

COMMUNICATING THE MUSEUM 21

“DARE TO
BE FUN”

CHICAGO 2018
24 TO 27 SEPT

Staged by

AGENDA

WELCOME

Dear delegates,

At Communicating the Museum Los Angeles last year, I was surprised to hear that the first reason for attending a cultural event was 'to have fun' (Culture Track survey 2017). Social and intellectual motivations trailed far behind. But it is, after all, human nature to learn through attraction, playfulness and openness. I wonder, how can museums and galleries infuse this spirit of amusement into our civic engagement?

We have invited 60 speakers from 11 countries to gather at Communicating the Museum Chicago to interrogate this question. Let's unpack the many approaches to reinvention and experimentation, to opening dialogues and broadening perspectives, and of course, to learning from when things didn't quite go as planned. Daring to be relevant, real and resilient – this is what will keep museums thriving.

It is wonderful to be in Chicago for this fourth edition of the conference in Northern America. An enormous thank you to our 10 host cultural institutions. I am particularly excited to explore Museum Campus South, a dynamic cultural hub which will soon be home to the much-awaited Museum of the Obama Presidential Center. And thank you to Chicago Scenic Studios and 360 Chicago for offering us the unique opportunity to see the Windy City and its creative energies from new perspective. We are so excited to celebrate the wonders of this world class city.

I look forward to the many fun conversations and fruitful connections at CTMCHI.

Corinne Estrada
CEO of Agenda
Founder of Communicating the Museum

Charles Dickens' famous opening words to his novel *A Tale of Two Cities*—"It was the best of times, it was the worst of times..."—hold special resonance for museums today. Some of us working in museums would argue that our current situation and future prospects could not be worse, citing social and political turmoil, flat or declining sources of revenue and support, and increased competition for visitors' precious time and attention. But I would counter, and I believe many others would join me, in stating that adversity brings out the best that museums can offer, and today, we have an unprecedented opportunity to reinvent the museum for 21st-century audiences.

To achieve this goal, we will need courage, we will need to embrace disruptive practices, and most importantly, we will need to experiment constantly. In other words, we need to transform ourselves into daring institutions unafraid to travel down new paths into the unknown. Experimentation of every stripe and in every quarter of museum operations is the key to reinvention. If we dare to engage our audiences in new ways, using new tools, the promise of sustainability for this century is within our grasp, and we can renew our value as cultural and educational organizations to our communities.

The Chicago History Museum is a proud partner of Communicating the Museum 2018, and I welcome you here to begin our conversation. Chicago's history is replete with bold experimentation and daring innovations, and I hope the Museum's exhibitions and programs will inspire us to make big plans and to aim high.

Russell Lewis
Executive Vice President and Chief Historian
Chicago History Museum

Exactly 125 years ago, the city of Chicago was busy playing host to the 1893 World's Columbian Exposition, a civic project with grand global ambitions. Born out of the rubble of the Great Chicago Fire, this "World's Fair" offered the opportunity to present a new, rebuilt Chicago as a great modern city.

Following the close of the Fair, the building that served as a hall for the World's Congresses was turned over to the founders of the Art Institute, and the museum's Michigan Avenue doors officially opened to the public on December 8, 1893. At this time, our Beaux-Arts landmark appeared almost as a frontier outpost—a temple to culture among railroad yards, tracts of empty land, and an industrial lakefront.

Over the next 125 years, fueled by the efforts and ambitions of civic leaders and patrons who saw the arts as an essential aspect of a renewed, thriving metropolis, the barren landscape that marked the museum's beginnings evolved into a large and complex urban campus. Today we sit next to Millennium Park, which draws more than 25 million visitors a year to enjoy its lush gardens, monumental public art, and Gehry-designed band shell, and just steps away from the popular promenade and beaches along the shores of beautiful Lake Michigan. Sharing a civic purpose and dynamic site with these neighboring attractions, the Art Institute welcomes 1.7 million visitors a year from all over the world to experience a collection that encompasses works of art spanning five millennia, both reflecting and defining Chicago's status as a leading global city.

On behalf of the Art Institute, we welcome you to Chicago and to Communicating the Museum. Over the next few days, we invite you to consider and be inspired by the daring ambitions that made this great city possible and the forward-thinking vision that continues its evolution today.

Katie Rahn
Executive Director of Marketing and Communications
The Art Institute of Chicago

"DARE TO BE"

MON 24 SEPT

REGISTRATION

Registration	From 9.30am	Pick up your badge and program	Chicago History Museum
Visit	10.30am	Museum Hack's Un-Highlights Tour of The Art Institute of Chicago	Art Institute of Chicago
Visit	11am	Guided tour of the exhibition "Amplified: Chicago Blues"	Chicago History Museum

DARE TO BE

Welcome	2pm	Welcome to Communicating the Museum Chicago	CHM - McCormick Theater
Welcome	2.15pm	Welcome to the Chicago History Museum	CHM - McCormick Theater
Keynote	2.30pm	Dare to Activate Social Change - <i>Museum of the Obama Presidential Center & Urban Prescriptives</i>	CHM - McCormick Theater
Keynote	3pm	Dare to Re-Invent the Royal Academy - <i>Royal Academy of Arts</i>	CHM - McCormick Theater
Coffee Break	3.30pm		CHM - McCormick Theater

