

COMMUNICATING THE MUSEUM LOS ANGELES

6-9 Nov
2017

Conference
Program

BIENVENUE

When **John Giurini** from The J. Paul Getty Museum and **Miranda Carroll** from LACMA invited Agenda to organize CTM in LA, the conference theme was clear from the start. **Museums Beyond Walls** issues a powerful clarion call to the museum sector. Los Angeles' museums are social organizations dedicated to inclusion and social change. They are responsible for building strong relationships with their communities.

The second edition of Pacific Standard Time is the perfect opportunity to showcase LA's vibrant cultural scene and organise a CTM conference. The Getty-led initiative PST: LA/LA demonstrates the city's commitment to building bridges with Latin American communities, artists and institutions.

The city of LA was immediately enthusiastic about the conference's theme "Museums Beyond Walls". We have invited the new faces in arts leadership in LA to join the panel of 70 speakers from 13 countries. 320 experts from across the world have gathered in LA to join the debate.

CTM17LA is the biggest conference ever produced by Agenda. It has been our pleasure to come to LA and work with its dynamic and vibrant organizations. We feel warmly welcomed and it is an honor to host a new conference in the US. Thank you to our partners for their commitment.

Have a fantastic time.
Corinne

Urban Light,
Chris Burden

LOS ANGELES COUNTY
MUSEUM OF ART

WELCOME

Thanks to its diversity, youthful iconoclasm, and yes, the perennial sunshine, Los Angeles has long been an incubator for creative types.

Today, there are more artists working in this city than anywhere else in the world. Dozens of new galleries are opening and artist studios are sprouting up around the city. Yet the region's immense size and heterogeneity present challenges of their own. How do cultural organizations best serve a city of over four million people hailing from 140 countries, speaking more than 200 languages, and spread out over nearly 470 square miles?

Part of the answer is obvious. Open more museums. Over the past two years, Los Angeles has celebrated the openings of The Broad, the Marciano Art Foundation, and most recently the ICA/LA, which have engaged and inspired millions of visitors, many of whom have never stepped inside a museum before. When they open, The Academy Museum of Motion Pictures (opening in 2019) and the Lucas Museum of Narrative Art (slated to open in 2021) will challenge conventions in order to connect with new audiences.

Yet, to truly build bridges between communities and cultures, we also need to think beyond bricks and mortar. By initiating partnerships with schools, libraries, and communities, working closely with artists, curators, and educators from dozens of cultures and backgrounds, and even drawing inspiration from L.A.'s rich landscape of entertainment industries and technology startups, we have an incredible opportunity to assess the museum's roles and responsibilities from new points of view. As a young and dynamic hub for so many creative communities, Los Angeles is the perfect place to imagine what museums of the future might do.

On behalf of all our colleagues across the city, we welcome you to Los Angeles and to Communicating the Museum. You are here at an amazing time in the history of this city. With the growth of the Downtown arts scene, with the revitalization of the Exposition Park area, including the welcoming of the Lucas Museum of Narrative Art and the major master planning projects by the Natural History Museum of Los Angeles County and the California Science Center, with the second edition of Pacific Standard Time (PST: LA/LA) in full swing, with the Getty about to celebrate the 20th anniversary of the opening of the Getty Center, and with LACMA about to embark on one of the most dramatic reinventions of any museum anywhere, you are here at a moment when the city's cultural scene is flourishing and full of energy.

We look forward to sharing our city with you over the next few days.

Miranda Carroll

Senior Director of Communications, Los Angeles County Museum of Art, @mirandacarroll, @LACMA

John Giurini

Assistant Director for Public Affairs, J. Paul Getty Museum, @GettyMuseum

LOS ANGELES

SUNDAY NOVEMBER 5

DISCOVER LOS ANGELES' ART SCENE

Pre-conference day (9.30am - 6pm)

Friends' Reception (6.30pm - 9pm)



The bus will depart The LINE Hotel for the Museum of Jurassic Technology at 9.30am



MUSEUM OF JURASSIC TECHNOLOGY

10.15am - 11.15am

Enter the quirky and unique world of the Museum of Jurassic Technology, one of Los Angeles' most unusual museums.



THE GETTY VILLA

12pm - 3pm

- Brunch
- Docent led tour of the Villa.



CLIFF AND MANDY EINSTEIN'S PRIVATE COLLECTION

4pm - 6pm

A very intimate and exclusive tour of the personal collection of contemporary and modern art patrons, Cliff and Mandy Einstein.



A bus will depart Cliff and Mandy Einstein's private house for the Fitzpatrick-Leland House at 6pm

A bus will depart The LINE Hotel for the Fitzpatrick-Leland House at 6pm



FRIENDS' RECEPTION AT THE FITZPATRICK-LELAND HOUSE

6.30pm - 9pm

Explore the three-story home and terrace, learn about Los Angeles' diverse architecture with Kulapat Yantrasast, Architect at WHY and Priscilla Fraser, Director of the MAK Center for Art and Architecture.

Kick off your networking around a lovely glass of wine and delicious food.

The evening is co-hosted by The MAK Center for Art and Architecture and the Cultural Services of the French Embassy.



Buses will depart the Fitzpatrick Leland House for The LINE Hotel at 9pm

KEY



Visit



Reception



THE GETTY VILLA

MONDAY NOVEMBER 6

BECOME LEADERS OF CHANGE



MONDAY
NOVEMBER 6

Program



Buses will depart The LINE Hotel for the Hammer Museum at **8.30am**



REGISTRATION & PETIT DEJÉUNER

Hammer Museum, Courtyard
9am - 10am

Come pick up your badge and delegate bag. Meet fellow delegates over a cup of coffee.



COMMUNICATING THE MUSEUM LOS ANGELES

Hammer Museum, Billy Wilder Theater
10am - 11.30am

BIENVENUE

• **CORINNE ESTRADA**, Founder and CEO, Agenda, France, @corinneestrada @agendaparis

WELCOME TO THE HAMMER MUSEUM

• **ANN PHILBIN**, Director, Hammer Museum at UCLA, USA, @hammer_museum



THE NEW FACES OF ARTS LEADERSHIP IN L.A.

- **ALLISON AGSTEN**, Director, The Main Museum, USA, @TheMainMuseum
- **GEORGE DAVIS**, Executive Director, California African American Museum, USA @CAAMinLA
- **JAMIE MANNÉ**, Deputy Director, Marciano Art Foundation, USA @MarcianoArtFDN
- **RACHEL MOORE**, President and CEO, The Music Center, USA @rachel_s_moore @MusicCenterLA
- **CHAIR: JORI FINKEL**, Arts Journalist, Contributor to the New York Times and The Art Newspaper, USA, @jorifinkel



GUIDED TOUR OF "RADICAL WOMEN: LATIN AMERICAN ART, 1960-1985"

Hammer Museum
11.30am - 1pm

Part of PST: LA/LA, this exhibition reappraises the contribution of Latin American women artists and those of Latino and Chicano heritage in the United States to contemporary art.



