



ICOM MPR 2018 Conference Detailed Schedule

Monday October 8		
4:00 p.m. – 5:00 p.m.	Registration: La Quinta Downtown	All
5:00 p.m. – 7:00 p.m.	Welcome activity	To be announced
Tuesday, October 9		
8:30 a.m. – 9:00 a.m.	Registration	All
9:00 a.m. – 9:30 a.m.	Welcome to Chicago	Meghan Curran, Chair Other speakers include a representative from ICOM US, American Alliance of Museums’ PR and Marketing Committee, conference sponsors
9:30 a.m. – 10:00 a.m.	Keynote: Carol Scott Marketing and Sustainable Museums: New Models, New Issues	In a recent survey (2018) conducted by the International Council of Museums (ICOM), respondents from 40 countries identified the lack of sustainable funding as one of the major issues facing museums today. As the public grant continues to decline in many countries, museums have been forced to embrace a funding model base on a ‘mixed economy’. In many cases this means a combination of commercial enterprises, short- term sponsorships and long-term partnerships. In this new museum economy, marketing has a key role to play. This paper will explore some of the emerging trends and challenges that we face (a) juggling marketing messages directed at both funding partners and the public while maintaining brand consistency (b) identifying the different types of return on investment sought by commercial partners, program sponsors, benefactors and long- term patrons and using this knowledge to offer engaging collaborations, and (c) measuring the success of campaigns with a bottom line imperative.
10:00 a.m. – 10:30 a.m.	Coffee Break	All



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10:30 a.m. – 11:00 a.m.	Paper Sessions, Driving Sales: No Margin, No Mission	
	Kwasi Hope Agyeman Data-Driven Museums: Using Data Analytics to make Smart Marketing Decisions	<p>Museum professionals often make audience-based decisions based on limited data results and anecdotal experiences. This is an outdated and inefficient form of museum marketing.</p> <p>Data analytics fixes that problem. This presentation gives a basic outline of data analytics, case studies and a variety of service providers as well as audience trends that can lead to higher visitor attendance and increased revenue.</p>
11:00 a.m. – 12:00 p.m.	Explore Museum	All
12:00 p.m. – 1:00 p.m.	Lunch	All
1:00 p.m. – 2:30 p.m.	Panel Discussion: The Business of Museums	<p>An expert panel of museum and marketing experts will discuss a range of topics related to the evolving business of marketing and funding museums. We will cover the new ways data is informing our planning and marketing efforts, and discuss best practices in marketing to individuals in tailored and relevant ways.</p> <p>Moderator: Meghan Curran, SVP Marketing, Guest Experience and Sales, Shedd Aquarium</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Lisa Middleton, VP Marketing and Communications, Lyric Opera • Andrew Simnick, SVP Finance, Strategy and Operations, Art Institute of Chicago • Jennifer Strojcin, VP Client Services, Target Data, Chicago
2:30 p.m. – 3:00 p.m.	Break	All
3:00 p.m. – 4:00 p.m.	Paper Sessions: In Person: People, not Targets	
	Joy Chih Ning Hsin It's YOU we care the most	<p>The presentation is focused on how a museum takes one step further of regarding its audiences more as individuality approach than as targets or consumers when the museum is undertaking its three-year renovation. Taking the National Museum of History as a case study, the museum organized serial programs titled "See YOU again in a promising future" before it is closed for renovation. The programs are designed in experimental and creative ways for various people in terms of young generation, elderlies, and new millennia. The aim and core concept of the program is to flip the museum with its invented role of being personal, emotional, and connected. The evaluations of the program show that participants not only</p>

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		<p>enjoyed new experiences in a museum, but also changed their imaginations of a museum. Moreover, each person co-created the story and vision of the museum in its renovation process.</p>
	<p>Dr. Matthias Henkel Word-of-Mouth: What does Bénédicte say about Alexander? A digital exhibit to talk about Alexander von Humboldt At the moment the world of museums in Berlin is under construction and big discussion. The famous collections of the ethnological museums in Dahlem are moving to the center of the city where the historical city castle is under reconstruction. In 2019 the museum will open its doors to the public. The name of the institution will be Humboldt Forum.</p>	<p>At the moment the world of museums in Berlin is under construction and big discussion. The famous collections of the ethnological museums in Dahlem are moving to the center of the city where the historical city castle is under reconstruction. In 2019 the museum will open its doors to the public. The name of the institution will be Humboldt Forum.</p> <p>Alexander von Humboldt is a worldwide known personality. In a sense, he is a brand that stands for cosmopolitanism, thoroughness, networked thinking and a humanistic attitude. In 2017, the Federal Foreign Office commissioned us to develop a media product to increase the level of knowledge about the person Alexander von Humboldt.</p> <p>APPROACH We developed a digital exhibit that allows us to approach Alexander von Humboldt in three different levels:</p> <ul style="list-style-type: none"> ● is own perspective ● the opinion of his contemporaries about him ● the opinion of our contemporaries about him <p>This multi-layered approach succeeds in creating a truly comprehensive impression of Alexander von Humboldt. The special attraction is that we interviewed very different personalities. In this way, the visitors of the website can navigate through the "Kosmos Humboldt" very independently.</p> <p>RESULTS AND CONCLUSION</p> <ul style="list-style-type: none"> - Alexander von Humboldt was a „cosmos“ - He has explored the entire cosmos