Case Studies	4pm	1.1 In on the Joke: Using Comedy in an Exhibition Campaign Hammer Museum - <i>Hammer Museum</i>	CHM - McCormick Theater
		1.2 Serious fun: daring to perform in the exhibition - <i>Art Gallery of New South Wales</i>	
		2.1 From a Museum to a Scientific Force - <i>Field Museum & Leo Burnett</i>	CHM - Mandel Conference Room
		2.2 Transforming an organizational brand from the inside out - <i>Tronvig Group & National Museum of Women in the Arts</i>	
Keynote	5pm	3.1 Perhaps we can be fun on social media after all - <i>Museum of English Rural Life</i>	CHM - Morse Genius Room 1
		3.2 Award-winning humor and finding your voice - <i>Consultant</i>	
Keynote	5pm	4.1 Edu-tainment: The Night Shift Phenomena - <i>Royal British Columbia Museum</i>	CHM - Hollieb Learning Center
		4.2 Just Add Fun: How to Boost Revenue & Audience Engagement - <i>The Barnes Foundation</i>	
Keynote	5pm	Culture, Meet Culture - <i>Leo Burnett</i>	CHM - McCormick Theater
Key Learnings	5.30pm	Key Learnings & Pending Questions	CHM - McCormick Theater
Transfer	6.15pm	Bus departs from the Chicago History Museum	Chicago History Museum
Transfer	6.15pm	Bus departs from The Ambassador Hotel	The Ambassador Hotel

WELCOME RECEPTION

Welcome	7pm	Official welcome by Bob Doepel, President	Chicago Scenic Studios
Introduction	7.30pm	Dare to Be Inspiring, Engaging and Different	Chicago Scenic Studios
Reception	7.30pm - 9.30pm	Mingle and enjoy authentic Chicago Chinatown food and lovely wine	Chicago Scenic Studios
Transfer	9pm & 9.30pm	Buses depart for The Ambassador Hotel	

MON 24 SEPT

WELCOME
2pm
CHM -
McCormick
Theater

Welcome to Communicating the Museum Chicago

CORINNE ESTRADA
Founder, Communicating the Museum, Paris & Sydney
@AgendaParis

WELCOME
2.15pm
CHM -
McCormick
Theater

Welcome to the Chicago History Museum

RUSSELL LEWIS
Executive Vice President and Chief Historian, Chicago
History Museum, Chicago @ChicagoMuseum

KEYNOTE
2.30pm
CHM -
McCormick
Theater

Dare to Activate Social Change

LOUISE BERNARD
Director, Museum of the Obama Presidential Center,
Chicago @ObamaFoundation
Dr. CAROL L. ADAMS
President & CEO, Urban Prescriptives, Inc. Chicago
Louise Bernard, Director of the Museum of the Obama
Presidential Center, and Carol L. Adams, President & CEO
of Urban Prescriptives, share the Obama Center's new
model activating local audiences and social change in the
evolving cultural landscape of Chicago's South Side.

KEYNOTE
3.30pm
CHM -
McCormick
Theater

Dare to Re-Invent the Royal Academy

WILL DALLIMORE
Director of Public Engagement, Royal Academy of Arts,
London @willskii @royalacademy
In 2018 the Royal Academy of Arts celebrated its
250th anniversary and completed the most ambitious
redevelopment in its history. Discover how the
organization dared to embrace its key points of
difference, especially the artists and architects who
run the organization, to project a more distinctive and
confident personality – in the process becoming truer to
its original purpose.

4pm

Case Studies

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

SESSION 1 – McCormick Theater
1.1 – In on the Joke: Using Comedy in an
Exhibition Campaign

MITCH MARR
Senior Manager, Communications & Marketing, Hammer
Museum, Los Angeles @mitchmarr @hammer_museum
To promote an exhibition of conceptual and post-
conceptual art, the Hammer Museum recruited two
unlikely voices—comedians Will Ferrell and Joel
McHale. Learn how the museum incorporated humor
while remaining true to its core institutional values, its
confident personality and original purpose.

1.2 – Serious fun: daring to perform in the
exhibition
JOSEPHINE TOUMA
Manager of Public Programs, Art Gallery of New South
Wales, Sydney @ArtGalleryofNSW
Learn how the gallery pushes the potential of
performance in its exhibitions by working with performing
arts companies to create unique, commissioned pieces
that actively engage with and re-interpret the artworks—
and staging their performances inside exhibition spaces.

SESSION 2 – Mandel Conference Room
2.1 – From a Museum to a Scientific Force
(with a really nice showroom)

STACY DILLING
Marketing & Advertising Director, Field Museum, Chicago
@stacydilling @FieldMuseum
ALISA WOLFSON
EVP, Head of Design, Leo Burnett, Chicago @LeoBurnett
Discover how on the cusp of the Field Museum's 125th
anniversary, the Field looked to the past to help position
itself as a leader in creating a better future. Learn how
the museum used its anniversary to tell the real story
through positioning, identity and storytelling transforming
itself from a static museum into a dynamic institution for
the future.

2.2 – Transforming an organizational brand
from the inside out

AMY MANNARINO
Director of Communications and Marketing, National
Museum of Women in the Arts, Washington
@AMANNARINO @WomenInTheArts
JAMES HEATON
President, Tronvig Group, New York @TronvigGroup
Amy and James outline their experience of successfully
pushing the National Museum of Women in the Arts
through a transition from being perceived as “a repository
of art by women” into a institutional champion for
women.

