sweden

**Jane Rosier**  
Head of Marketing, Victoria and Albert Museum

**Barbara Wolf**  
Director of Communications, Deutsches Historisches Museum

# Welcome

# Our journey

## Dialogue



Dear delegates,  
Welcome to Berlin.

The German capital is Agenda's second home and we are delighted to host our first event in this city. We opened our German office in 2009 to build greater connections between France and Germany.

Agenda's mission is to cultivate dialogue between museums, media and businesses from across the world. The CTM conference was created to help museum professionals exchange ideas and be inspired by experts. Dialogue is profoundly rooted in our philosophy and an obvious choice as the theme of CTM16 Berlin.

With the help of the Deutsches Historisches Museum, izi.TRAVEL, the Los Angeles Tourism and Convention Bureau and The Art Newspaper, the rich four-day programme was designed to kick-start collaborations. We all share the same conviction; every conversation should start with yes. Yes is positive, drives optimism and is a powerful way to build the future together.

Make the most Berlin.

Corinne Estrada

### Thank you to our contributors

A special thank you to Barbara Wolf for helping us bring the conference to the prestigious Deutsches Historisches Museum. We thank Visit Berlin and izi.TRAVEL for being great sponsors. This year, we have also benefited from the Los Angeles Tourism Board, whom we also thank for their valuable input.

My best thanks go out to Fiona Menzies from Creative Partnerships and Mark Goggin from Sydney Living Museums for accepting to co-chair this 16<sup>th</sup> edition of Communicating the Museum and to all members of our Advisory Board for being so inspiring.

Thank you to the British Council, Embassy of the United States and the Embassy of the Republic of Panama for their trust and contribution. We highly appreciate their help in bringing amazing speakers to Berlin. And finally, we thank The Art Newspaper for being our long term partner.

**Tuesday 12 July**  
**Fundraising Day**

**Dialogue starts with raising money**

- Trends in fundraising
- Big picture
- Inside the organisation
- Connecting with your donors

**Wednesday 13 July**  
**Best Practice Training**

**Identifying the good ideas**

- Press and digital PR
- Brand communication

**Wednesday 13 July**  
**Communicating the Museum**

**Embrace the unexpected**

**Thursday 14 July**  
**Communicating the Museum**

**Leading generative conversations**

- Communication strategies
- Emotionally engage with your audience
- Taking risks

**Thursday 14 July**  
**Communicating the Museum**

**How to survive in the digital jungle**

- Explore the digital universe
- Digital turns dialogue into action

**Friday 15 July**  
**Communicating the Museum**

**Building dialogue inside out**

- Befriending your audience

**Friday 15 July**  
**Learning Safari**

**See opportunities everywhere**

**Saturday 16 July**

**Explore Berlin**

- Architectural highlights
- Street art and green design
- Food, art and lifestyle



# Programme



DEUTSCHES  
HISTORISCHES  
MUSEUM

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## Tuesday 12 July Fundraising Day

Extra, pre-booking required

### DIALOGUE STARTS WITH RAISING MONEY

**A full day dedicated to sponsorship and fundraising**

From 09:00 to 17:30 at the Deutsches Historisches Museum / Zeughauskino

Chaired by Corinne Estrada, CEO and Founder, Agenda and CTM, France @corinneestrada @agendaparis and Fiona Menzies, CEO, Creative Partnerships Australia, Australia @FionaMenzies17 @CreativePships

### TRENDS IN FUNDRAISING

**Think outside the box**

Thomas Girst, Head of Cultural Engagement, BMW, Germany @BMW

Javier Pes, Editor, The Art Newspaper, UK @JavierPes1 @TheArtNewspaper

### SEE THE BIG PICTURE

**Closing the deal**

Kim McKay AO, Director & Chief Executive Officer, Australian Museum, Australia @kimcoral @austmus

Tehmi Sukhla, Director Marketing, Communications & Development, Australian Museum, Australia @tehmi @austmus

### INSIDE THE ORGANISATION

**Part 1 - Behaviour Economics: how businesses and charities are engaging supporters and customers**

Bernard Ross, Director, The Management Centre, UK @bernardrossmc @MgmtCentre

**Part 2 - Beyond please and thank you: leveraging communications for donor relations**

Scott Tennent, Director of Advancement Communications, Smithsonian Institution, USA @scotttnt @smithsonian

13:00 - 14:00 Lunch at the Deutsches Historisches Museum

### CONNECTING WITH YOUR DONORS

**Part 1 - Marketing and fundraising mechanisms in an environmental NGO**

Tania Roach, Executive Officer of Marketing and Fundraising, WWF Germany, Germany @WWF

**Part 2 - Association of friends – engage donors and inspire support**

Denise Dias, Associate Vice President, Marketing & Communications, Royal Ontario Museum Governors, Canada @ROMtoronto

André Odier, Managing Director, Friends of the Berlin Nationalgalerie, Germany

**Part 3 - Speaking to your audience in their language**

Jill Westgard, Deputy Director for Advancement, Yale University Art Gallery, USA @Yale

**Part 4 - Five barriers to successful fundraising and how to overcome them**

Nicole Newman, Development Director and Project Director, English National Ballet, UK @ENBallet

### DINNER WITH FRIENDS

20:00 Clärchens Ballhaus, Auguststr. 24, 10117 Berlin

Immerse yourself in Berlin's Golden Twenties and enjoy dinner at the Clärchens Ballhaus restaurant like at the time of Otto Dix.