LUNCH

Hammer Museum, Courtyard
12pm - 1.30pm

Enjoy fresh, locally-sourced fare in the Hammer Museum's tranquil courtyard.



Buses will depart the Hammer Museum for The Getty Center at **1.30pm**

KEY

- Registration
- Talk
- Panel
- Visit



HAMMER MUSEUM



EXPLORE THE UNIQUE ARCHITECTURE AND GARDENS OF THE GETTY CENTER

The J. Paul Getty Museum
2pm - 3pm

Docent-led tours

A unique destination, the Getty Center incorporates the modern design of architect Richard Meier, with beautiful gardens, open spaces, and spectacular views of Los Angeles.



LEADING CHANGE

HMW Auditorium
3pm - 4pm

WELCOME TO THE GETTY CENTER

- **TIMOTHY POTTS**, Director, The J. Paul Getty Museum, USA, @GettyMuseum

SOCIAL CHANGE IN MEXICO

- **MIGUEL FERNANDEZ FELIX**, Director, Museo del Palacio de Bellas Artes, Mexico, @mbellasartes
- CHAIR: **SELMA HOLO**, Director, USC Fisher Museum of Art, USA



CAFÉ

HMW Auditorium Lobby
4pm - 4.30pm



OPENSTAGE: MUSEUMS AS LEADERS FOR CHANGE

HMW Auditorium
4.30pm - 5.30pm

- CHAIR: **ADAM ROZAN**, Adjunct Professor, Harvard University Extension School, USA, @adamrozan
- 1 **CORPORATIONS ARE PEOPLE: HOW COMPANIES CAN HELP MUSEUMS INCREASE THEIR RELEVANCE AND CULTIVATE THE NEXT GENERATION OF DONORS.**
 - **WILL CARY**, Director of Annual Giving Programs, Barnes Foundation, USA, @WillCary @the_barnes
- 2 **MUSEUMS AND CULTURAL DIPLOMACY**
 - **SHIRANI ATHTHAS**, Communications & Public Affairs Manager, Australian National Maritime Museum, Australia @ANMMuseum
- 3 **BEYOND WALLS – BEHIND BARS. YOUNG PRISONERS EXPERIENCE THE MUSEUM**
 - **HARTWIG DINGFELDER**, Head of Education, Kunsthalle Bremen, Germany, @Kunsthalle_HB
- 4 **DISRUPTING MUSEUMS: STARTUP PARTNERSHIPS & ACCELERATORS IN THE CULTURAL SECTOR**
 - **BRENDAN CIECKO**, Founder and CEO, Cuseum, USA, @brendanciecko @Cuseum
- 5 **BREAKING THROUGH THE FOURTH WALL**
 - **FRITH WILLIAMS**, Head of Exhibition Content, Exhibition Renewal, The Museum of New Zealand Te Papa Tongarewa, New Zealand, @Te_Papa



SOCIAL ENGAGEMENT DONE RIGHT

HMW Auditorium
5.30pm - 6.30pm

- **DEBORAH CULLINAN**, CEO, Yerba Buena Center for the Arts, USA, @deborahcullinan @ybca
- **AARON HUEY**, Founder and Executive Director, Amplifier, USA, @aaronhuey @amplifierart
- **ERNESTO YERENA MONTEJANO**, Artist, Hecho Con Ganas, USA, @ernestoyerena
- CHAIR: **REED JOHNSON**, Managing Editor, Zócalo Public Square, USA, @ThePublicSquare



OPENING NIGHT

The J. Paul Getty Museum
6.30pm - 9.30pm

VISITS

Visit the temporary exhibition, Happy Birthday, Mr. Hockney, and the Pacific Standard Time: LA/LA exhibitions:

- Golden Kingdoms: Luxury and Legacy in the Ancient Americas
- Making Art Concrete
- Photography in Argentina, 1850–2010

BEHIND-THE-SCENES VISIT OF THE DESIGN STUDIO

Delegates will have a behind-the-scenes opportunity to visit the Getty Museum's Design Studio, meet members of the Getty's design team and view samples of their work.

OPENING NIGHT RECEPTION

Celebrate the start of the conference with a drink, a lovely buffet dinner and nice conversation.



Buses will depart The Getty Center for The LINE Hotel every 20min between 8.30pm and 9.45pm.

KEY



Visit



Talk



Open Stage



Panel



Reception



THE J. PAUL GETTY MUSEUM

TUESDAY NOVEMBER 7

FOSTER INNOVATION

TUESDAY
NOVEMBER 7

Program



Buses will depart The LINE Hotel for NHMLA at 8.30am

Venue: Natural History Museum of Los Angeles County (NHMLA)



REGISTRATION & PETIT DEJÉUNER

North American Mammal Hall - 2nd Floor
8.30am - 9.30am

Come pick up your badge and delegate bag. Meet fellow delegates over a cup of coffee.



BUILDING CONNECTIONS

North American Mammal Hall - 2nd Floor
9.30am - 10.30am

WELCOME TO THE NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY

• **DR. LORI BETTISON-VARGA**, President and Director, NHMLA, USA, @NHMLA

WHAT IS ENTERTAINMENT, ANYWAY? WELCOME TO THE ATTENTION ECONOMY

• **MARTY KAPLAN**, Director, Norman Lear Center, USA @martykaplan



OPENSTAGE: MUSEUMS AND AUDIENCES IN THE AGE OF INNOVATION

North American Mammal Hall - 2nd Floor
10.30am - 11.30am

• CHAIR: **THOMAS JORION**, Manager, Havas - 18 LA, USA, @TJORION

1 MUSEUM IN A BOX: A RADICAL NEW PLAY ON THE OLD IDEA OF A MUSEUM HANDLING COLLECTION

• **GEORGE OATES**, CEO & Founder, Museum in a Box, United Kingdom, @ukglo

2 PROVIDING CONTENT BOTH ON-SITE AND BEYOND THE BUILDING

• **DANIELLE ARAMA**, Producer, Art Processors, USA

3 DATA MANAGEMENT AND VISUALIZATION FOR MUSEUMS

• **ALEXIA JACQUES-CASANOVA**, Community Engagement Facilitator, Wezitcamp, France, @wezitcamp

4 VISITOR ENGAGEMENT STRATEGY

• **ANDREW RECINOS**, President, Tessitura Network, USA, @andrewrecinos @tessnetwork

5 EYE TO EAR - BEST PRACTICES OF AN INNOVATIVE DIGITAL PROJECT

• **WOLFGANG SCHREINER**, CEO / Project Lead, NOUS, Austria, @NOUSdigital

6 TURNING YOUR TEMPORARY EXHIBITION INTO A VR EXPERIENCE

• **JACOB KOO**, Founder, VRt Ventures, USA @VRt_Ventures



CAFÉ

North American Mammal Hall - 2nd Floor
11.30am - 12pm

KEY

Registration

Talk

Open Stage



DEMO: MUSEUMS AND AUDIENCES IN THE AGE OF INNOVATION

Participants will have the opportunity to learn more about the innovations presented during the OpenStage via a demo session in the North American Mammal Hall and two workshops.