SESSION 3 – Morse Genius Room
3.1 – Perhaps we can be fun on social media
after all

ADAM KOSZARY
Programme Manager and Digital Lead, Museum of English
Rural Life, Reading @AdamKoszary @TheMERL
A bit of personality, creative content and the help of some
colleagues can turn a single tweet into features in the
national media, over 300 t-shirts sold and a global Twitter
moment. Adam shares the MERL's social media moment
and explore issues around using memes and collections,
the importance of bringing your colleagues along with you
and never losing sight of your mission when establishing a
social media personality.

3.2 – Award-winning humor and finding your
voice

LUCY REDOGLIA
Digital Communications and Marketing Specialist,
Los Angeles @LuuucylmHome
In the year leading up to winning the Webby Award for
LACMA's Snapchat account, Lucy produced countless
memes using the museum's collection, developing an
already successful strategy into a viral sensation. Learn
how pairing words with pictures and using innovative
storytelling techniques can bring awareness to your
brand—and reach younger audiences—via social media.

SESSION 4 – Holliieb Learning Center

4.1 – Edu-tainment: The Night Shift
Phenomena at the Royal BC Museum

ERIKA STENSON
Head of Marketing, Communications and Business
Development, Royal British Columbia Museum, Victoria
@RBCMmarketing @RoyalBCMuseum
Museums are increasingly adding hacks, takeovers, labs
and “interventions” but there is significant resistance to
actually changing engagement methods and creating new
kinds of visitor experiences. Learn how breaking down
the barriers between the “evil” marketing team and the
“altruistic” learning teams can lead to outrageously fun
and financially successful edu-taining events.

4.2 – Just Add Fun: How to Boost Revenue &
Audience Engagement

JO TIONGSON-PEREZ
Director of Marketing and Social Media
OLIVIA VERDUGO
Art Director
The Barnes Foundation, Philadelphia @the_barnes
How do we bring in more funds and visitors without
additional resources? For some of the Barnes
Foundation's programs, exhibitions, and fundraising
initiatives, the answer is: just add fun.
Jo and Olivia present two case studies, showing
how revitalizing visual identity and voice, without
overextending resources can boost revenue and
engagement.



MON 24 SEPT

KEYNOTE
5pm
CHM - McCormick Theater
Culture, Meet Culture

KELLY ALESSO
Strategic Brand Planner
PETE LEFEBVRE
Creative Director
Leo Burnett Group, Chicago, @LeoBurnett
Museums are cultural institutions, but, aside from the occasional black tie gala, they're afraid to embrace culture outside their four walls. Museums shouldn't fear culture, they should embrace it. Don't just be a vessel of culture. Have the courage and the joie de vivre to make some.

KEY LEARNINGS
5.30pm
CHM - McCormick Theater
Key Learnings & Pending Questions

CORINNE ESTRADA
Founder, Communicating the Museum, Paris & Sydney @AgendaParis
Come together to discuss the key learnings of the first day of the conference.

WELCOME
7.15pm
Chicago Scenic Studios
Welcome to Chicago Scenic Studios

BOB DOEPEL
President, Chicago Scenic Studios, Inc., Chicago
Chicago Scenic Studios has spent nearly 40 years mastering the complexities of fabricating dynamic environments, challenging interactive experiences, educational entertainment and exhibits across premier Chicago museums and beyond. Discover their expertise and meet the team around lovely food and wine in the Chicago-based 165,000 sq. ft. facility.

INTRODUCTION
7.30pm
Chicago Scenic Studios
Dare to Be Inspiring, Engaging and Different

Find out about the Chicago Scenic latest projects and learn how Puzzle Rooms and Game Adventures are a fantastic asset to provide new experiences to your visitors.

What's puzzling people at your museum?

We can help you answer that question.



LEARN MORE AT CTM
Chicago Scenic will lead a case study panel discussion on how to use puzzle room adventures to attract new and bigger audiences.
TUESDAY
September 25, 2018
10:40AM

Chicago Scenic specializes in helping museums drive high engagement—and high attendance. We specialize in world-class museum exhibit design and fabrication—including puzzle rooms and game adventures—immersive, powerful experiences that generate buzz and get people talking.

Look for us at **Communicating the Museum 21**. We are excited to be a Conference Partner and to host the first night's Welcome Reception.

Drive excitement and stronger engagement with immersive, powerful experiences that delight people—and leave them wanting more.

#CTMCHI

"DARE TO EXPERT - MENT"

TUE 25 SEPT

Registration	From 8.30am	Pick up your badge and program	Chicago History Museum
Breakfast	8.30am	Meet fellow delegates over a cup of coffee	CHM - McCormick Theater
DARE TO EXPERIMENT			
Panel	9am	Transforming the Museum Experience	CHM - McCormick Theater
Face to Face	10am	Elevating the Visitor Experience - <i>Forge Media + Design & Haley Sharpe Design</i>	CHM - McCormick Theater
Case Studies	10.40am	1 Hackathon: approaching challenges from a different perspective - <i>Philadelphia Museum of Art</i>	CHM - Mandel Conference Room
		2 How to use Puzzle Rooms and Adventures to attract new and larger audiences to your museum - <i>Chicago Scenic Studios, Puzzle Break & Designduo</i>	CHM - McCormick Theater
		3 Be realistic, demand the impossible! Bringing the American Summer House to the heart of Paris - <i>Mona Bismarck American Center</i>	CHM - Hollieb Learning Center
		4 Can you make your museum fun when you are not the boss? - <i>North Carolina Museum of Art</i>	CHM - Morse Genius Room 1
Coffee Break	11.20am		CHM - McCormick Theater
Panel	11.45am	Do it for the Children	CHM - McCormick Theater
Lunch	12.30pm		CHM - Morse Genius Room 2
Visit	1.15pm	Explore temporary exhibitions "AMPLIFIED: CHICAGO BLUES" and "REMEMBERING DR. KING: 1929-1968" and permanent exhibition "CHICAGO: CROSSROADS OF AMERICA"	Chicago History Museum