Extra, pre-booking required

# Programme

Wednesday 13 July

## Registration

From 08:00 to 14:00 at the Deutsches Historisches Museum

## Best Practice Training: Branding and Communication

Extra, pre-booking required

### IDENTIFYING THE GOOD IDEAS

From 09:00 to 13:00 at the Deutsches Historisches Museum /Zeughauskino  
Chaired by Pascale Bousquet, Account Director, Agenda, France @agendaparis

### PRESS AND DIGITAL PR

#### Part 1 - Making the most of media

Jasmin Mickein, Head of Press & PR, Kunsthalle Bremen, Germany @mausimmuseum @Kunsthalle\_HB

#### Part 2 - Travel bloggers, the new trendsetters

Pascale Bousquet, Account Director, Agenda, France @agendaparis

#### Part 3 - A picture is worth a thousand words: the art world's love affair with Instagram

Rebecca Taylor, Executive Vice President, FITZ & CO, USA @RebeccaTaylorNY @FITZandCO

#### Part 4 - Collective learning

Talk with the experts

11:00 - 11:30 Coffee break

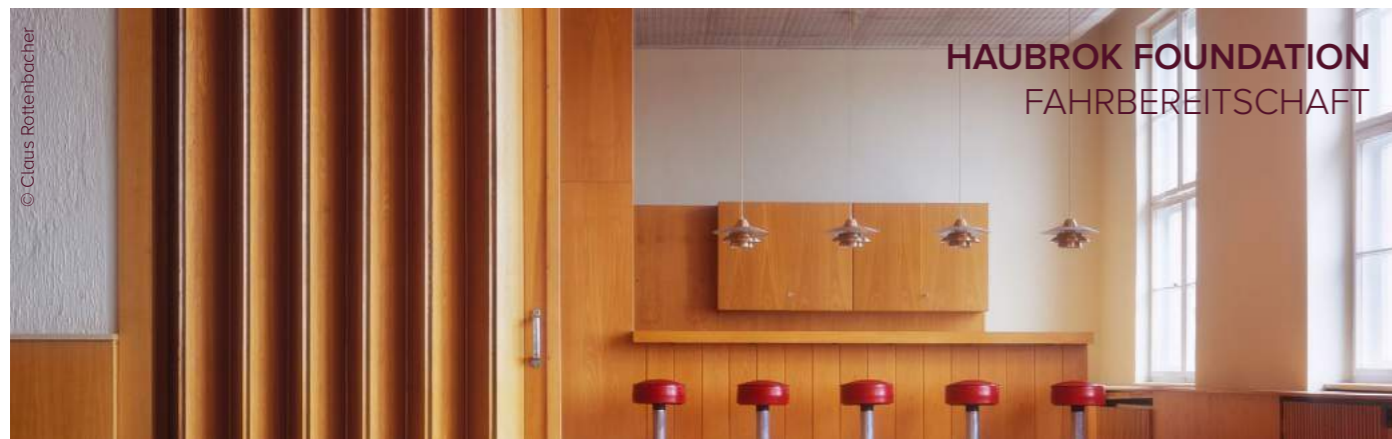
### BRAND COMMUNICATION INTERACTIVE TRAINING

#### Brand from the inside out

#### How to involve the people who deliver the experience

Jo Marsh, Director and Consultant, Jane Wentworth Associates, UK @JWALondon

### KEY LEARNINGS



Wednesday 13 July

## Embrace the unexpected

From 14:00 to 18:00 at the Deutsches Historisches Museum

### INTRODUCTION BY THE CHAIRS: RULES OF THE GAME

Corinne Estrada, CEO and Founder, Agenda and CTM, France @corinneestrada @agendaparis  
Mark Goggin, Executive Director, Sydney Living Museums, Australia @sydlivmus

### FASTER - HIGHER - STRONGER - THE FUTURE OF DIALOGUE IN THE MUSEUM WORLD

Will Gompertz, Art Editor, BBC, UK @WillGompertzBBC @BBC  
Javier Pes, Editor, The Art Newspaper, UK @JavierPes1 @TheArtNewspaper  
Bernhard Schulz, Editor, Tagesspiegel, Germany @tagesspiegel

### FROM ONE STORY TO 250. DO YOU KNOW WHO YOU ARE TALKING TO?

#### STORYTELLING THROUGH THE GENERATIONS

Cecilia Martin, Creative Strategist and co-founder, Lava Lab, Netherlands @LavaDesignLab  
Naresh Ramchandani, Partner, Pentagram, UK @pentagram

15:30 - 16:00 Coffee break

### DO WHAT REALLY MATTERS:

#### THE BUNDESWEHR (GERMAN ARMED FORCES) IN DIALOGUE WITH GENERATION WHY

Dirk Feldhaus, Bundeswehr Representative for the employer brand communication,  
Federal Ministry of Defence, Germany @bundeswehrInfo  
Jörg Wolf, Chief Creative Officer, Castenow Communications GmbH, Germany

