COMMUNICATING THE ARTS 23
MONTREAL
8-10 OCTOBER 2019

BECOME OUR PARTNER

www.communicatingthearts.com
OUR MISSION

The arts and culture are vital to the health and prosperity of our societies, and it is more important than ever that we understand audiences and develop new ways to engage them. At Communicating the Arts, we believe that sharing ideas and experiences is key to realising our collective potential, and that cultural institutions of all kinds have something to learn from each other.

Communicating the Arts Montreal is the 23rd edition of the conference. It will bring together 300 cultural leaders, senior arts professionals and innovators for three days of immersive learning, masterclasses and visits.

Participants come from museums, heritage organisations, visual and performing arts to explore emerging strategies and international best practice in communications, learning and audience engagement.

“For everybody who works in the arts to get together to talk, share ideas, experiences and problems. It is a hugely important platform.”

Will Gompertz, Arts Editor, BBC
OUR NETWORK

300 DELEGATES FROM A GLOBAL NETWORK OF ARTS PROFESSIONALS

Communicating the Arts Montreal delegates are leaders and decision makers in their fields – from CEOs and directors, through to heads of department. The core community is drawn from communications, audience, public engagement, visitor experience, learning and digital teams.

Participants come from the Americas, Europe, Asia Pacific and the Middle East, and represent a broad range of cultural organisations – from museums, historic houses and heritage attractions, art galleries, opera houses, ballet and dance companies, theatres and beyond.

They are drawn from institutions large and small, public and private, old and new – but they are united by a desire to develop their knowledge and skills, and to help their organisations thrive in a changing world.

“I came knowing only a few US delegates but left knowing many from all over the globe. This was a wonderful, stimulating learning experience.”

- Elizabeth Wilson, Director of Marketing Communication, Akron Art Museum, Ohio USA
Communicating the Arts Montreal is a rich and stimulating learning experience, with conference sessions and events taking place across a number of cultural institutions over three days.

With more than 120 museums, heritage sites and performing art venues to choose from, Montreal makes an excellent host for Communicating the Arts.

The Montreal Museum of Fine Arts is the main partner institution of the conference with events, workshops and tours taking place at Les Grands Ballets Canadiens, Concordia University and in many institutions across the city.

Communicating the Arts Montreal features:
• keynotes and plenary sessions from leading experts and innovators
• panel discussions exploring the biggest challenges and opportunities for the sector
• case studies offering in-depth learning from key successes – and failures
• group and one-to-one learning opportunities
• tours, social events and networking opportunities

“A dynamic setting to make connections – you come away with a true appreciation of the creativity and passion at the heart of the industry.”

- Casey Lynn, Director, Business Development, Ralph Applebaum Associates
At a time of global uncertainty and social division, how can the arts play a positive role in our society? How can they challenge their organisation to be more people-centred? How can they encourage empathy and improve well-being?

During 3 days, participants will be challenged to rethink their organisation, public engagement models and communication strategies in order to maximize their positive and powerful impact.

This will be developed through 3 key topics: Inclusivity, Empathy and Well-Being.

Inclusivity
- How can art institutions become humanist and socially committed organisations?
- How can we aspire for our communities to see themselves as part of our institutions?

Empathy
- How can the arts strengthen our capacity for empathy, friendship and social bonds?
- How to become a kind organisation which engages and listens to its staff and visitors?

Well-Being
- How can art institutions contribute to our individual and collective well-being?
- How to make our collections and programming more accessible to people experiencing health inequality?

“I strongly believe in the power of co-creation and collective genius”
- Nathalie Bondil, Director and Chief Curator, Montreal Museum of Fine Arts
Partner with us to:

• Access a global network of museums, heritage, visual and performing arts organisations
• Associate your brand with the leading international event for senior communicators working in culture

CTA will promote your organisation through a one year communication campaign to our global audience of 15’000+ arts and culture professionals.

• Brand Association as a ‘Global Partner’ or ‘Official Partner’ of CTA Montreal
• Acknowledgement in the conference promotional campaign and media
• Editorial opportunities in the conference programme and in the CTA Annual Report
• Introduction to high calibre decision makers and Key Opinion Leaders
• Complimentary and preferred rate conference tickets for your team, clients and partners
• Dedicated communication and PR campaign
• On site promotion (exhibitor table, flyers, ads)
• Exclusivity in your category

GAIN EXCLUSIVE ACCESS TO KEY DECISION MAKERS IN YOUR MARKET

“It is the perfect size - big enough to attract some great speakers but small enough so that there is an opportunity to meet and speak with most of the participants. I really enjoy it and came back to work feeling energized and excited.”

- Kevin Bradley, Group Account Director, AKA NYC
FORTHCOMING CONFERENCES

2019/2020

Theme: Leadership
Host venues: Australian National Maritime Museum, Art Gallery of New South Wales and Sydney Living Museums

Theme: The Art of Fundraising
Host venue: Australian National Maritime Museum

Theme: Placemaking
Host venue: Plateforme 10

REGISTRATION AND CONTACT

JOIN THE CONVERSATION

Register today at communicatingthearts.com/montreal

For enquiries and sponsorship opportunities contact:

Clemence Ferry
International Director
T: +33 1 49 95 08 06
M: +33 6 82 66 54 71
E: clemence@communicatingthearts.com

Communicating the Arts is staged by Agenda, communication agency for the arts.

Agenda
80 rue du Faubourg
Poissonnière, 75010 Paris, France
Suite 405 Level 4, 83 York Street, Sydney, NSW 2000, Australia
20 years of promoting innovation and best practice

21 global cities

22 conferences held across Europe, North America & Asia Pacific

800 expert speakers

250 delegates at each conference

165000 professionals in our global network