TUE 25 SEPT

DARE TO ENGAGE

Keynote	2pm	Not your Grandma's tour - <i>Museum Hack & The Memorial Art Gallery</i>	CHM - McCormick Theater
Group Exercise	2.30pm	How to craft a great message regardless of the platform?	CHM - McCormick Theater
Case Studies	3.15pm	1 Eavesdropping on History - <i>The Metropolitan Museum of Art</i>	CHM - Morse Genius Room 1
		2 Engaging young audiences with Snapchat - <i>Rijksmuseum</i>	CHM - Crown Room
		3 Co-Creating the Teen Audio Experience - <i>Art Institute of Chicago</i>	CHM - Mandel Conference Room
		4 Truth or Dare: difficult conversations and contemporary art - <i>Museum of Contemporary Art Australia</i>	CHM - Hollieb Learning Center
		5 Let's Get Serious about Play: Creating Resilience - <i>Tessitura Network</i>	CHM - McCormick Theater
Coffee Break	4pm		CHM - McCormick Theater
Keynote	4.30pm	Building a people- and artifact-friendly museum - <i>Atelier Brückner & The Grand Egyptian Museum</i>	CHM - McCormick Theater
Ceremony	5pm	IDCA Awards Ceremony	CHM - McCormick Theater
Key Learnings	5.30pm	Key Learnings & Pending Questions	CHM - McCormick Theater

GALA RECEPTION

Welcome	6.30pm	Welcome to 360 Chicago	360 Chicago
Reception	7pm - 9.30pm	A Gala Evening 1000 feet in the air	360 Chicago

PANEL

9am
CHM - McCormick Theater

Transforming the Museum Experience

MIKKEL BOGH

Director, Statens Museum for Kunst, Copenhagen
@mikkel_bogh @smkmuseum

SILVIA FILIPPINI FANTONI

Director of Programs and Audience Engagement
North Carolina Museum of Art, Raleigh @silviaff20 @ncartmuseum

ERIKA STENSON

Head of Marketing, Communications and Business Development, Royal British Columbia Museum, Victoria
@RBCMmarketing @RoyalBCMuseum

SCOTT TENNENT

Chief Communications Officer, Hammer Museum, Los Angeles @scotttnnt @hammer_museum

Chair: MONICA ENG

Lead Reporter, WBEZ Curious City, Chicago @monicaeng

Discussing the latest trends in museum experimentation.

FACE TO FACE

10am
CHM - McCormick Theater

Elevating the Visitor Experience

GREGORY NEELY

Founding Principal, Forge Media + Design, Toronto
@ForgeInc

GARY WALKER-KERR

Director, North America, Haley Sharpe Design, Toronto
@haleysharpe

Across the world, museums are challenged to define and elevate the visitor experience. Pushing past convention requires a deeper phenomenology of meaning that defines the experiential challenges and opportunities facing museums in the 21st century. How do you strike a resonant chord that appeals to the changing visitor demographics and meet the challenge of communicating to generation 'Swipe and Skim'?

Case Studies

10.40am

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

1 - Hackathon: approaching challenges from a different perspective

Mandel Conference Room

ARIEL SCHWARTZ

Associate Director for Interactive Technologies, Philadelphia Museum of Art, Philadelphia, @philamuseum
Learn how and why The Philadelphia Museum of Art has hosted a Hack the Museum hackathon event for the past three years. Discover the event's growth in scope, stature and visibility within the Philadelphia creative community.

2 - How to use Puzzle Rooms and Adventures to attract new and larger audiences to your museum

McCormick Theater

DOUG POKORNY

Project Manager, Chicago Scenic Studios, Chicago

NATE MARTIN

Co-Founder and CEO, Puzzle Break, Seattle

@GuyFromTomorrow

GERRY HARITON & VICKI BARAL

Principal Designer, Designduo, Los Angeles @designduoLA

ALISON FRAZIER

Director, Entertainment & Guest Activities, Royal Caribbean

How is the Puzzle Rooms and Games phenomenon relevant to museums? How can museums create experiences to engage audiences with the exhibit content, art and building? Learn from Chicago Scenic Studios best practices.

TUE 25 SEPT

3 – Be realistic, demand the impossible! Bringing the American Summer House to the heart of Paris

Hollieb Learning Center

FLEUR D'ABOVILLE

Managing Director, Mona Bismarck American Center, Paris
[@Mona_Bismarck](#)

In 2016 the Mona Bismarck American Center celebrated its 30th season, the perfect opportunity to reflect upon its activity to consolidate its public profile. Learn about the "Summer House", a festival program invigorating the Center's grounds and opening it up to Parisians during the summer.

4 – Can you make your museum fun when you are not the boss?