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		<p>- He has also named his most important publication „Cosmos“</p> <p>For this reason it was obvious not only to give the website (www.kosmos-humboldt.org) this name, but also to develop a corresponding cosmic navigation.</p> <p>The website is on the borderline between a digital exhibit, a classic multimedia application and a word-of-mouth communication.</p> <p>THE KEY TAKEAWAYS</p> <ul style="list-style-type: none"> • It's wonderful to develop a communication campaign really authentically out of the content. • It is a great pleasure to combine the graphic design of a campaign with the content. • It is a particular challenge to combine different source categories into a single core message
	<p>Paal Mork SEI – Search Engine Imagebuilding</p>	<p>My case study will present a project we are developing at Norsk Folkemuseum in Oslo, Norway. Our aim is to give people better opportunities to find relevant content on our website by defining clearer who we are and what we can offer.</p> <p>The project has three phases, and all will not be finished on the time of the presentation:</p> <p>Phase 1: Who are we and what can we offer? The aim of the first phase is to find expressions used to define the museum and its content. We invited our colleagues to list words and phrases that could describe the museum, our attractions and reasons to visit.</p> <p>Phase 2: Find the relevant words and phrases In the second phase we will check the suggested words and phrases against common search words in Google. The aim is to conclude a set of words and phrases which both describe the museum and its content – AND are common for search in Google.</p>

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		<p>Phase 3: Implement the words and phrases on the website</p> <p>In the third phase we will write articles giving relevant explanations for the chosen words and phrases to give people insight in the content of the museum and what the museum stands for. Web site traffic will be monitored to evaluate the success of the project.</p>
4:00 p.m. – 6:00 p.m.	Transportation to Willis Tower and Millennium Mark	Skydeck visit at the Willis Tower, then take bus to Millennium Park to visit Cloudgate, the Crown Fountain, the gardens and the Pritzker Pavilion.
6:30 p.m.	Optional dinner	Walk to Pizano's pizza for famous Chicago-style pizza. Pizza and salad will be provided. Beverages will be available for purchase.
Wednesday, October 10		
8:30 a.m. – 9:00 a.m.	Registration	All
9:00a.m. – 10:00 a.m.	Keynote 3: Andres Roldan Diversity: Museums for All	<p>Andrés Roldán is Executive Director at Parque Explora in Medellín, Colombia</p> <p>As director of Parque Explora -one of the largest and most visited science center, aquarium and planetarium in Colombia-, Andrés Roldán guides his team in the creation of interactive and innovative learning environments which contributes to the public appropriation of scientific knowledge. He also leads projects that dilute the walls of the museum and take it to different territories through projects, workshops, community processes and itinerant experiences.</p> <p>The participation of Andrés in Explora goes from being Manager and Director of Museography and Innovation and Development to being currently the Executive Director.</p> <p>Parque Explora builds extensive experience in the conceptualization, design and construction of museums, exhibitions, as well as in the development of educational strategies, efficiently articulating administrative management, planning, creating relationships, articulating public policies, managing interdisciplinary teams. and fundraising skills.</p> <p>In addition to renewing each year its exhibitions with engaging contents, Andrés has the design of other learning environments such as the Museum of Memory, the Planetarium of Medellin, the Planetarium of Bogotá, the Center Interactive Bioma, Mova Innovation Center</p>