### PARTNERS ARE DIFFERENT THAN VENDORS. HOW TO BUILD PARTNERSHIPS THAT OVER-DELIVER

Gordon Montgomery, VP of Marketing and Public Affairs, The Art Institute of Chicago, USA @artinstitutechi  
Britt Nolan, Chief Creative Officer, Leo Burnett, USA @LeoBurnett

### RUHRTRIENNALE: INVITING EVERYONE TO BE EMBRACED

Lukas Crepaz, CEO, Ruhrtriennale, Germany @ruhrtriennale  
Dimitri Jeurissen, CEO and Partner, Base Design, Belgium @DimJeurissen @Base\_Design  
Fabian Jean Villanueva, PR Manager, Base Design, Belgium @Base\_Design

### WELCOME RECEPTION

19:00 at Haubrok Foundation, FAHRBEREITSCHAFT Herzbergstraße 40-43, 10365 Berlin  
Private guided tour of the Haubrok Collection and the BRD exhibition followed by a cocktail.

Axel and Barbara Haubrok, famous German art collectors, invite us to their gallery for an exclusive event. FAHRBEREITSCHAFT is a unique creative hub for contemporary artists in the buzzing and up and coming district Herzberge in Berlin.



# Programme

## Thursday 14 July Leading generative conversations

From 09:00 to 17:30 at the Deutsches Historisches Museum

### WORLD CAFÉ

Finding the answers together

### COMMUNICATION STRATEGIES

**Success Stories from The Broad, L.A. and Garage Museum of Contemporary Art, Moscow**

Dasha Kotova, Head of Development and Marketing, Garage Museum of Contemporary Art, Russian Federation @garageccc

Alex Capriotti, Director of Marketing and Communications, The Broad, USA @TheBroad

### EMOTIONALLY ENGAGE WITH YOUR AUDIENCE

**Part 1 - Panama, Bridge of Life: the museum as a hub**

Margot López, Communications Coordinator, Biomuseo, Panama @GuayaberaD @biomuseo

11:00 - 11:30 Coffee break

### Part 2 - Foster dialogue with different cultures

Robert Winkler, Project Manager, Multaka, Germany

Dr. Susanne Rockweiler, Deputy Director, Head of Communication and Organisation, Berliner Festspiele, Martin-Gropius-Bau, Germany @GropiusBau

### TAKING RISKS

The 5 workshops will take place simultaneously from 12:15 to 13:00

Please find more details about the workshops page 16

Workshop 1 - Exclusion and inclusion - a case study of relationships in a regional New Zealand museum

Workshop 2 - Activate public participation chains and generate tri-directional dialogue

Workshop 3 - Too late & too little, nevertheless an award winning initiative

Workshop 4 - What does « China Ready » mean for museums?

Workshop 5 - Developing a hybrid floor staff: extending brand and messaging to the onsite experience

13:00 - 14:00 Lunch - Meet the press event

Agenda has invited 20 internationally renowned media to the conference. This lunch is the perfect opportunity for you to meet high profile journalists and update them on what's new in your institution.

## Thursday 14 July How to survive in the digital jungle

### EXPLORE THE DIGITAL UNIVERSE

The 6 workshops will take place simultaneously from 14:00 to 14:45

Please find more details about the workshops page 17

Workshop 1 - Planes, trains and search engines – how an innovative partnership revealed the treasures of a national collection to a worldwide audience

Workshop 2 - Power to the people: the changing landscape of digital engagement

Workshop 3 - City history, beyond the walls of the museum

Workshop 4 - Smart culture in smart cities

Workshop 5 - What museums can learn from political campaigns

Workshop 6 - Make meaningful connections with art

### MAKE THE MOST OF THE DIGITAL ERA

Chris Michaels, Head of Digital and Publishing, The British Museum, UK @chr1sm1chaels @britishmuseum

15:45 - 16:15 Coffee Break

### DIGITAL TURNS DIALOGUE INTO ACTION

Samir Patel, Managing Director, Blue State Digital, UK @BSD

### BUILD A NEW KIND OF INSTITUTION FROM THE OUTSIDE IN - UN LIVE: A GLOBAL MUSEUM FOR HUMANITY

Michael Peter Edson, Associate Director and Head of Digital, United Nations Live—Museum for Humanity, USA @mpedson

### GALA COCKTAIL SPONSORED BY THE LOS ANGELES TOURISM & CONVENTION BOARD

Join us at 19:30 at Berlin Cathedral (Dom) for an exclusive concert of the largest organ in Germany. The concert will be followed by a Gala Cocktail at the Cathedral and private visits of the dome. Enjoy the breathtaking view over Berlin in the sunset.