Morse Genius Room 1

SILVIA FILIPPINI FANTONI

Director of Programs and Audience Engagement
North Carolina Museum of Art, Raleigh
[@silviaff20](#)
[@ncartmuseum](#)

Fun and play are two of the strategies used by the museum to engage young and more diverse audience. In this session, Silvia provides examples of some of the experiences that the NCMA developed, discussing their impact on the audience and institution and reflecting upon the challenges and obstacles encountered along the way.

PANEL

11.45am
CHM -
McCormick
Theater

Do it for the Children

ANNE CORSO

Director of Education and Public Programs, Chrysler Museum of Art, Norfolk
[@ChryslerMuseum](#)

CATHY FRANKEL

Vice President for Exhibitions and Collections, National Building Museum, Washington
[@BuildingMuseum](#)

BRUCE WYMAN

Principal, USD Design | MACH Consulting, Portland
[@bwyman](#)

Chair: TRACI SYM

Principal, Plus and Greater Than, Portland

Playfulness is a powerful tool that can be used to engage new and more diverse audiences in museum experiences. Learn how The Chrysler has created new family friendly spaces expanding the ways visitors can connect and interact with the art and artists. Discover how The National Building Museum has been exploring playfully rich family experiences as part of its Summer Block Party. This panel of educators, curators, technologists, and designers will explain how to create experiences that can challenge and welcome new audiences.

KEYNOTE

2pm
CHM -
McCormick
Theater

Not your Grandma's tour

DUSTIN GROWICK

Senior Creative Consultant, Museum Hack, New York
[@DustinGrowick](#) [@MuseumHack](#)

JESSICA GASBARRE

Engagement Manager, Memorial Art Gallery, Rochester
[@magUR](#)

In this talk we explore best practices for creating unique and interactive adult museum experiences that attract and engage new audiences. From the power of passionate storytelling to activities & games that utilize smart phones forging social experiences, we explore ways in which Museum Hack is skirting old interpretation paradigms and helping turn guests into "meaning makers", giving them agency within the context of a facilitated museum experience.

Case Studies

3.15pm

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

1 – Eavesdropping on History

Morse Genius Room 1

NINA DIAMOND

Managing Editor and Producer, Digital Department, The Metropolitan Museum of Art, New York
[@metmuseum](#)

How do you create a "you-are-there" audio experience when "there" is a palace in another century? For 'Visitors to Versailles (1682-1789)' The Met built an immersive binaural audio experience to animate visitors' accounts of the palace and court, all performed by a cast of international actors and dramatized in atmospheric 3-D soundscapes.

2 – Engaging young audiences with Snapchat

Crown Room

WOUTER VAN DER HORST

Museum Educator, Rijksmuseum, Amsterdam
[@rijksmuseum](#)

The Rijksmuseum's SnapGuide invites young audiences to engage by connecting their visual culture to the visual culture of the museum. Within 12 months of its launch, SnapGuide won multiple international awards and is valued highly by its users and the museum world. Wouter shares insights and challenges on working with Snapchat and influencers.

3 – Co-Creating the Teen Audio Experience

Mandel Conference Room

MAURA FLOOD

Youth Programs Educator

ANDREW MERIWETHER

Audio Producer, Experience Design
Art Institute of Chicago, Chicago

What might teenagers want to whisper, laugh, yell, protest, or play in the ears of other teen visitors as they navigate the museum's galleries? Join Maura and Andrew to find out how 15 Chicago teens answered those questions through the creation of the first ever teen produced audio guide to the Art Institute, available now to teens and museum visitors of all ages.

4 – Truth or Dare: difficult conversations and contemporary art

Hollieb Learning Center

GILL NICOL

Director of Audience Engagement and Learning, Museum of Contemporary Art Australia, Sydney
[@MCA_Australia](#)

Conversation Starters is an annual program bringing together audiences of all ages to take part in real-life conversations using contemporary art as a starting point. The aim is to create a space that allows for an exchange for difficult ideas and questions to be explored both individually and collaboratively. What we've learned so far is that no matter how old you are, conversations have the power to open up possibilities for change, empathy and empowerment.

5 – Let's Get Serious about Play: Creating Resilience

McCormick Theater

ERIN KOPPEL

Senior Director of Enterprise Consulting, Tessitura Network, Dallas, [@tessnetwork](#)

Creativity. Imagination. Curiosity. How can these essential elements of play help ensure resilience in your organization? Discover how you can personally nurture these qualities in yourself and in your team. Learn how to do this through strong principles and structures and with essential information at your fingertips.

TUE 25 SEPT

PANEL
4.30pm
CHM -
McCormick
Theater

**Building a people- and
artifact-friendly museum**

SHIRIN FRANGOUL-BRUECKNER
CEO | General Manager, Atelier Brückner, Stuttgart
@Szenographie

TAREK TAWFIK
Director General, Grand Egyptian Museum, Cairo
Scheduled to partially open in 2018, The Grand Egyptian
Museum will be the biggest museum in the Arab world.
How is the museum making objects talk and creating new
narrative spaces. How will the museum communicate
the story behind the myth of Tutanchamun and make it
accessible for the visitors? Find out at CTM.

CEREMONY
5pm
CHM -
McCormick
Theater

**2018 IDCA AWARDS
CEREMONY**

Clémence Ferry and Maddi Newling, project managers of
the International Design and Communications Awards,
present the winners of the 2018 edition.