The demos and workshops will take place simultaneously. Participants are invited to select the session they wish to attend. Please refer to the abstracts page 20.

1 DEMO - MEET ENTREPRENEURS AND INNOVATORS

North American Mammal
Hall - 2nd Floor
12pm - 1pm

- **GEORGE OATES**, Museum in a Box
- **DANIELLE ARAMA**, Art Processors
- **WOLFGANG SCHREINER**, NOUS
- **JACOB KOO**, VRt Ventures

2 WORKSHOP - DATA MANAGEMENT AND VISUALIZATION FOR MUSEUMS

Exhibition gallery, Ground Floor
12pm - 12.45pm

- **ALEXIA JACQUES-CASANOVA**, Community Engagement Facilitator, Wezitcamp, France, @wezitcamp

3 WORKSHOP - VISITOR ENGAGEMENT STRATEGY FRAMEWORK FOR CULTURAL ENTERPRISES

Education Classroom, 2nd Floor
12pm - 12.45pm

- **AMALIA HORDERN**, Enterprise Consultant, Tessitura Network, Australia @tessnetwork



LUNCH

Otis Booth Pavilion, Ground Floor
1pm - 2.30pm

Lunch will be served in the Otis Booth Pavilion. Explore the museum and garden at your leisure.



EMBRACING INNOVATION

5 case studies will take place simultaneously. Participants are invited to select the session they wish to attend. Please refer to the abstracts page 21.

2.30pm - 3.15pm

1 EMBRACING DIALOGUE OUTSIDE MUSEUM WALLS

North American Mammal
Hall - 2nd Floor

- **ANGELA CASSIE**, Vice-President, Public Affairs and Programs, Canadian Museum for Human Rights, Canada, @angelajcassie @CMHR_News
- **RHEA YATES**, Manager, Digital Outreach, Canadian Museum for Human Rights, Canada, @rheayates @CMHR_News

2 INFLUENCER MARKETING 101

Education Classroom, 2nd Floor

- **BILL KARZ**, VP, Digital Marketing, Los Angeles Tourism & Convention Board, USA, @discoverLA

3 SFMOMA'S FIRST YEAR: MUSEUM AS LABORATORY

District Field Office

- **JEN NORTHROP**, Director of Marketing, Communications and Visitor Experience, SFMOMA, USA, @JenNorthrop @SFMOMA

4 SURVIVING 130 YEARS (AND LOOKING FORWARD TO MORE)

Exhibition gallery, Ground Floor

- **JERVAIS CHOO**, Senior Assistant Director, National Museum of Singapore, Singapore, @natmuseum_sg

5 LAUNCHING THE LARGEST MUSEUM OF THE NETHERLANDS

Executive Board Room, 2nd floor

- **ASTRID JACOBS**, Studio Director Delft, Fabrique, Netherlands, @fabrique
- **BOUKJE SCHAAP**, Project manager, Museum Catharijneconvent, Netherlands, @boukjeschaap @catharijne



CAFÉ

North American Mammal
Hall - 2nd Floor
3.15pm - 3.45pm

WORK TOGETHER

IMPLEMENTING CHANGE

North American Mammal
Hall - 2nd Floor
3.45pm - 4.15pm

- **ANGELA CASSIE**, Vice-President, Public Affairs and Programs, Canadian Museum for Human Rights, Canada, @angelajcassie @CMHR_News
- **ADAM ROZAN**, Adjunct Professor, Harvard University Extension School, USA, @adamrozan



BEYOND REALITY

North American Mammal
Hall - 2nd Floor
4.15pm - 5.15pm

CHAIR: **ROBERT HERNANDEZ** Assistant Professor of Professional Practice at USC Annenberg School for Communication & Journalism, @webjournalist

INSIDE THE MAKING OF VIRTUAL REALITY

- **DANIEL ASKILL**, Director, USA
- **WILL MAURER**, Vice President, VR & Animation, Legend, USA @MaurerLegend
- **MAUREEN TOWEY**, Senior Producer, The New York Times, USA
- **SARAH STITELER**, Director, Business Development, Legend, USA

MUSEUMS EMBRACE VIRTUAL REALITY

- **GRETCHEN BAKER**, Vice President of Exhibitions, NHMLA, USA @NHMLA
- **SARAH LLOYD STIFLER**, Chief Communications Officer, MOCA, USA, @MOCALosangeles



INSTAGRAM COMMUNITY

North American Mammal
Hall - 2nd Floor
5.15pm - 6pm

- **KRISTEN JOY WATTS**, Head of Community Team, Instagram, USA, @kristenjoy



Buses will depart NHMLA for Hauser & Wirth at 6pm.



COCKTAIL AT HAUSER & WIRTH

Hauser & Wirth
6.30pm - 8pm

Cocktail at Hauser & Wirth which opened in 2016 in a former flour mill.

Visit of the exhibition Mike Kelley: Kandors 1999 - 2011.



DISCOVER DOWNTOWN LA'S CULINARY SCENE

You are free to dine with your peers in LA's trendiest gourmet restaurants.

Make sure you download the **Discover LA** app to discover acclaimed restaurants in the neighborhood.

Please note that this dinner is not included in your registration.



Buses will depart Hauser & Wirth at 8pm for participants wishing to head back to The LINE Hotel.

Other participants staying Downtown can head back to the hotel on their own (metro, uber, lyft).

KEY

- Workshop
- Panel
- Talk
- Cocktail
- Visit

WEDNESDAY NOVEMBER 8

UNDERSTAND LOCAL CONTEXT

WEDNESDAY
NOVEMBER 8

Program



Buses will depart The LINE Hotel for LACMA at 8.30am

Venue: Los Angeles County Museum of Art (LACMA)



REGISTRATION & PETIT DEJÉUNER

Los Angeles Times Central Court
8.30am - 9.30am

Come pick up your badge and delegate bag. Meet fellow delegates over a cup of coffee.