**MOLECULE MAN**  
BY JONATHAN  
BOROFSKY

# Programme

Friday 15 July

## Building dialogue inside out

From 09:00 to 14:00 and from 18:00 to 19:00 at the Deutsches Historisches Museum  
From 14:00 to 17:30 at various locations in Berlin

### THE MUSEUM OF EXCHANGE

Chris Dercon, Director Emeritus, Tate Modern, UK @Tate

### A HUMANIST MUSEUM : EDUCATION, ART THERAPY AND SOCIAL ENGAGEMENT, KEYS OF SUCCESS

Nathalie Bondil, Director and Chief Curator, Montreal Museum of Fine Arts, Canada @mbamtl

10:15 - 10:45 Coffee break

### BEFRIENDING YOUR AUDIENCE

The 5 workshops will take place simultaneously from 11:15 to 12:00

Please find more details about the workshops page 18

Workshop 1 - Observations on dialogues with audiences including impossible tasks and great rewards

Workshop 2 - MAKING LASAGNE – Sustainability in museums, a call for dialogue

Workshop 3 - How museums demonstrate expertise in the age of Google

Workshop 4 - Dialogue between media and space

Workshop 5 - You are here: exploring the potential of multimedia guides and wayfinding within museums

13:00 - 14:00 Lunch at the Deutsches Historisches Museum

### LEARNING SAFARI - SEE OPPORTUNITIES EVERYWHERE

1<sup>st</sup> session from 14:30 - 15:45, 2<sup>nd</sup> session from 16:15 - 17:30. All Safaris (except Safari 4) will be repeated.

Please find more details about the safaris page 19

Agenda offers participants a unique behind-the-scenes experience of Berlin's exciting art and cultural organisations.

Safari 1 - Berlin Wall Memorial: communicating a history of division today

Safari 2 - Olbricht Foundation and Freshmuseum.com: An interactive app for an unconventional art space

Safari 3 - Deutsche Guggenheim / Deutsche Bank KunstHalle – how do you redefine a museum?

Safari 4 - Instagram Strategy of the Berlinische Galerie

Safari 5 - DDR Museum : How can games shape your experience of history?

### FAREWELL COCKTAIL

From 18:00 - 19:00

Join us for a drink in the modern Foyer of the Deutsches Historisches Museum designed by leoh Ming Pei.

### FAREWELL DINNER

20:00 at 3 Schwestern, Mariannenplatz 2, 10997 Berlin

Join your peers for dinner and drinks at 3 Schwestern (3 Sisters), hidden away in the Bethanien Künstlerhaus (Artists' House), one of the oldest buildings located in the hip district of Kreuzberg.

Extra, pre-booking required

Saturday 16 July

## Explore Berlin

Extra, pre-booking required

EXPLORE THE CITY'S ART AND ARCHITECTURE SCENE AND TRENDY NEIGHBOURHOODS WITH OUR GUIDED TOURS.

From 10:00 to 16:00, all tours include lunch and depart from Arcotel, Werderscher Markt 11, 10117 Berlin

### Tour 1 - Architectural Highlights – Masterpieces by star architects

By foot and shuttle bus

The tour along the Kulturforum, Potsdamer Square, Parisian Square and the Governmental District includes a variety of contemporary architectural masterpieces by international star architects such as Renzo Piano, Richard Rogers, Helmut Jahn, Frank o'Gehry, Günther Behnisch, Axel Schultes and Stefan Braunfels.

### Tour 2 - Street art and Green Design

By bicycle, foot and shuttle bus

Discover the feel of new trendy neighborhoods such as Prenzlauer Berg, Mitte, Kreuzberg or Friedrichshain. You will walk, bike and take a close look at the draw-dropping works by Alias, XOOOOX or Vhils. In addition to visiting galleries, you will discover the extraordinary green designs around Kreuzberg and the banks of the river Spree.

### Tour 3 - Food, Art and Lifestyle

By bicycle

Explore the innovative culinary trends of Berlin by bike! Find out how concept stores and pioneers such as Tim Raue or Sarah Wiener incorporate fresh, local and seasonal products within the context of art, clothes, books, jewelry and furniture. See how Kreuzberg's chefs cooperation focuses on sustainability to develop their "green treats" in urban gardens or indoor farms.



BERLINER  
DOM

[communicatingthemuseum.com/berlin](http://communicatingthemuseum.com/berlin)



# Workshops

## Thursday 14 July am TAKING RISKS

From 12:15 to 13:00 at the Deutsches Historisches Museum

### WORKSHOP 1 @ZEUGHAUSKINO - EXCLUSION & INCLUSION, A CASE STUDY OF RELATIONSHIPS IN A REGIONAL NEW ZEALAND MUSEUM

Andy Lowe, Chief Executive Officer, Te Manawa Museums Trust, New Zealand @temanawanz

Te Manawa actively seeks out and connects with those communities that traditionally have not been involved nor have contributed to the fabric of the museum, while also providing broader access to our collections to all. In 2012 Creative Journeys Ltd, a group of 30 or so artists with intellectual and physical disabilities met with the staff to discuss the idea of Creative Journeys artists working at Te Manawa. Since then the artists have worked with and at Te Manawa on a number of collaborative projects using the collections, resources and spaces in surprising ways for the benefit of the artists, Te Manawa staff and the general public.

### WORKSHOP 2 @GESCHICHTSWERKSTATT 1 - ACTIVATE PUBLIC PARTICIPATION CHAINS AND GENERATE TRI-DIRECTIONAL DIALOGUE

Aingeru Torrontegi, Head of Marketing and Visitor Service, Artium Museum, Spain @ARTIUMVitoria

Artium conducts many different types of studies and has launched actions to promote public participation. But, questions arose: The visitor experience is optimised but what has actually happened? What have visitors experienced? What has the museum created? Join Aingeru to learn about the benefits of a two-way dialogue (Museum-visitors and visitors Museum), along with the third channel that has yet to be explored: the pure interaction of "visitor-visitor".