"AMAZING VIEWS OF A BEAUTIFUL CITY. ONE
OF MY FAVORITE ATTRACTIONS IN CHICAGO."

DAN S, TripAdvisor Traveler | 6.25.17

8,000+ TripAdvisor Reviews 

**360
CHICAGO**
OBSERVATION DECK
NORTH MICHIGAN AVENUE

 **TOP 10 BEST VIEWS
IN AMERICA**
TRAVEL+
LEISURE

HOME OF **Tilt!** CHICAGO'S
HIGHEST
THRILL RIDE

875 N. MICHIGAN AVENUE | 94TH FLOOR | OPEN 9AM-11PM

360CHICAGO.COM

ARE YOUR STARS ALIGNED?



Your Universe. One Unified System.

Tessitura Software is tailored to the unique needs of museums, galleries and cultural attractions. We power key business functions while capturing visitor data when:

- ★ their membership cards are scanned
- ★ they're planning a day of tours and films online
- ★ they're using free passes
- ★ they're making a donation
- ★ or they're buying tickets to a timed exhibit or special event

The result is a single, multidimensional picture of every visitor. Real-time data is instantly shareable across departments to ensure quick fulfillment of membership benefits and excellent customer service.

Let's get started.

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tessitura
NETWORK

“DARE TO FAIL”

WED 26 SEPT

Registration	From 8.30am	Pick up your badge and program	Art Institute - Trading Room
Breakfast	8.30am	Meet fellow delegates over a cup of coffee	Art Institute - Trading Room
Welcome	9am	Welcome to the Art Institute of Chicago	Art Institute - Rubloff Auditorium

DARE TO FAIL

Keynote	9.30am	Using Failure and Relentless Grit to your Advantage - <i>Adventurous Journeys, Graduate Hotels</i>	Rubloff Auditorium
Interview	10am	How to bounce back from a No? - <i>Plateforme 10</i>	Rubloff Auditorium
Face to Face	10.30am	In Celebration of Failure	Rubloff Auditorium
Groupe Exercise	11am	From Failure to Wisdom	Rubloff Auditorium
Coffee Break	11.30am		Trading Room
Case Studies	12pm	1 - Victory in Defeat: The Guggenheim Helsinki Initiative - <i>Solomon R. Guggenheim Museum and Foundation</i>	Fellows Lounge
		2 - Preparing for Tomorrow's Crisis to Save Your Museum's Brand - <i>Public Communications Inc.</i>	Rubloff Auditorium
Lunch	12.40pm		Trading Room
Visit	1.30pm	Explore temporary exhibitions "John Singer Sargent and Chicago's Gilded Age" and "Hairy Who? 1966-1969"	Art Institute of Chicago
Transfer	2.30pm	BUS TRANSFER TO MUSEUM CAMPUS SOUTH Bus 1 to The Renaissance Society and Smart Museum of Art Bus 2 to The Oriental Institute and DuSable Museum of African American History Bus 3 to The Museum of Science and Industry	Museum Campus South

LEARNING SAFARI MUSEUM CAMPUS SOUTH - ROUTE 1

Visit	3pm	Visit 1 - The Renaissance Society	The Renaissance Society
Visit	3.45pm	Visit 2 - Smart Museum of Art	Smart Museum of Art
Case Study	4.45pm	Dare to Be Small	Smart Museum of Art

LEARNING SAFARI MUSEUM CAMPUS SOUTH - ROUTE 2

Visit	3pm	Visit 1 - The Oriental Institute	The Oriental Institute
Visit	4pm	Visit 2 - DuSable Museum of African American History	DuSable Museum
Case Study	5pm	Dare to Engage	DuSable Museum

LEARNING SAFARI MUSEUM CAMPUS SOUTH - ROUTE 3

Visit	3pm	Visit - The Museum of Science and Industry	The Museum of Science and Industry
Case Study	4.15pm	Case Study : Dare to Stay Relevant	

FAREWELL DRINKS

Drinks	5.30pm	Drinks at Kaiser Tiger	Kaiser Tiger
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WED 26 SEPT

WELCOME
9am
Rubloff
Auditorium

Welcome to the Art Institute of Chicago

JAMES RONDEAU
President and Eloise W. Martin Director
The Art Institute of Chicago, Chicago @artinstitutechi

KEYNOTE
9.30am
Rubloff
Auditorium

Using Failure and Relentless Grit to your Advantage

BEN WEPRIN
CEO & Founder, Graduate Hotels, Adventurous Journeys, Chicago
If risks always paid off, they wouldn't be risks. Join Graduate Hotels' founder Ben Weprin for a discussion around entrepreneurship, and learn about the risks, failures, and successes he and his team have faced in their relentless pursuit to position Graduate Hotels as the most recognized hospitality-brand in university-anchored towns, respected for its ability to inspire human connection and create sincere experiences.

INTERVIEW
10am
Rubloff
Auditorium

How to bounce back from a No

CHANTAL PROD'HOM
Director, MUDAC and President of the Board of Directors of PLATEFORME 10, Lausanne @Plateforme10
PLATEFORME 10, a new "arts district" next to the Lausanne train station, is the union of the Musée cantonal des Beaux-arts (mcb-a), the Musée de l'Elysée and the mudac, complemented by the presence of the Toms Pauli and Félix Vallotton Foundations. The project, when first presented in 2008, was rejected in a public referendum. How did it bounce back? Chantal Prod'Hom shares the story.