UNDERSTAND LOCAL CONTEXT

Bing Theater
9.30am - 11.15am

WELCOME TO THE LOS ANGELES COUNTY MUSEUM OF ART

- **MICHAEL GOVAN**, CEO and Wallis Annenberg Director, LACMA @LACMA

COMMUNITY OUTREACH IN THE PERFORMING ARTS

- **ASZURE BARTON**, Choreographer, Canada, @azurebarton
- **D. SABELA GRIMES**, Choreographer, Writer, Composer and Assistant professor of Practice, USC Gloria Kaufman School of Dance, USA, @dsabelagrimes
- **JÖRN WEISBRODT**, Artistic Advisor, The Music Center, USA, @MusicCenterLA
- **BEN JOHNSON**, Director of Communications, City of Los Angeles Department of Cultural Affairs, USA
- CHAIR: **JODIE GATES**, Vice Dean and Director, USC Gloria Kaufman School of Dance, USA, @USCKaufman

THE INSTITUTION AS A CITIZEN

- **DEBORAH CULLINAN**, CEO, Yerba Buena Center for the Arts, USA, @deborahcullinan @ybca
- **CHRIS DENTON**, Director Marketing, Communications and Digital Strategy, Southbank Centre, United Kingdom @southbankcentre



CAFÉ

Los Angeles Times Central Court
11.15am -11.45am



CONVERSATION & WORKSHOPS

11.45am - 12.30pm

Participants will have the opportunity to attend a workshop or to continue the conversation about topics discussed during the first two days of the conference. Please refer to the abstracts page 23.

CONTINUE THE CONVERSATION 1 - ART IN THE AGE OF DIGITAL TRANSFORMATION AND DISRUPTION Director's Lounge

- **NANCY YOO**, Digital Specialist, Independent, United Kingdom
- **MELISSA GOLDBERG**, Communications and Business Development Strategist, USA

CONTINUE THE CONVERSATION 2 - CULTIVATING THE NEXT GENERATION OF DONORS Art + Tech Lab

- **WILL CARY**, Director of Annual Giving Programs, Barnes Foundation, USA, @WillCary @the_barnes
- **MICHAEL ELIZABETH MAGNATTA**, Political Affairs and Corporate Administration Specialist, Comcast Corporation, USA @comcast

WORKSHOP 1 - MUSEUM AS STARTUP Study Center

- **ALEX CAPRIOTTI**, Deputy Director, The Main Museum, USA, @acap @TheMainMuseum
- **RICH CHERRY**, Chief Operating Officer, Academy Museum of Motion Pictures, USA, @richcherry

KEY

- Registration
- Talk
- Workshop
- Panel

**WORKSHOP 2 - CALIFORNIA CONTINUED:
A CASE STUDY IN EXPANDING
MUSEUM AUDIENCES WITH MEDIA**

Brown Auditorium

- **RICHARD WEST**, President and CEO, Autry Museum of the American West, USA, @TheAutry
- **LAURA PURDY**, Senior Media Producer, Autry Museum of the American West, USA, @TheAutry



LUNCH

Los Angeles Times Central Court
12.30pm - 1.30pm



VISITS

1pm - 2.30pm

**DISCOVER LACMA'S TEMPORARY
EXHIBITIONS AND PERMANENT
COLLECTION:**

- Sarah Charlesworth: Doubleworld
- Japanese Pavilion
- Korean and Chinese art
- Latin American Art and Art of the Ancient Americas
- Ahmanson building (European art, Modern art)

**TOURS OF THE ACADEMY MUSEUM
(UNDER CONSTRUCTION)**

Visit the construction site of The Academy Museum and discover Renzo Piano's design. Tours at 1.15pm and 1.45pm. Pre-registration is mandatory. Participants are required to fill out a waiver and to be properly attired.



ENGAGING YOUR COMMUNITY

6 case studies will take place simultaneously. Participants are invited to select the session they wish to attend. Please refer to the abstracts page 24.

2.30pm - 3.10pm

**1 RENOVATION, THE PERFECT
OPPORTUNITY TO TAKE YOUR
COLLECTIONS OUT IN THE CITY**

Bing Theater

- **LARS ULRICH HANSEN**, Head of Communication, Kunsten Museum of Modern Art Aalborg, Denmark @larsuh @kunstendk

2 ANTWERPEN A LA CARTE

Director's Lounge

- **CATHY PELGRIMS**, Head of Public and Education, Museum aan de Stroom (MAS), @MASAntwerpen

**3 THE GUGGENHEIM'S APPROACH TO
THINKING GLOBALLY AND ACTING LOCALLY**

Brown Auditorium

- **SARAH EATON**, Director of Media and Public Relations, Solomon R. Guggenheim Foundation, USA, @Guggenheim
- **RENEE DUMOUCHEL**, Director, Communications - Foundation, and Collaborations, Solomon R. Guggenheim Museum and Foundation, USA, @ReneeClaireYoga, @Guggenheim

**4 LACMA'S COMMUNITY-
BASED INITIATIVES**

Art + Tech Lab

- **SARAH JESSE**, Associate Vice President of Education, LACMA, USA, @LACMA

**5 INTERNATIONAL COLLABORATION
AND AUDIENCE ENGAGEMENT**

Plaza Studio

- **SARAH GREEN**, Shekou Learning and Interpretation Manager, Victoria and Albert Museum, United Kingdom, @V_and_A

**6 #HOWDOYOU MUSEUM -
MARKETING USER-GENERATED
CONTENT TO ENGAGE AUDIENCES**

Study Center

- **KELZEY ZIFF**, Social Media Manager, Natural History Museum of Los Angeles County, USA @NHMLA
- **EDGAR CHAMORRO**, Digital Content Developer, Natural History Museum of Los Angeles County, USA @NHMLA
- **CJ BRUCE**, Digital Strategist, Guru Media Solutions, USA @weareguru



ART CRITICISM IN THE INSTAGRAM AGE

Bing Theater
3.15pm - 4.15pm

- **JUAN DEVIS**, Chief Creative Officer, KCETLink Media Group, USA, @JDevis
- **JONATHAN GRIFFIN**, Writer, Frieze, United Kingdom/USA, @griffinjonathan
- **CAROLINA MIRANDA**, Staff writer, Los Angeles Times, USA, @cmonstah
- CHAIR: **MARY LOUISE SCHUMACHER**, Art and Architecture Critic, Milwaukee Journal Sentinel, USA, @artcity



CAFÉ

Los Angeles Times Central Court
4.15pm - 4.45pm



**CELEBRATING THE BEST
TALENTS IN THE FIELD**

Bing Theater
4.45pm - 5.15pm

IDCA AWARDS CEREMONY

- **CLÉMENCE FERRY**, Project Manager, Agenda, France @idcaawards
- **THE 2017 IDCA AWARDS JURY**



WHAT THE FUTURE HOLDS

Bing Theater
5.15pm - 6.30pm

WHAT IS THE MUSEUM OF THE FUTURE?