### WORKSHOP 3 @AUDITORIUM - TOO LATE & TOO LITTLE, NEVERTHELESS AN AWARD WINNING INITIATIVE

Carla Keijzer, Senior media consultant, Dutch Museums Association, Netherlands @carlakeijzer

The Dutch Museums Association organized the 1<sup>st</sup> National Museumweek in 2015. The media campaign was focused on museum collections and meant to create awareness of the public and not so much to attract more public – as we used to. We augmented seven objects from seven different museums to huge proportions and painted them gold. The museums however were not so happy with the concept. We learned that we had good ideas – the Museumweek was a success according to the figures of media coverage – but that we had forgotten to engage the museums, our members, in the preparations. They had expected to attract a lot of extra visitors, which didn't quite happen, so they didn't see it as a success. Carla will explain the challenges and results of the campaign and discuss future steps.

### WORKSHOP 4 @GESCHICHTSWERKSTATT 2 - WHAT DOES « CHINA READY » MEAN FOR MUSEUMS?

Deanna Varga, Assistant Director Commercial & Visitor Services, Australian National Maritime Museum, Australia @deannavarga @ANMMuseum

Year on Year the Australian National Maritime Museum has seen leisure visitors from China grow by 48% of paid visitors. This outstrips the increase to Sydney (16% growth YOY from China). This workshop presents the success of the Australian National Maritime Museum's two year strategy to grow the international tourism market with a focus on Chinese speaking visitors. The presentation will explore addressing the Chinese visitor experience from product development, experience, volunteers & partnerships.

### WORKSHOP 5 @SCHLÜTERHOF - DEVELOPING A HYBRID FLOOR STAFF: EXTENDING BRAND AND MESSAGING TO THE ONSITE EXPERIENCE

Alex Capriotti, Director of Marketing and Communications, The Broad, USA @TheBroad

At the 10-month-old Broad museum, guards aren't just there to protect the beautiful and provocative art. They are there to engage with visitors — talking and teaching about the artworks. Instead of having security, docents, education gallery staff, ticketing staff, etc., The Broad created a hybrid team of onsite staff. To train the large staff in time for opening and to provide a platform for ongoing training, The Broad developed an online learning system to complement in-person training. Join Alex to learn about the Visitor Services Associates (VSAs), the face of the museum in all capacities and an integral part of The Broad's brand and communications platform.

## Thursday 14 July pm EXPLORE THE DIGITAL UNIVERSE

From 14:00 to 14:45 at the Deutsches Historisches Museum

### WORKSHOP 1 @ZEUGHAUSKINO - PLANES, TRAINS AND SEARCH ENGINES – HOW AN INNOVATIVE PARTNERSHIP REVEALED THE TREASURES OF A NATIONAL COLLECTION TO A WORLDWIDE AUDIENCE

Audrey Gouimenou, Communications manager, Mona Bismarck, France @Mona\_Bismarck  
*Former Communications manager, Musee des arts et métiers*

In 2013 an innovative partnership began between the Musée des arts et métiers and Google Cultural Institute, using its technological knowledge to achieve previously inaccessible goals in terms of virtual visits, online exhibitions, making documentation accessible online and creating a simple and efficient application with 100% museum content. The workshop will use the metaphor of film duos to focus on the adventure of a mid-sized public museum working with an important digital actor. It will examine the tools and processes developed allowing a mutually beneficial partnership, and also show how the collaboration raised the museum's profile in completely unexpected ways.

### WORKSHOP 2 @SCHLÜTERHOF - POWER TO THE PEOPLE: THE CHANGING LANDSCAPE OF DIGITAL ENGAGEMENT

Jesse Ringham, Digital Marketing Manager, Tate, UK @JesseRingham @Tate

The media world has changed. Print has moved to desktop, desktop moved to mobile and now mobile is about social media. People are looking to the likes of Facebook, Twitter, Instagram to receive news, opinion and share. Tate's global dialogue and engagement with audiences has shifted and is now centred around social media. Over the last five years, Tate has reached out from its own website and sought the most active, most conversational and opinionated audiences. Jesse Ringham will reveal his digital engagement and social media strategies. He will show us how to build audience growth with trusted dialogue and co-production of content, filling the gap created by costly media advertising.

### WORKSHOP 3 @AUDITORIUM - CITY HISTORY, BEYOND THE WALLS OF THE MUSEUM

Marijke Oosterbroek, Head of the E-culture team, Amsterdam Museum, Netherlands @Moosterbroek @AmsterdamMuseum  
Alex Palin, Responsible for sales, communications and marketing in Northern Europe, izi.TRAVEL, Sweden @iziTRAVEL

As a public institution Amsterdam Museum is focused on its contribution to the public space, both offline and online. It strives to optimize the impact of its mission (connecting the public to the city, bringing its history to life) by setting up collaborations and partnerships. Within these partnerships we aim to develop sustainable content that reaches new audiences. The use of Open Platforms, like izi.TRAVEL, is fully in line with this strategy. Learn how you can benefit from a time- and cost-to-market approach and from the synergy of a unified city-wide experience.

