

Italy: Venice

Heritage

“Communication Strategies: How to make an impact”

25-28 June 2008

Having a strategy for how you communicate your organisation's message is vital to your organisation's success. So how do we go about creating strategies for both the long and the short term, for both permanent collections and temporary exhibitions? 'Communication Strategies: How to make an impact' The theme of the 8th Communicating the Museum conference will cover topics including Audience Development and Research, Advertising, Programming, New Media and more. The programme will deliver fresh, innovative and proven ways of strategy planning from fellow museum colleagues, looking at how to create a brief from start to finish to inspirational ideas and success stories from outside industries. Delegates will be welcomed in the most prestigious venues – Palazzo Ducale, Peggy Guggenheim Collection, Palazzo Grassi. International speakers, including, Will Gompertz, Head of Tate Media, Tate, UK, Arthur Cohen, CEO of LaPlaca Cohen, USA and Damien Whitmore, Director of Public Programmes, Victoria and Albert Museum, UK. **Just some of the things you will learn in Venice:**

the best practices from inside and outside the museum industry to help you explore ways to plan your strategies for the future.

practical tools to help you implement or improve the strategies of your organisation

how to be create a brief, from start to finish and how to evaluate your strategies

Essential for:

Anyone working in cultural marketing and communications today at both senior and junior levels.

| | |
|-------------|-------------------|
| Country | The United States |
| Type | Website |
| Circulation | n.a |
| Readership | n.a |
| Date | 21 May 2008 |