- **SHWETAL PATEL**, Consultant and Founding Member, Kochi-Muziris Biennale, United Kingdom, @KochiBiennale
- CHAIR: **BEN RAWLINGS-PLANT**, Managing Partner, Brunswick Arts Consulting, USA, @Benrp1, @BrunswickArts



**LEGACY. HOW DO ORGANIZATIONS
CONSIDER THE IMPACT THEY MAKE
ON THEIR COMMUNITIES?**

- **BRENCE CULP**, Executive Director of Sustainability and Legacy, Los Angeles 2028, USA

KEY LEARNINGS

- **CORINNE ESTRADA**, Founder and CEO, Agenda, France, @corinneestrada @agendaparis



GALA EVENING

LACMA
6.30pm - 9pm

VISITS

**PACIFIC STANDARD TIME:
LA/LA EXHIBITIONS**

- Found in Translation: Design in California and Mexico, 1915-1985
- Playing with Fire: Paintings by Carlos Almaraz
- A Universal History of Infamy
- **LACMA'S TEMPORARY EXHIBITIONS**
- Metropolis II by Chris Burden
- A Tale of Two Persian Carpets
- Chagall: Fantasies for the Stage

EVENING RECEPTION

Dinner Reception at LACMA, enjoy fantastic food, drinks and art.

The Reception is co-hosted by The Los Angeles Tourism & Convention Board and Patina.



Buses will depart LACMA for The LINE Hotel every 30min between 8pm and 9pm.

KEY

- Talk
- Workshop
- Panel
- Visit
- Reception

THURSDAY NOVEMBER 9

EXPERIENCE DOWNTOWN LA

Post-conference day (9am - 4pm)

THURSDAY
NOVEMBER 9

Program



Buses will depart The LINE Hotel for The Geffen Contemporary at 9am

Let us guide you through Downtown LA, its former factories and iconic landmarks. The Geffen Contemporary, the Main, The Broad surrounded by eye-catching street art are perfect examples of the neighborhood's renaissance. Together with the Arts District, the historic core of Downtown featuring Grand Central Market, Angel's Flight and The Music Center have flourished to become a hip creative hub.



THE GEFFEN CONTEMPORARY AT MOCA

9.30am - 11.30am

- Breakfast
- Welcome speech by MOCA Research Assistant for Latin American Art, Bryan Barcena
- Visit the PST: LA/LA Exhibition: Adrián Villar Rojas: The Theater of Disappearance



THE (FUTURE) MAIN MUSEUM

11.45am - 12.30pm

- Learn about The Main Museum's mission to engage the public with the most important ideas of our time through the art of Los Angeles and about their residency program
- Visit the construction site and learn about the future exhibition spaces and facilities



LUNCH AT GRAND CENTRAL MARKET

12.45pm - 2pm

- Experience the diversity of Los Angeles' culinary scene at the 100-year-old Grand Central Market



ANGEL'S FLIGHT

2pm - 2.15pm

- Ride the newly restored Angel's Flight (originally opened in 1901) from lower downtown to Bunker Hill.



THE BROAD MUSEUM

2.30pm - 4pm

- Learn about The Broad, its architecture, collection, communications and audience engagement strategy
- Guided visit



FREE VISITS

- Let your feet guide you to MOCA Grand Avenue, The Music Center, including Walt Disney Concert Hall, and the Cathedral of Our Lady of the Angels.
- CTM17 Participants will be offered complimentary entry to MOCA Grand Avenue upon presentation of their badges.

Participants are free to explore the neighborhood at their leisure and head back to the hotel via metro, uber, lyft.

DOWNLOAD THE DISCOVER L.A. APP

The official guide to Los Angeles, the Discover L.A. app gives urban exploration a whole new meaning.

LOS ANGELES' MUSEUMS OPEN THEIR DOORS, 5-12 NOVEMBER

CTM17 Participants are offered complimentary entry to the following museums 5-12 November.

- THE GETTY
- LACMA
- HAMMER MUSEUM
- NHM
- THE BROAD
- MOCA
- CAAM
- ICA/LA

KEY

Talk

Visit

WORKSHOP ABSTRACTS

TUESDAY 7 NOVEMBER AM

DEMO: MUSEUMS AND AUDIENCES IN THE AGE OF INNOVATION

Participants will have the opportunity to learn more about the innovations presented during the OpenStage via a demo session in the North American Mammal Hall and two workshops.

The demos and workshops will take place simultaneously. Participants are invited to select the session they wish to attend.

1 DEMO - MEET ENTREPRENEURS AND INNOVATORS

North American Mammal Hall - 2nd Floor
12pm - 1pm

- **GEORGE OATES**, Museum in a Box
- **DANIELLE ARAMA**, Art Processors
- **WOLFGANG SCHREINER**, NOUS
- **JACOB KOO**, VRt Ventures

2 WORKSHOP - DATA MANAGEMENT AND VISUALIZATION FOR MUSEUMS

Exhibition gallery, Ground Floor
12pm - 12.45pm

- **ALEXIA JACQUES-CASANOVA**, Community Engagement Facilitator, Wezitcamp, France, @wezitcamp
Wezitcamp, the open innovation lab for digital practices at the museum, will be hosting a workshop on data management and visualization. Wezit is a transmedia platform allowing users to manage content and create interactive programs or tours for a wide selection of formats: mobile apps, multitouch tables, interactive kiosks and websites. Wezit covers features such as geolocation, augmented reality, interoperability with collections management systems, and more.

3 WORKSHOP - VISITOR ENGAGEMENT STRATEGY FRAMEWORK FOR CULTURAL ENTERPRISES

Education Classroom, 2nd Floor
12pm - 12.45pm

- **AMALIA HORDERN**, Enterprise Consultant, Tessitura Network, Australia @tessnetwork
As our operational landscape continues to evolve, museums and galleries have the opportunity to harness what we know about our visitors through their admission and membership data to create enterprise-wide customer relationship management (CRM) capabilities. Amalia will encourage you to consider how your institution can intentionally deepen visitor and member engagement – and share stories of successful Visitor Engagement initiatives from a broad range of cultural organizations across the Tessitura community. Participants will leave the workshop with a solid framework to take back to their organizations and apply as the foundation for a fully integrated, enterprise-wide Visitor Engagement Strategy.