### WORKSHOP 4 @GESCHICHTSWERKSTATT 1 - SMART CULTURE IN SMART CITIES

Michael Merkel, Deputy Director, Archaeological Museum Hamburg, Germany @michnat\_merkel @HelmsArch  
Jens Bley, Managing Partner, Living Labs Germany, Germany

This workshop explores the opportunities and challenges for cultural institutions and cultural content in the context of smart cities, smart quarters and smart squares. We will deep dive into an emerging major project in Hamburg, Germany, where archaeological content is at the core of unique inner city storytelling. Learn how to connect cultural content with smart city communication, smart retail and square revitalization ambitions.

# Workshops

## WORKSHOP 5 @SCHLÜTERHOF - WHAT MUSEUMS CAN LEARN FROM POLITICAL CAMPAIGNS

Samir Patel, Managing Director, Blue State Digital, UK @BSD

Political campaigns are using digital and data to provide personalised and relevant communications to their audiences and passionate group of supporters, and offering myriad ways of getting involved. Samir will talk about how we can apply learnings from the campaign trail to organisations of all types to mobilise supporters to visit, become a member or donate. This means listening as much as speaking in order to be timely, targeted and relevant.

## WORKSHOP 6 @GESCHICHTSWERKSTATT 2 - MAKE MEANINGFUL CONNECTIONS WITH ART

Anna Lowe, Co Founder, Smartify, UK @AnnaLowe4 @\_smartify

Thanos Kokkiniotis, Mobile Strategy Digital Manager, Smartify, UK @thanoskokki @\_smartify

Introduced by Will Gompertz, BBC's Arts Editor, SMARTIFY will share advanced high-speed image recognition technology that delivers instant access to inspiring art commentary, audio and video – transforming artworks into platforms for dialogue. Join us to explore the future of personal, curated museum experiences as we bring the Spotify model to art.

## Friday 15 July am

### BEFRIENDING YOUR AUDIENCE

From 11:15 to 12:00 at the Deutsches Historisches Museum

## WORKSHOP 1 @ZEUGHAUSKINO - OBSERVATIONS ON DIALOGUES WITH AUDIENCES INCLUDING IMPOSSIBLE TASKS AND GREAT REWARDS

Simon McQuiggan, Managing Partner, Muse, UK

Published visitor numbers for museums and galleries seem healthy, but look below the surface and it quickly becomes clear that the number of people who have a positive, active dialogue with museums and galleries is very much smaller. Very small indeed in fact. This presentation looks at the reality of museum and gallery visitor numbers and how to develop dialogues with your audiences in truly effective ways.

## WORKSHOP 2 @SCHLÜTERHOF - MAKING LASAGNE – SUSTAINABILITY IN MUSEUMS, A CALL FOR DIALOGUE

Ellen Schindler, Partner and CEO, Kossmann.dejong, Netherlands @ellenschindler @Kossmanndejong

As designers we intuitively think in systems. We understand the essence of problems and find apt solutions. But we end up doing this in a linear fashion, becoming merely another link in the chain of the take-make-waste system where vast amounts of disposables are neither reused nor recycled. What role can exhibitions play in the bigger scheme of a collaborative, circular economy? As designers, we want to put ourselves in the centre of this process as the 'driver'. With a Circular-Roadmap we want to address the increasing problem of waste. A call-for-action...transforming the solutions into 'brushing your teeth': something you don't think about, something you just do!

## WORKSHOP 3 @SCHLÜTERHOF - HOW MUSEUMS DEMONSTRATE EXPERTISE IN THE AGE OF GOOGLE

Carol Summerfield, Chief Strategy Officer, TeamWorks Media, USA @teamworksmidia

Here's the most critical question curators and museum leadership need to ask: What value does a museum or cultural center bring, now that the world is quite literally at our fingertips with the Internet? Learn how to harness best practices to engage your audiences with the information they want, how they want it and where they want it, without eroding your museum vision, mission, or values

## WORKSHOP 4 @GESCHICHTSWERKSTATT 1 - DIALOGUE BETWEEN MEDIA AND SPACE

Marc Tamschick, CEO, TAMSCHICK MEDIA+SPACE, Germany

The participatory exhibition „TING“ realised for the Norwegian Museum of Technology invites visitors to explore and discuss the complex relationship between technology and democracy. Each visitor gets a basic wooden block, which, analogue to the digital pixel, becomes a haptic tool to trigger digital interactions and dialogues within the exhibition. Discover how the synthesis of modern exhibition techniques, large-scale interactive media and film, facilitated programming and how a high degree of visitor participation created a truly pioneering exhibition format, where objects, visitors and space begin their dialogue.

## WORKSHOP 5 @GESCHICHTSWERKSTATT 2 - YOU ARE HERE: EXPLORING THE POTENTIAL OF MULTIMEDIA GUIDES AND WAYFINDING WITHIN MUSEUMS.