FACE TO FACE
10.30am
Rubloff
Auditorium

In Celebration of Failure

ALESHA MERCADO
Art Historian, Curator and Museologist, Mexico
JAMES HEATON
President, Tronvig Group, New York @TronvigGroup
How willing are you, as an individual or as an organization, to fail? Even while knowing the eyes of your peers, the board, or the public are upon you? It's a frightening prospect. And yet failure is almost unavoidable if you are genuinely ambitious. Individuals and organizations should take risks and fail. Every failure is a learning opportunity and therefore a cause for celebration. Alesha and James address these issues through the example of their own failures personal and professional.

12pm

Case Studies

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

1 - Victory in Defeat: The Guggenheim Helsinki Initiative

Fellows Lounge
RENEE DUMOUCHEL
Director of Communications, Solomon R. Guggenheim Museum and Foundation, New York @Guggenheim
From 2010 to 2016, the Solomon R. Guggenheim Foundation and the City of Helsinki explored the possibility of a Guggenheim museum along the city's South Harbor. While the Guggenheim Helsinki was not realized, it remains a rich example of community and stakeholder engagement and communications strategy for both local and international audiences. It presented new and unprecedented opportunities for architects around the world and significantly contributed to the dialogue about the role of museums in the 21st century and the future of Helsinki's waterfront. Learn more about this extraordinary project and the insights it yielded.

2 - Preparing for Tomorrow's Crisis to Save Your Museum's Brand

Rubloff Auditorium
JILL ALLREAD
CEO, Public Communications Inc., Chicago @pr911
AMY RITTER COWEN
Senior Vice President Strategy, Public Communications Inc., Chicago
Jill and Amy share insights into how in-house and outside PR counsel can collaborate to maximize their respective roles and help protect the reputation of the museum during crisis. They'll also address how these collaborative relationships can help mitigate a crisis by developing a thorough, strategic crisis management plan BEFORE a problem arises.

LEARNING SAFARI
3pm - 5.30pm

Learning Safari Museum Campus South

3 Routes are available. Participants are invited to select the session they wish to attend.

Route 1: The Renaissance Society & Smart Museum of Art

Part 1 : Visit The Renaissance Society
Part 2 : Visit the Smart Museum of Art
Part 3: Case Study - Dare to Be Small
Join the Smart Museum and the Renaissance Society for a case study about education and audience engagement programs that embrace smallness, offering intimate experiences and focusing on artists.

Route 2: The Oriental Institute & DuSable Museum

Part 1 : Visit The Oriental Institute
Part 2 : Visit DuSable Museum of African American History
Part 3: Case Study - Dare to Engage
The DuSable Museum and the Oriental Institute were founded with the purpose of documenting, preserving, and studying the history and culture of particular peoples and/or civilizations. The case study focuses on the challenge of attracting a diverse audience and engaging visitors within the museum space in fun and dynamic ways and explores innovative ways to develop engaging and imaginative programs and exhibits, all the while still communicating the core ambitions and purpose of these cultural institutions.

Route 3: The Museum of Science and Industry

Part 1 : Visit The Museum of Science and Industry
Part 2: Case Study - Dare to Stay Relevant
The accelerating pace of science and technology and easy access to information provides both challenges and opportunities for MSI. This case study explores how the iconic exhibitions and examples of historic artefacts pulled from the collection can remain relevant today and continue to further the founding intent of the Museum.

“DARE TO EXPLORE”