TUESDAY 7 NOVEMBER PM

EMBRACING INNOVATION

5 case studies will take place simultaneously. Participants are invited to select the session they wish to attend.
2.30pm - 3.15pm

1 EMBRACING DIALOGUE OUTSIDE MUSEUM WALLS

North American Mammal Hall - 2nd Floor

- **ANGELA CASSIE**, Vice-President, Public Affairs and Programs, Canadian Museum for Human Rights, Canada, @angelajcassie @CMHR_News
- **RHEA YATES**, Manager, Digital Outreach, Canadian Museum for Human Rights, Canada, @CMHR_News @rheayates

The CMHR explores human rights and creates an environment that promotes respect for others and encourages reflection and dialogue. How is this mandate fulfilled outside Museum walls? The online space provides opportunity for dialogue but can quickly become a space for hatred and vitriol. Online marketing promotions also provide opportunities for conversation about subjects such as diversity and inclusion. Through case studies, we will explore how we bring exhibitions and programs to life, how museums can moderate virtual discussion and still respect the rights of individuals participating?

2 INFLUENCER MARKETING 101

Education Classroom, 2nd Floor

- **BILL KARZ**, VP, Digital Marketing, Los Angeles Tourism & Convention Board, USA, @discoverLA
Influencer Marketing isn't just a buzzword. Individuals with large social followings have become indispensable additions to a communicator's contact list. We'll explore ways to ensure your brand stories won't go unnoticed by the influencers that audiences—and even today's mainstream media—rely upon for news and content. In this workshop, you'll learn how to identify influencers, quantify and measure online influence, establish long-term two-way communication, track your influencer communications and boost your most compelling content to ensure it's seen by potential brand evangelists.

3 SFMOMA'S FIRST YEAR: MUSEUM AS LABORATORY

District Field Office

- **JEN NORTHROP**, Director of Marketing, Communications and Visitor Experience, SFMOMA, USA, @JenNorthrop @SFMOMA
Even with extensive research, planning and focus groups, a museum opening a new building or a major expansion can discover it's not solely a museum during its first year – it's more a living laboratory to test assumptions and hypotheses. Join Jen as she takes you through the first year of SFMOMA. Jen will explain why the opening advertising campaign did not feature art; how SFMOMA is investing in a new initiative focused on Travelers; and feature the viral summer phenomenon "Send Me SFMOMA," the highly innovative art texting SMS that blew up the Internet.

4 SURVIVING 130 YEARS (AND LOOKING FORWARD TO MORE)

Exhibition gallery, Ground Floor

- **JERVAIS CHOO**, Senior Assistant Director, National Museum of Singapore, Singapore, @natmuseum_sg

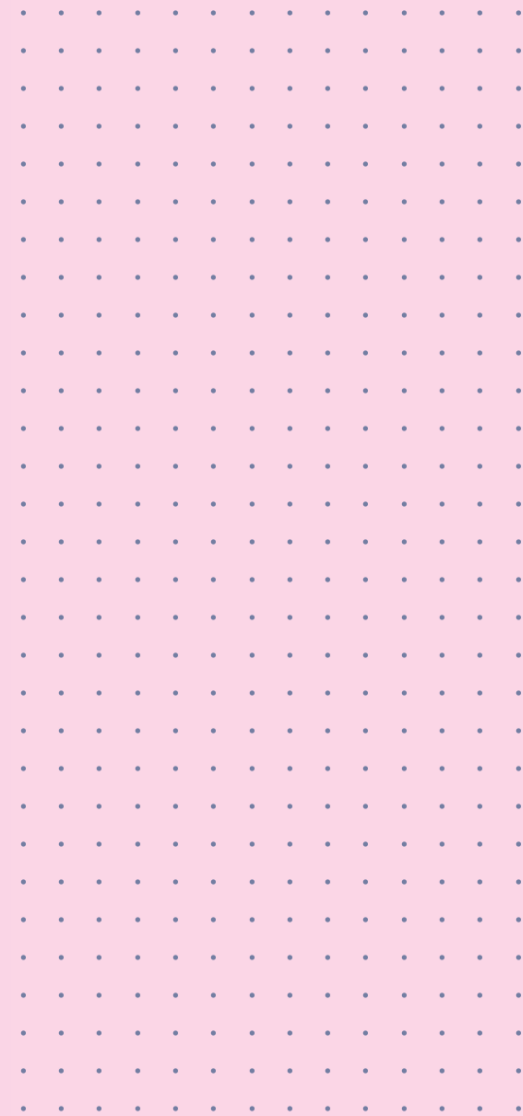
The National Museum of Singapore has gone through many evolutions since it opened its doors in 1887. With its progressive spirit and outlook, the museum has significantly contributed to the growth of the arts and cultural scene of Singapore. In recent years, it has explored new ways of reaching out and engaging audiences from all walks of life, and is focused on building a museum-loving culture for Singapore. The museum has experimented with digital innovations in its exhibitions and has blended contemporary artistic endeavors to make its collection and content relevant to today's audiences. This session will elaborate on the museum's strategies on digital innovation such as its first gallery dedicated to digital medium Gallery10, the introduction of a AR/VR enabling an architectural tour built on the Google Tango platform, and a Story of the Forest. Jervais will also speak about the museum's strategy as a whole in reaching beyond its walls and how the collaboration between industry and creative endeavors play a key role in the museum's future development.

5 LAUNCHING THE LARGEST MUSEUM OF THE NETHERLANDS

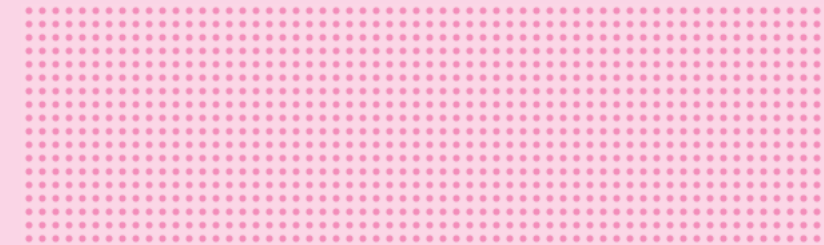
Executive Board Room, 2nd floor

- **ASTRID JACOBS**, Studio Director Delft, Fabrique, Netherlands, @fabrique
- **BOUKJE SCHAAP**, Project manager, Museum Catharijneconvent, Netherlands, @boukjeschaap @catharijne

Boukje Schaap, Project Manager at Museum Catharijneconvent and Astrid Jacobs, Studio Director at design agency Fabrique, will take you inside the making of the Largest Museum of the Netherlands, a project opening the doors of Dutch churches to day-trippers. Their workshop will help you position your projects based on the Blue Ocean Theory. We will dare you to think outside the box and allow your company to reach a larger and more diverse audience. Will you be the one to create that famous new concept?