Bianca Patkós, CEO, Xponia, Switzerland @XponialInfo

Panna Kemenes, Account Manager, XPONIA, Switzerland @XponialInfo

Bianca is Founder & CEO of XPONIA, an innovative start-up company that set out to turn every museum visit into an unforgettable interactive multi-media experience. By harnessing novel micro-location technologies XPONIA's fully interactive museum guide navigates visitors on theme-related guided tours to their objects of interest and provides multi-media content on the spot.

## Friday 15 July pm

### LEARNING SAFARI - SEE OPPORTUNITIES EVERYWHERE

Agenda offers participants a unique behind-the-scenes experience of Berlin's most exciting art and cultural organisations. The Learning Safari is a unique opportunity to meet the city stake holders.

All Safaris (except Safari 4) will be repeated.

1<sup>st</sup> session from 14:30 - 15:45

2<sup>nd</sup> session from 16:15 - 17:30

## SAFARI 1 - BERLIN WALL MEMORIAL: COMMUNICATING A HISTORY OF DIVISION TODAY

Hannah Berger, Head of Communication, Berlin Wall Memorial, Germany

Teaching history at the original historical site – that is the central task of the Berlin Wall, visited by more than 950,000 people last year. Our mission not only includes teaching history of the Berlin Wall to students, we also invite tourists from around the world to understand that the Berlin Wall stands for freedom and democracy, tolerance and human rights.

But how can you adequately inform different audiences and, at the same time, preserve the respect for the victims? how do we sustain the great current interest in contemporary history in the long-run and continue to attract high numbers of visitors. Which approach of communication do we adopt and what role can we play in this context? Could we cooperate with other institutions?

## SAFARI 2 - AN INTERACTIVE APP FOR AN UNCONVENTIONAL ART SPACE

Julia Rust, Director, me Collectors Room Berlin / Olbricht Foundation, Germany @me\_collectors

Carsten Schmitt-Höppner, Founder, Freshmuseum.com, Germany @freshmuseum

In September 2015 me Collectors Room Berlin / Olbricht Foundation published its first interactive App with iBeacon technology giving visitors a free augmented reality tour through the exhibitions "Cindy Sherman – Works from the Olbricht Collection". The multimedia tool stands out due to relatively low costs as it reverts to an existing framework, provided by freshmuseum.com. Focusing new forms of art education and target groups, content and usability is important. We will be talking about the app itself, it's creational process and potentials as well as it's implementation into our communication strategies.

The 'me' in 'me Collectors Room' stands for 'moving energies' and is a clear indication that the space is quite unlike a public museum or traditional art gallery. me Collectors Room is a private space, a personal world of experience, which opens itself up to collectors, curators, and anyone with the spirit of adventure who wants to explore the world of art and its boundless possibilities.

**SAFARI 3 - DEUTSCHE GUGGENHEIM / DEUTSCHE BANK KUNSTHALLE – HOW DO YOU REDEFINE A MUSEUM?**

Sara Bernshausen, Deputy Head, Deutsche Bank KunstHalle, Germany

The Deutsche Bank and the Solomon R. Guggenheim Foundation opened the exhibition hall Deutsche Guggenheim at the historical venue Unter den Linden in November 1997. In a very short time, the Deutsche Guggenheim had established a solid reputation for itself through its first-rate exhibitions and became an integral part of the institutional art scene of Berlin.

After running the space for 15 years jointly, Deutsche Bank started to carry on the institution as Deutsche Bank KunstHalle in April 2013. The workshop will introduce the challenges in redefining an existing institution including establishing creative development and communication strategies.

**SAFARI 4 - INSTAGRAM STRATEGY OF THE BERLINISCHE GALERIE - Not repeated**

Ulrike Andres, Head of Marketing and Communication, Berlinische Galerie, Germany @BG\_Museum

Marie-Claire Krahulec, Marketing & Communication Officer, Berlinische Galerie, Germany @BG\_Museum

Marie-Claire will talk about the “Instagram Strategy of the Berlinische Galerie” taking three selected examples of the Instagram campaigns of the Berlinische Galerie to illustrate how to generate an online community and to build a long term relationship with the audience. Competing not only with other museums but also with any other form of entertainment, museums are obliged to deal with the needs and demands of the online community: interacting with the artworks, connecting with people and enjoying the museum in the most personalized way. Together we will discuss different ways of experiencing the museum in a new way, reaching new audiences and encourage them to come to your museum on a regular basis.

**SAFARI 5 - HOW CAN GAMES SHAPE YOUR EXPERIENCE OF HISTORY?**

Michael Geithner, Head of Social Media, DDR Museum, Germany @ddrmuseum

History museums are no longer just about showing artifacts, they create a memorable museum experience. The DDR Museum is all about engaging visitors to interact with the exhibits by letting them touch, use, dress, smell, drive, dance, listen, write, discuss, watch, tap and most of all play inside the exhibition. This unique approach attracted 580.000 visitors in 2015. After a quick tour through the museum, Michael will share his insight into the opportunities and challenges the DDR Museum experienced. Participants will exchange and discuss their knowledge... and maybe we will draw closer to knowing what the museum of the future will look like.