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		<p>for teachers, among others, and an extensive portfolio of museographic and educational projects in Colombia. The experiences developed from Explora include interactive science centers, planetariums, aquariums, temporary exhibitions, libraries, learning centers, interpretation centers, etc.</p> <p>As part of the transformation of Medellín, Roldán works from the paradigm of the civic commitment of museums, in which priority is given to equitable access to communities. For Andrés, the union between education, culture, urban planning and architecture is vital for sustainable communities. Parque Explora is a paradigm that integrates private sector and public policies initiatives in search of social transformation through citizen participation in culture and knowledge.</p> <p>Currently, he is a member of several boards and strategic committees that include the American Alliance of Museums, International Panel Committee for the World Summit Scientific Center, EPM Innovation Fund, Medellin Resilience Office, Advisor to the Ministry of Culture on Public policies for museums, Chair of the Medellín Museum Board, Advisor of Colciencias for the appropriation policy of Science and Technology for Colombia.</p>
10:00 – 10:30 a.m.	Paper Sessions: Diversity: Museums for All	
	<p>Peter Stohler The demise of the omnipotent curator?</p>	<p>Introduction As head curator, I worry about doing things right. What artists should we – a museum of contemporary art – show? Are we edgy enough? Is our profile distinct enough? And then, despairingly, I ask myself the ultimate question: How can I reach my audience? How do I get it all across?</p> <p>Approach and aims Public funds make up half of my budget. For more, I was told, the museum had to become more approachable, more participatory, more inclusive. Who am I to object? I want more money after all, suppressing the critical curator’s voice: Am I opening the door to arbitrariness? Appealing to the masses?</p>

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		<p>Testing a new event we staged an open mike. People spoke about their experiences involving mental and physical boundaries, and the experiment was a great success. This taught me one thing – you can't know and plan everything in advance.</p> <p>Conclusion Thus, we are implementing the following innovations: To create closer links, we will loan works from our collection to individuals. To learn how people with disabilities see art, we ask them to select works for our collection shows. We are seeking to involve the audience also in our temporary exhibitions, hoping to integrate their input: For the 2019 Robinson Crusoe project, we invite the audience to send us their «island fantasies».</p> <p>Key takeaways Participation opens up unique opportunities to attract new audiences and create fresh and exciting content. Only by taking the audience more seriously will we gain in public acceptance. The curator's role is in fact twofold: manager and moderator.</p>
10:30 – 11:00 a.m.	Break	
11:00 a.m. – 12:00 p.m.	Paper Sessions: Diversity: Museums for All	
	<p>Yasuhiro Sekiya Impact of museum events on diversifying audiences: A comparative case study on visitors' and non-visitors' participation in museum events at Asian Art Museum of San Francisco</p>	<p>Introduction With a dynamic shift of museums' roles from "for something" to "for someone," attracting new audiences is essential for sustainable development in the 21st century museums. Museum events could be one of solutions to develop audiences. This case study focuses on effectiveness of museum events to develop audiences especially in millennial non-visitors at the Asian Art Museum of San Francisco in terms of three elements of audience development, "diversifying," "widening" and "deepening."</p> <p>Approaches Surveys consist of an online research, exit surveys and focus groups. An online survey has 1,000 samples in the US, exit surveys include an event attendees' survey with 426 samples and</p>