WEDNESDAY 8 NOVEMBER AM



WORKSHOP 1 - MUSEUM AS STARTUP

Study Center

- **ALEX CAPRIOTTI**, Deputy Director, The Main Museum, USA, @acap @TheMainMuseum
- **RICH CHERRY**, Chief Operating Officer, Academy Museum of Motion Pictures, USA, @richcherry

To start a museum, it's essential to embrace key aspects of startup culture. But even established museums can harness startup thinking for success. Rich and Alex will discuss how opening new museums including The Broad, the Academy Museum of Motion Pictures, and The Main Museum has shaped their approach. They will discuss how to use startup principles with both large-scale initiatives like opening a museum, and with smaller-scale technology, marketing, operations, and communications projects.

The pair will discuss essential principles of success for museums, including:

- Putting together a hardworking, collaborative team
- Committing a majority of time to the most important tasks, while still allowing for opportunity and space to explore out-of-scope ideas
- Developing a staff and culture that is open to and interested in brainstorming, critiquing, and giving/receiving feedback
- Making sure all areas of the museum understand and embrace the mission and goals
- Building with the idea that you will likely need to pivot or adjust in the future
- Seeing everything as an experiment
- Releasing 'beta' versions so you can learn earlier in the process
- And, most importantly, being open to failing regularly and often

WORKSHOP 2 - CALIFORNIA CONTINUED: A CASE STUDY IN EXPANDING MUSEUM AUDIENCES WITH MEDIA

Brown Auditorium

- **RICHARD WEST**, President and CEO, Autry Museum of the American West, USA, @TheAutry
- **LAURA PURDY**, Senior Media Producer, Autry Museum of the American West, USA, @TheAutry

Using 'California Continued' as a case study, this session explores how 21st century museums, as gathering place for discussion, conversation, and debate can broaden their audience to share their historic collections in relevant ways. Session presenters will focus on the museum's multi-media partnership with KCETLink TV to co-produce Tending the Wild, a series featured in multiple iterations in the California Continued Human/Nature gallery, on-line, and for broadcast.

WEDNESDAY 8 NOVEMBER PM

ENGAGING YOUR COMMUNITY

6 case studies will take place simultaneously. Participants are invited to select the session they wish to attend.

2.30pm - 3.10pm

1 RENOVATION, THE PERFECT OPPORTUNITY TO TAKE YOUR COLLECTIONS OUT IN THE CITY

Bing Theater

- **LARS ULRICH HANSEN**, Head of Communication, Kunsten Museum of Modern Art Aalborg, Denmark @larsuh @kunstendk

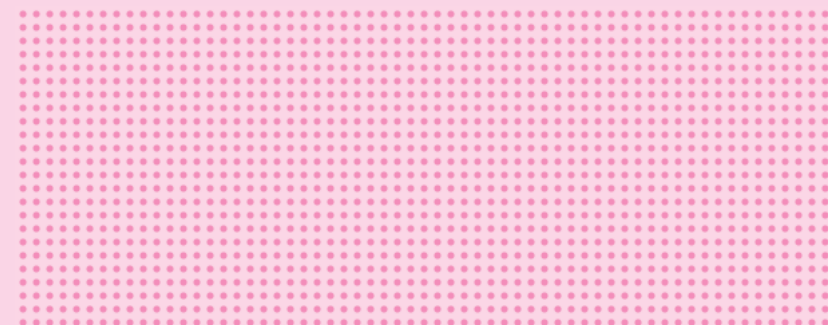
The Museum of Modern Art Aalborg was closed due to restoration for 1.5 years. The museum, forced out of the building, developed art projects in urban spaces, music festivals and even private homes. These exhibitions became places of dialogue and turned into a TV show in collaboration with the Danish Broadcasting Cooperation. Learn how, by delivering content in a new way and sharing its collection outside of the building, the museum engaged new audiences.

2 ANTWERPEN A LA CARTE

Director's Lounge

- **CATHY PELGRIMS**, Head of Public and Education, Museum aan de Stroom (MAS), @MASAntwerpen

Learn how the multidisciplinary MAS project team cooperated with shopkeepers, chefs, artists and futurologists to create its permanent exhibition about cities and food. ANTWERP A LA CARTE shows how the city of Antwerp fed a growing population from the sixteenth century onwards and questions how cities will continue to do this in the distant future. Find out how the MAS engaged external partners: artists, academic advisory board members, focus groups including chefs and futurologists. Discover how the MAS invested in the strong collaboration it has built with diverse communities, such as the city's shopkeepers.



#CTM17

AGENDA

3 STAYING AHEAD OF THE CURVE: THE GUGGENHEIM'S APPROACH TO THINKING GLOBALLY AND ACTING LOCALLY

Brown Auditorium

- **SARAH EATON**, Director of Media and Public Relations, Solomon R. Guggenheim Foundation, USA, @Guggenheim
- **RENEE DUMOUCHEL**, Director, Communications - Foundation, and Collaborations, Solomon R. Guggenheim Museum and Foundation, USA, @ReneeClaireYoga, @Guggenheim

Since its founding, the Guggenheim has taken bold action to bring art and ideas to life, within and outside its walls. Whether hosting the largest open, anonymous, international design competition, increasing global access to contemporary art and artists, interrogating the future of cities, or commissioning site-specific interventions, the Guggenheim extends its mission by inviting diverse audiences to encounter, interpret, and integrate art, architecture, and ideas into their lives. This session will focus on The Guggenheim UBS MAP Global Art Initiative "Under the Same Sun: Art From Latin America Today". Prioritizing community collaborations, artist-led interventions, niche education initiatives and a bold rethink of the project's visual identity, MAP in London offered an exhibition and public programs that were meaningful to both local and global audiences.

4 LACMA'S COMMUNITY-BASED INITIATIVES

Art + Tech Lab

- **SARAH JESSE**, Associate Vice President of Education, LACMA, USA, @LACMA

A key feature of LACMA's outreach strategy is to offer programs in schools, libraries and other community sites. For over a decade, LACMA has dedicated considerable funds and staff to initiatives that reduce both geographic and socio-cultural distance that prevent low income and communities of color from utilizing the museum. From a gallery located within an elementary school to a satellite museum and storage space, LACMA's off-site initiatives emphasize accessibility and inclusivity and have resulted in greater diversity. Discover LACMA's most innovative projects and best practices gleaned from extensive community-based work.

WORKSHOP
ABSTRACTS

Wednesday
8 November

5 INTERNATIONAL COLLABORATION AND AUDIENCE ENGAGEMENT

Plaza Studio

- **SARAH GREEN**, Shekou Learning and Interpretation Manager, Victoria and Albert Museum, United Kingdom, @V_and_A

The International Initiatives department at the V&A seeks to expand the international reach, reputation and impact of the V&A by opening up its collection and to bring benefit to the Museum, our visitors and our partners by broadening our horizons, enriching our knowledge and expertise.