# See you in Québec

15-19  
Nov  
2016

# QUÉBEC

Theme:  
ENGAGEMENT  
17<sup>th</sup> edition of  
Communicating  
the Museum

[communicatingthemuseum.com/quebec](http://communicatingthemuseum.com/quebec)



# Thanks

## Mille mercis to all our partners

### Official Partner



### Media Partner



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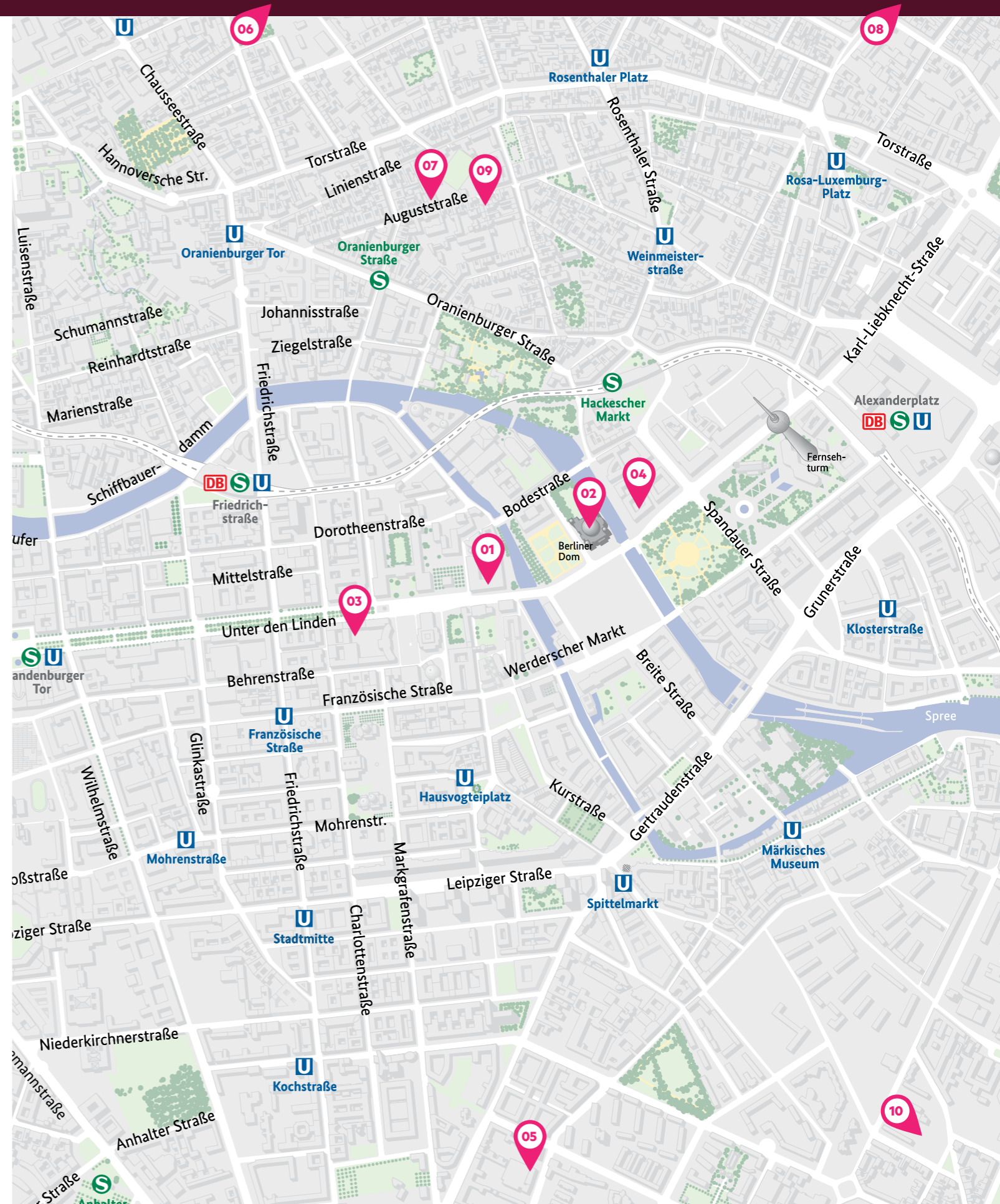


### Conference Partners



### Map key

- 1 **DEUTSCHES HISTORISCHES MUSEUM**  
Unter den Linden 2, 10117, Berlin
- 2 **BERLINER DOM**  
Am Lustgarten, 10178 Berlin
- 3 **DEUTSCHE BANK KUNSTHALLE**  
Unter den Linden 13-15, 10117, Berlin
- 4 **DDR MUSEUM**  
Karl-Liebknecht-Str. 1, 10178, Berlin
- 5 **BERLINISCHE GALERIE**  
Alte Jakobstraße 124-128, 10969, Berlin
- 6 **GEDENKSTÄTTE BERLINER MAUER**  
Bernauer Str. 111, 13355, Berlin
- 7 **ME COLLECTORS ROOM**  
Auguststraße 68, 10117, Berlin
- 8 **FAHRBEREITSCHAFT**  
Herzbergstraße 37, 10365, Berlin
- 9 **DINNER WITH FRIENDS – CLÄRCHENS BALLHAUS**  
Auguststraße 24, 10117, Berlin
- 10 **FAREWELL DINNER – 3 SCHWESTERN**  
Mariannenplatz 2, 10997, Berlin







AGENDA

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