



COMMUNICATING THE MUSEUM

8th Edition

Theme 2008 : Communication Strategies: How to make an impact

Venice, 25 -28 June 2008

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Press Release

23 June 2008

On the 25th of June 2008 Venice will welcome the 8th internationally recognised conference for museum communication: COMMUNICATING THE MUSEUM. Created by Agenda in 2000, today COMMUNICATING THE MUSEUM is the international conference of reference for all questions which touch on recent developments in museum communication, an area which has seen profound change in recent years: the new role of museums, their internationalism, their place in the world, their achievement in new public spheres and markets, their use of the most recent communication technology, their performance and their influence. COMMUNICATING THE MUSEUM is a forum of exchange and discussion which brings together an exceptional panel of international speakers for an audience which is made up of the biggest and the smallest institutions.

Over 270 professionals in the field of museum communication – principally communicating directors and marketing directors – will come to Venice to learn, exchange and debate on the 2008 theme: «**Communications Strategies: How to make an impact**». On the 19th June 2008, there were 265 registered participants who will represent 28 different countries from Europe, North America, Asia, Australia and the Middle East. (Cf. www.communicatingthemuseum.com/participants.html). The conference also welcomes for the first time representatives from Qatar and the United Arab Emirates (16 in total), Poland (2), New Zealand (2) and Japan (1). A third of participants are coming from the Anglo-Saxon museum sphere, 134 delegates from (Australia, Canada, Ireland, New Zealand, UK, USA).

COMMUNICATING THE MUSEUM 2008 will be chaired by Mrs Jennifer Francis (Royal Academy of London) and Edward Rozzo (the University of Bocconi, Milan) and over two days the conference will offer working sessions at the Doges' Palace and on the Island of San Servolo which will alternate between expert sessions and workshops, case studies and counselling sessions. Professionals and recognised experts will also deliver their visions on communication strategies and share their experiences, which will draw on campaigns from their agency or institution, relating to the museum sector. Amongst the programmed presentations: Giandomenico Romanelli, Director of the Musei Civici Veneziani, Venice (*Putting the Arts at the centre of Political Strategy*); Amitava Chattopadhyay, Professor at INSEAD, Singapore (*Branding is Strategy*); Robert Jones, Head of New Thinking, Wolff Olins, London (*Museums need a new kind of Branding*); Juan Cabral, Creative Partner, Fallon (*Fear*); Patrick Walker, Director of Video Partnerships, YouTube/Google (*YouTube and You*); George Oates, Senior Program Manager, Flickr (*Into the Wild: Engaging with new audiences*); Arthur Cohen, Strategy Director, LaPlaca Cohen, New York (*Developing New Audiences: Today and Tomorrow*). The debates and interventions will be chaired by Will Gompertz, Director of Tate Media, Tate and Damien Whitmore, Director of Public Programmes at the Victoria and Albert Museum, London. All details of the programme can be found at: Programme (cf. www.communicatingthemuseum.com/programme.html); Speakers (cf. www.communicatingthemuseum.com/speakers).

COMMUNICATING THE MUSEUM was created in 2000 by Corinne Estrada, director of AGENDA, European cultural communication agency. Since its creation, COMMUNICATING THE MUSEUM has been set in Paris (2000, 2001, 2003), Valencia (2004), Turin (2005), Rotterdam (2006) and

Madrid (2007). In 2008, COMMUNICATING THE MUSEUM receives support from Musei Civici Veneziani, the Peggy Guggenheim Collection, Palazzo Grassi and the Palazzo Ducale. COMMUNICATING THE MUSEUM receives support from its media sponsor The Art Newspaper and its corporate sponsor Antenna Audio, Malaga 2016 and Thalys International.

THE ORGANISATION COMMITTEE



Damien Whitmore, Director of Public Programmes, Victoria and Albert Museum, UK
Co-founder of *Communicating the Museum*



Jennifer Francis, Head of Press and Marketing, Royal Academy of Arts, UK
Co-chair of the conference « *Communicating the Museum 2008* »



Edward Rozzo, Photographer and Professor at the Université Bocconi de Milan
And Co-chair of the conference « *Communicating the Museum 2008* »



Will Gompertz, Director of Tate Media, Tate, UK
Consultant for the programming of « *Communicating the Museum* »