In 2014 the V&A entered into a pioneering collaboration with China Merchants Group (CMG) to support the development a major museum of design in China, 'Design Society' (DS). The V&A will deliver a semi-permanent V&A gallery, provide touring exhibitions and play an advisory role in helping DS develop its standard operations procedures, its learning strategy and provide training to the DS staff in key fields of museum management. This session will explore the V&A's approach to this project as an iterative and inclusive process. It will focus on how we have developed strategies for public engagement and building relationships with audiences far beyond our museum walls in London.

6 #HOWDOYOU MUSEUM - MARKETING USER-GENERATED CONTENT TO ENGAGE AUDIENCES

Study Center

- **KELZEY ZIFF**, Social Media Manager, Natural History Museum of Los Angeles County, USA @NHMLA
- **EDGAR CHAMORRO**, Digital Content Developer, Natural History Museum of Los Angeles County, USA @NHMLA
- **CJ BRUCE**, Digital Strategist, Guru Media Solutions, USA @weareguru

Learn about #HowDoYouMuseum, an innovative destination campaign combining traditional and digital media. This multi-faceted campaign engages visitors by asking them to share their experiences at the museums; the museum then takes the user-generated content and applies it as an additional marketing tool in both paid and non-paid media. Kezley, Edgar and CJ will discuss how the museum was able to generate more than three million views of their videos and reached more than 2.3 million viewers who saw their UGC posts in just a matter of months. They will further discuss the correlations between the campaign and record attendance numbers; the use of both traditional and UGC to engage new audiences and the challenges associated with sustaining a two-year campaign on limited resources.



LOCATION MAP

1. The Museum of Jurassic Technology
2. The Getty Villa
3. The Fitzpatrick-Leland House
4. Hammer Museum
5. The Getty Center
6. Natural History Museum of Los Angeles County (NHMLA)
7. Hauser & Wirth
8. Los Angeles County Museum of Art (LACMA)
9. The Geffen Contemporary at MOCA
10. The Main
11. The Broad
12. The LINE Hotel

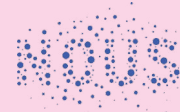


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MILLE MERCIS

THE CTM17 LA ADVISORY BOARD

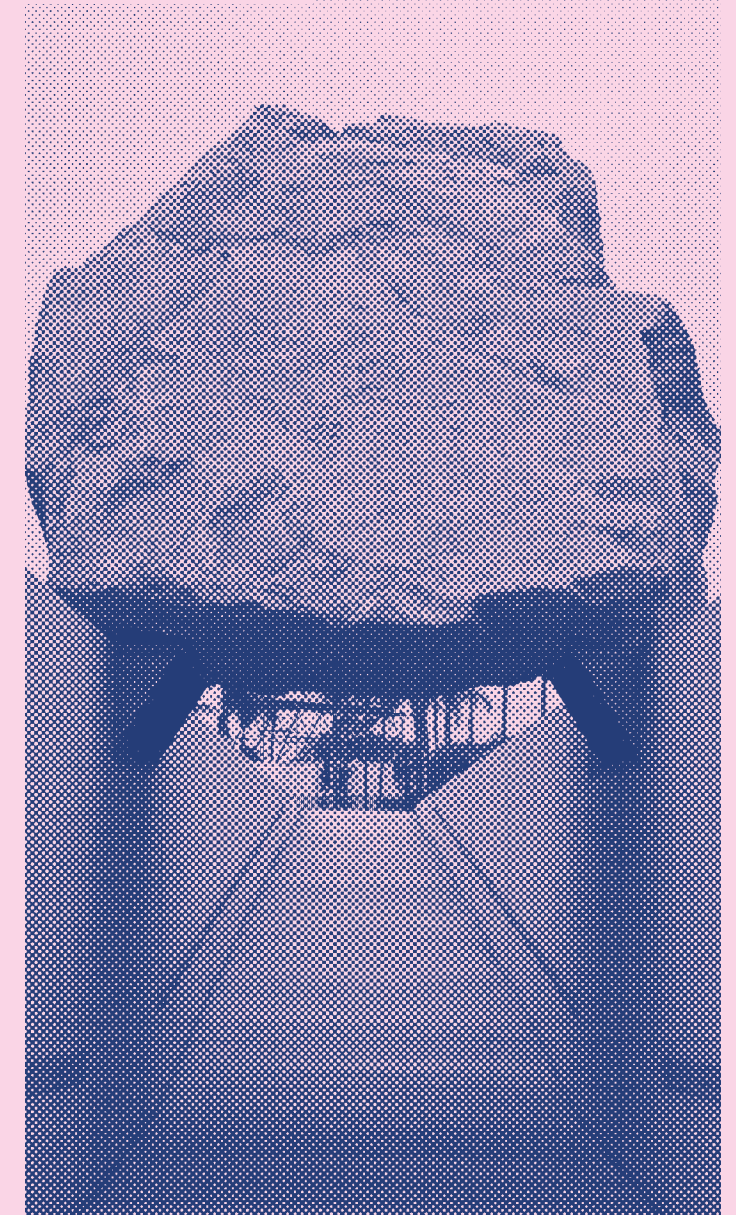
- **ALEX CAPRIOTTI**, Deputy Director, The Main Museum
- **MIRANDA CARROLL**, Senior Director of Communications, LACMA
- **JOHN A. GIURINI**, Assistant Director for Public Affairs, The J. Paul Getty Museum
- **BETTINA KOREK**, Founder, ForYourArt
- **MITCH MARR**, Senior Communications and Marketing Manager, Hammer Museum
- **MARA NAIDITCH**, Director of Marketing, Natural History Museum of Los Angeles County
- **SARAH STIFLER**, Chief Communications Officer, MOCA | The Museum of Contemporary Art
- **GIA STORMS**, Former Chief Communications Officer, Hammer Museum, Leadership Coach, Founder, Storms Coaching & Consulting

MANY THANKS TO THE MUSEUMS OPENING THEIR DOORS TO THE CTM17 PARTICIPANTS 5-12 NOVEMBER

- THE GETTY
- LACMA
- HAMMER MUSEUM
- NHM
- THE BROAD
- MOCA
- CAAM
- ICA/LA

Levitated Mass
Michael Heizer

LOS ANGELES COUNTY
MUSEUM OF ART





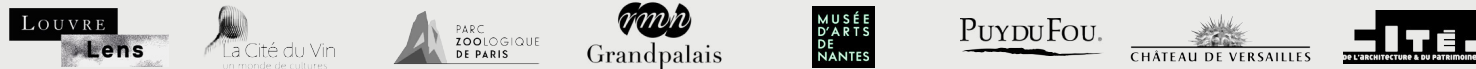
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TRANSMEDIA SOLUTIONS

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Corinne Estrada

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