THU

27

SEPT

THE FIELD MUSEUM

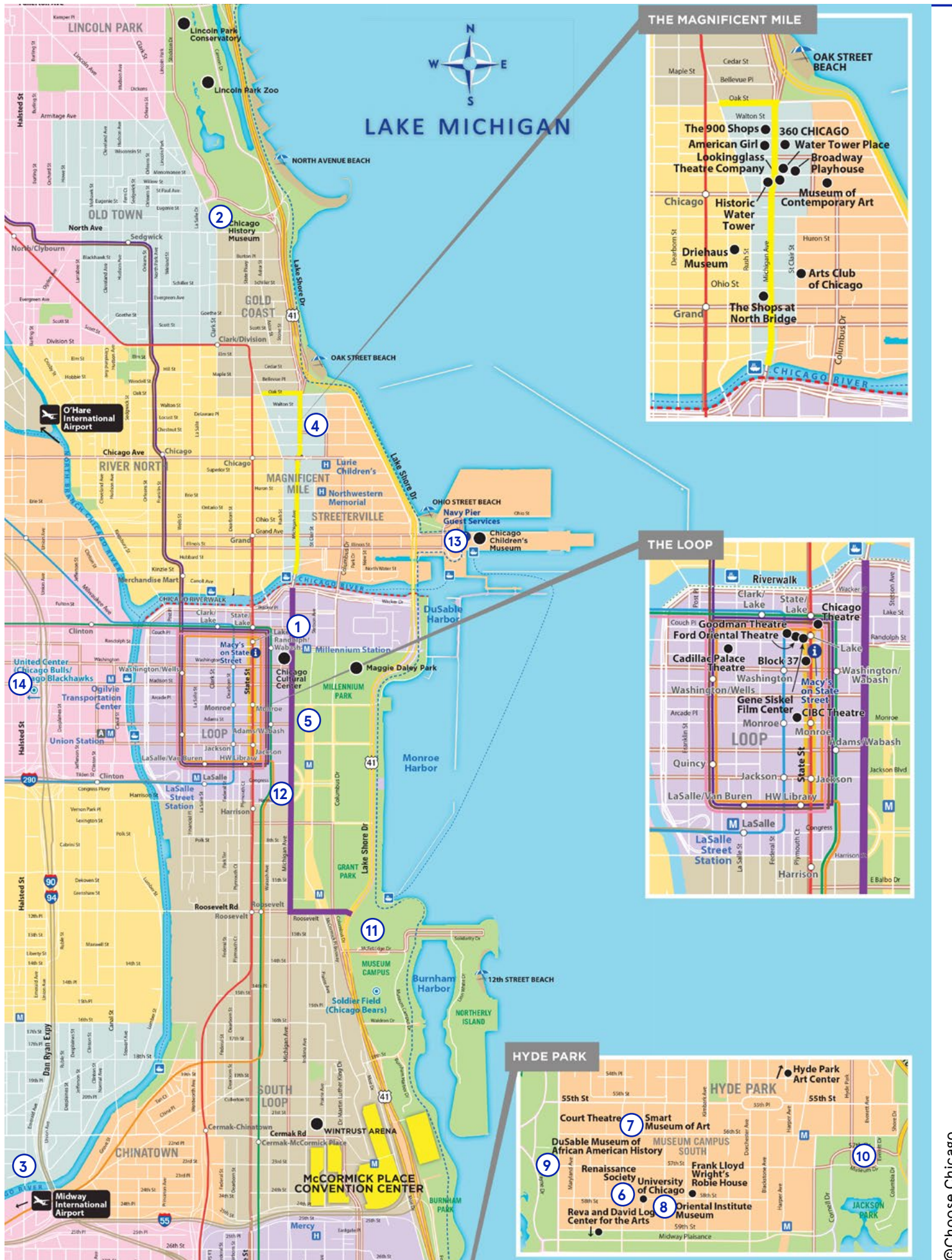
Welcome	9am	Welcome to the Field Museum by Ray DeThorne	
Case Study	9.20am	Sneak Peek of SUE the T. rex's new home <i>By Stacy Dilling, Marketing & Advertising Director & Jaap Hoogstraten, Director of Exhibitions</i>	The Field Museum
Visit	10am	Behind the Scenes Tour	
Visit	10.30am	Visit 'Antarctic Dinosaurs'	
Transfer	11.30am	Bus Transfer	

THE MUSEUM OF CONTEMPORARY PHOTOGRAPHY

Welcome	12pm	Welcome to the Museum of Contemporary Photography by Marissa Fox	
Case Study	12pm	Having Fun with Community Engagement: Aligning Programs, Developing Audiences <i>By Marissa Fox, Marketing and Community Engagement & Brenna Quinn, Manager of Development</i>	Museum of Contemporary Photography
Lunch	12.45pm		
Visit	1.30pm	Behind the Scenes Tour	
Transfer	2.30pm	Bus Transfer	

EXPO CHICAGO

Vernissage	3pm	Join the opening of EXPO CHICAGO, the International Exposition of Contemporary & Modern Art	EXPO CHICAGO - NAVY PIER
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1 - AMERICAN WRITERS MUSEUM

180 N. Michigan Avenue, 2nd Floor, Chicago, IL 60601

2 - CHICAGO HISTORY MUSEUM

1601 N. Clark Street, Chicago, IL 60614

3 - CHICAGO SCENIC STUDIOS

955 W. Cermak Rd, Chicago, IL 60608

4 - 360 CHICAGO

Please enter via the North Entrance on E.Delaware Street
875 N. Michigan Ave, 94th Floor, Chicago, IL 60611

5 - THE ART INSTITUTE OF CHICAGO

111 South Michigan Avenue, Chicago, IL 60603-6404

6 - THE RENAISSANCE SOCIETY - THE UNIVERSITY OF CHICAGO

5811 South Ellis Avenue
Cobb Hall, 4th floor, Chicago, IL 60637

7 - SMART MUSEUM OF ART - THE UNIVERSITY OF CHICAGO

5550 S. Greenwood Ave., Chicago, IL 60637

8 - THE ORIENTAL INSTITUTE - THE UNIVERSITY OF CHICAGO

1155 E 58th St., Chicago, IL 60637

9 - DUSABLE MUSEUM - THE UNIVERSITY OF CHICAGO

740 East 56th Place, Chicago, IL 60637

10 - MUSEUM OF SCIENCE AND INDUSTRY

5700 S Lake Shore Dr, Chicago, IL 60637

11 - FIELD MUSEUM

1400 S. Lake Shore Dr., Chicago, IL 60605

12 - MUSEUM OF CONTEMPORARY PHOTOGRAPHY - COLUMBIA COLLEGE CHICAGO

600 South Michigan Avenue, Chicago, IL 60605

13 - EXPO CHICAGO

NAVY PIER , Festival Hall
600 E Grand Ave, Chicago IL 60611

14 - KAISER TIGER

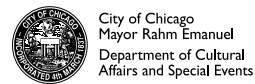
1415 W Randolph St, Chicago, IL 60607

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17 - 20 June

COMMUNICATING THE ARTS MONTREAL
October

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& CULTURE BUSINESS SYDNEY
11 - 15 November

INTERNATIONAL DESIGN & COMMUNICATION AWARDS

2020

COMMUNICATING THE ARTS LAUSANNE
June

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