- **Anne-Sylvie Capitani-Bameule**, Assistant to the Director of Communication, Musée du Quai Branly, France
- **Louise Hamlin**, Head of UK Sales, The Art Newspaper, London
- **Patrick Kelly**, Marketing Manager, The Art Newspaper, London
- **Lorenzo Marchetti**, Director, Box Office Italia, Milan
- **Pedro Martin-Almendo**, Director, Fundacion Málaga, Malaga
- **Nathalie Mercier**, Director of Communication, Musée du Quai Branly, Paris
- **Vincent Poizat**, Director of Sales, Antenna Audio, Paris
- **Armelle Weber**, Head of Partnerships, Thalys International, Brussels

PLACE, THEMES AND PARTICIPANTS SINCE 2000

2000

Theme : Visual Identity Paris / UCAD LOUVRE

Number of participants 15

2001

Theme : New Spaces Paris / UCAD LOUVRE

Number of participants 51

2003

Theme : Branding Paris / The British Embassy

Number of participants 102

2004

Theme : Permanent Collections Valencia / IVAM

Number of participants 126
Available transcripts

2005

Theme : Ideal Exhibition Turin / Palazzo Reale

Number of participants 235
Available transcripts

2006

Theme : Building Partnerships Wereldmuseum & Kunsthal / Rotterdam

Number of participants 201
Available transcripts

2007

Theme : New Media Prado, Reina Sofia, Museo Thyssen-Bornemisza / Madrid

Number of participants 243
Available transcripts

PRINCIPAL SPEAKERS OF PREVIOUS CONFERENCES

Madrid 2007

Chair:	Will Gompertz Head of Tate Media, Tate UK
Bernard Stiegler	Director the cultural development department, Centre Pompidou, France
Dr. Nancy Proctor	Audio Media Development Manager, Antenna Audio, UK
Elyse Topalian	Deputy Vice President and Chief Communications Officer, MoMA, USA

Rotterdam 2006

Chair:	Arthur Cohen Chief Executive Officer, LaPlaca Cohen, USA
Jean Marc Terrasse	Director of the Auditorium, Musée du Louvre, France
Thomas Girst	Head of Culture Communications, BMW Group, Germany
Marc Sands	Marketing Director, Guardian Newspapers Ltd, UK
Rose Hiscock	Marketing Manager and Communications, Museums Victoria, Australia
Edson Hato	Corporate Sponsoring & Business Events, ING, The Netherlands

Turin 2005

Chair:	Anna Somers-Cocks Director and Editor in Chief, The Art Newspaper, UK
Charles Saumarez Smith,	Director, The National Gallery, UK
Bernhard Schulz	Editor, Art & Architecture, Der Tagespiegel, Germany
Gail Lord	President, Lord Cultural Resources, Canada

Valencia 2004

Chari:	Damien Whitmore Director of Public Affairs, Victoria & Albert Museum, UK
Angela Riddering	Director of Communication and Development, Museum Boijmans van Beuningen, The Netherlands
Deborah Ziska	Director of Communication, National Gallery of Art, Washington, USA

Paris 2003

Chair:	Philippe Reignier Editor in Chief, Le Journal des Arts, France
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Paris 2002

Speakers

Christophe Monnin

Director of communication, Musée du Louvre, France

Stéphane Martin

Director, Quai Branly, France

Paris 2000

Speaker

Laure Ragueneau-Bonnin Director of Communication, France Telecom, France

THEY SAID...

Consultants, members of the committee, speakers of CTM 2008

Jennifer FRANCIS, Head of Press and Marketing, Royal Academy of Arts, UK
Co-president of the «Communicating the Museum 2008» conference

"I'm absolutely delighted to work with Agenda and chair the 2008 Communicating the Agenda International Conference in a city that I now very well and love. The topic of 'Communication Strategies' is one that I am particularly passionate about. Strategic planning, audience segmentation and executing successful marketing campaigns is the lifeblood of all of our organisations especially in light of increasing competition for visitors. I hope to be able to preside over a great occasion where we are able to share knowledge and international good practice which will inform all our future campaigns."

Will GOMPERTZ, Director of Tate Media, Programming Consultant for Communicating the Museum

"I'm delighted that the theme for the 2008 Communicating the Museum conference will be Communication Strategies. Whether an organisation is big or small, it cannot succeed unless it is clear about where it is going and how it intends to get there. This requires the creation of a strategy; the most important skill for any professional to have and something you should never stop learning about".