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		<p>an exit survey with 259 general visitors, and focus groups were held with three groups including non-visitors, event attendees and members.</p> <p>Diversifying is to reach new audiences who are not usually come to museums. Widening is approaches to appeal to potential audiences who are in the same community with existing audiences but do not come to a specific museum. And deepening aims to develop connection between the museum and existing audiences.</p> <p>Results</p> <p>The results indicate that effectiveness of museum events appears only in deepening to boost connection between existing infrequent visitors and the museum. However, other two functions, widening and diversifying, do not seem to be effective at this case study except for some events such as community programs and contemporary art performances.</p> <p>In terms of millennials, the findings show millennial non-visitors tend to prefer museum programs over special exhibitions, as compared to other age groups, and perceiving a museum as ‘fun’ is highly influential in terms of their visitation. However, museums have difficulty reaching new millennial audiences because their social media presence is largely limited to existing visitors.</p> <p>Conclusion</p> <p>In conclusion, audience development needs strategic plans mixing multiple approaches including events. In addition, for the future development, museum must expand the perception of the museum as “fun,” not only through self-promotion, but also through new programming that includes more contemporary arts, large-scale programs and collaboration with external entities.</p> <p>Key Takeaways</p> <ul style="list-style-type: none"> - Museum events do not cultivate non-visitors but motivate visitors’ frequency - Millennials prefer to visit museums for events over special exhibitions - Diversifying audiences needs strate
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	<p>Renee Hartman, Jessica Dai WeChat: Why your museum needs to jump in today</p>	<p>Introduction Museums around the world are embracing WeChat - China's dominant messaging and social platform - not only as a social media tool to broadcast their messages, but also and more importantly, they have eagerly tapped into WeChat's potential to engage, inspire and create an all around superior and more satisfying viewing experience for Chinese visitors.</p> <p>Approach CLA audited 24 overseas museums popular and renowned among Chinese tourists. This white paper illustrates how museums outside of China are using WeChat to connect with Chinese tourists and consumers globally.</p> <p>Results A few innovative museums in the U.S. and Europe are engaging the fast growing tourism population from China by offering in-language content, audio guides and mobile payment solutions on WeChat. But there is still much to be learned from industry-leading practices in China when it comes to deeper, more meaningful engagement.</p> <p>Conclusion Chinese enthusiasm for art, galleries, museums, cultural events has been rising, not just steadily and slowly but with velocity and momentum. They are eager to immerse themselves in art institutions around the world and WeChat facilitates and creates an accessibility that does not already exist. It's time for international museums to climb aboard.</p> <p>Key takeaways for conference participants:</p> <ul style="list-style-type: none"> ● Understand WeChat - China's largest social network and mobile payment system; ● Learn strategies and tactics that harness the power of WeChat to increase awareness, engage your audience or promote sales; ● Learn WeChat best practices from the most innovative museums in China and around the world.
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	Diversity: Museums for All Discussion	All
12:00 p.m. – 1:00 p.m.	Lunch	All
1:00 p.m. – 1:30 p.m.	Business Meeting and Conference Closing Remarks	Meghan Curran, Chair Yasuhiro Sekiya, Invitation to ICOM 2019 Kyoto ICOM MPR Board
1:30 p.m. – 2:30 p.m.	Panel Discussion: The Heart of the Matter: Relevant Content	<p>Communications professionals everywhere are constantly looking at ways to improve their content. In today's digital world, storytelling is more important than ever, though sadly, we are not all gifted at telling our most compelling stories. What content moves people? How do we move from transactional communications to stories that inspire and engage? And what is the role of traditional media in PR? How does content move from one direction to two-way dialogue? Join us for this engaging panel discussion highlighting best practice examples of how different organizations have placed people-centric storytelling strategies at the heart of successful integrated digital content and public relations campaigns.</p> <p>Moderator: Andrea Rodgers, VP Communications and Public Relations, Shedd Aquarium</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Sheena Quinn, Director, Public Relations, Chicago White Sox • Kristen Barnfield, Managing Director Chicago Office, Communications Division Lead CK&D Cause Marketing & Media • Jillian Braun, Director, Public Relations, Lincoln Park Zoo
2:30 p.m. – 3:30 p.m.	Keynote: Jason Ulaszek The Heart of the Matter: Relevant Content	<p>Jason is a founder and managing director of Inzovu, an international organization founded to tackle and solve social problems through design. He is also a founder and director of UX for Good, an award-winning social venture that leverages experience design to solve social challenges. Jason is an instructor at the Junto Institute for Entrepreneurial Leadership, a B-school for founding teams of fast-growing companies, where he teaches and advises on customer experience and experience design. He also serves as an adjunct faculty member in the Human-Computer Interaction (HCI) Masters program at DePaul University where he teaches consulting and design professionalism skills to next generation experience designers.</p>
3:30 p.m. – 4:00 p.m.	Closing Remarks and Transportation to Field Museum	

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4:00 p.m. – 5:00 p.m.	Explore Field Museum of Natural History	Guests are welcome to visit updated Stanley Field Hall (Máximo the Titanosaur, Hanging Gardens, Pterosaurs) and/or special exhibitions Antarctic Dinosaurs or Mummies.
5:00 p.m. – 6:00 p.m.	Reception	Field Museum East Atrium
6:00 p.m. – 9:00 p.m.	Reception	Shedd Aquarium Wild Reef Exhibit
Thursday, October 11		
All Day	Study Trip	<p>Study trips will be scheduled around the city of Chicago. Schedule is as follows:</p> <p>8:45 a. m. – Meet in the lobby of La Quinta Downtown Chicago (! South Franklin Street).</p> <p>9:00 – 10:00 a.m.: Backstage Tour at Lyric Opera</p> <p>10:00-10:30 – Shuttle to Art Institute Chicago</p> <p>10:30 a.m. – Welcome from Katie Rahn, Executive Director of Marketing, Art Institute Chicago</p> <p>10:40 a.m. – 11:45 a.m. – Self-guided tour (Audio Tour included) of Art Institute</p> <p>11:45 a.m. – Meet at Michigan Avenue entrance to walk to lunch</p> <p>12:00 – 1:00 p.m. – Lunch at Park Grill</p> <p>1:00 – 1:30 p.m. – Shuttle to Chicago History Museum</p> <p>1:30-2:30 – Guided tour of permanent exhibit Chicago: Crossroads of America</p> <p>2:30-3:30 p.m. – Self-guided visit of Chicago History Museum</p> <p>3:30 – 4:30 p.m. – Self-guided visit to Lincoln Park Zoo (weather permitting)</p> <p>4:30 p.m. – Shuttle back to La Quinta Downtown</p>