

Press Release

12 February 2008

**VENICE, 25-28 JUNE 2008:
The place to be for museum
communication professionals**

Major annual rendezvous for international museum professionals, the 8th Communicating the Museum conference will take place in 2008 in some of Venice's most prestigious cultural venues.



From 25 to 28 June 2008, approximately 300 leading museum professionals from all over the world will present, talk about and debate the most up to date issues on **"Communication Strategies: How to make an impact"** in their field of museums' communications. It reflects the ever-growing importance of successful strategic planning in a time of profound changes, where the world of museums is facing innovations and challenges.

New ways of, and new tools for, communication will be at the core of this year's presentations, talks and panel debates. Experts will deliver keynote speeches and handle practical working sessions on advertising, media planning, PR and new media. The programme will feature related industries professionals, including Arthur Cohen from LaPlaca Cohen, a leading New York based consultancy focusing on audience research, analysis and development.

Now the leading international conference on marketing and communication issues for professionals of the cultural sector, **Communicating the Museum** gathers all types of institutions in a unique learning, showcasing and networking forum. Presided over by Damien Whitmore, Director of Public Programmes, at the Victoria and Albert Museum in London, the conference will be chaired by Jennifer Francis, Head of Press and Marketing at the Royal Academy of Arts, London with Edward Rozzo, Italian-American photographer and teacher. Will Gompertz, Director of Tate Media (Tate London) heading up this year's Programming Committee and is in charge of identifying the most relevant topics and subject matters.

Registration and social events will start on Wednesday 25th June followed by two days of working sessions in the new conference centre of San Servolo, located on an island facing Piazza San Marco. Several of Venice's most important cultural venues have already confirmed their support to "Communicating the Museum" by giving our participants private and even exclusive access to their spaces and/or temporary exhibitions. Partners are: City of Venice, Palazzo Ducale, Peggy Guggenheim Collection, Palazzo Grassi Fondation François Pinault, and Ca'Rezzonico. On the last day of the conference, 4 tailor-made cultural tours by historical experts will give participants VIP access to private palazzos illustrating the related theme of "Venice's communication strategies from the 16th to 20th century", strategies made of prestige and splendour...issues more than ever on the museum agenda in our digital age.

Major sponsors of the conference are Thalys International, Málaga 2016 and Antenna Audio.

More information on Communicating the Museum Conference, please visit:

www.communicatingthemuseum.com

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