Damien WHITMORE, Director of Public Programmes, Victoria and Albert Museum, London and Co-founder of Communicating the Museum

"This is going to be a fascinating and valuable conference. It will provide a unique opportunity for communications professionals working in museums, to hear about the latest and very best new developments in cultural marketing and promotion. It will combine big picture presentations from major speakers from around the world, with smaller, focussed practical-workshop sessions on specific themes. And all this, with Venice as the backdrop"

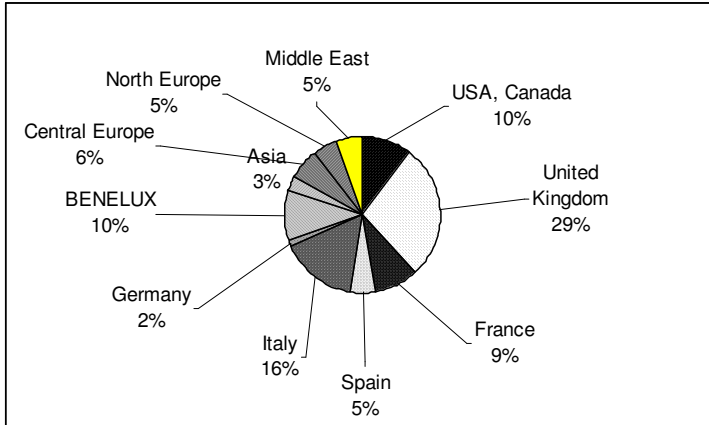
Nathalie MERCIER, Director of Communication, Musée de Quai Branly, Paris

"The theme of the 2008 conference raises important potential for the exchange of methods and knowledge and it represents a real opportunity to grow in your field of expertise and benefit from a better strategy for your cultural institution. I am looking forward to this conference and think that it is able to, in view of the speakers and different themes chosen, expand our field of perspective strategies in the cultural sector".

PROFILE OF PARTICIPANTS

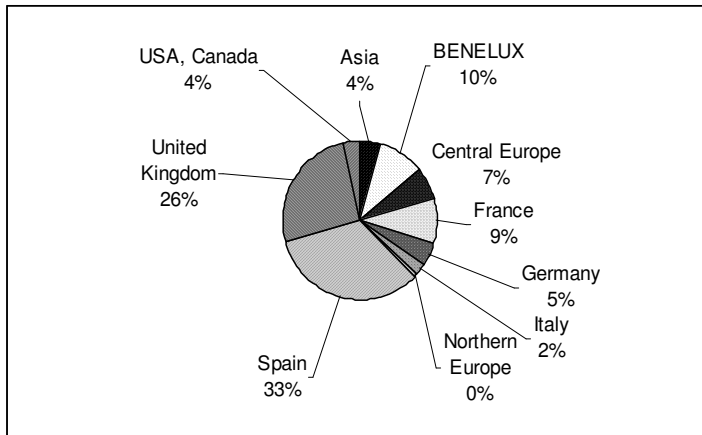
BY COUNTRY

Venice 2008



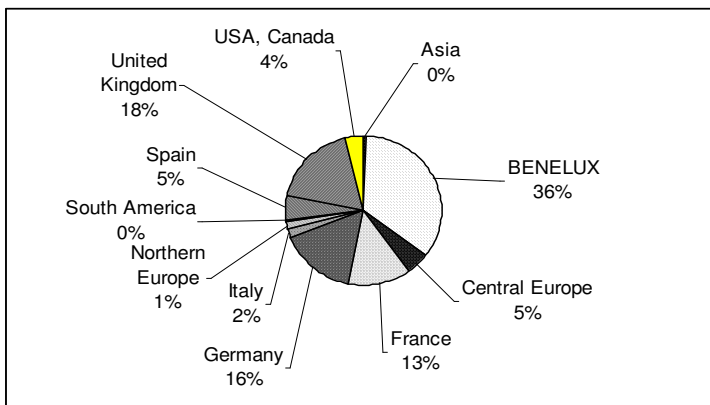
In 2008, we note the strong presence of museum representatives from the Anglo-Saxon world (USA, Canada and the UK) forming a bit more than 1/3, an important delegation from the Emirates, as well as new participants from Poland, Japan and New Zealand.

Madrid 2007



2007, was marked by the important Spanish representation, the participation of new French institutions: the Louvre and RMN for France, the continuation of a strong representation from BENELUX and Britain. Also a delegation invited to represent China for the first time.

Rotterdam 2006

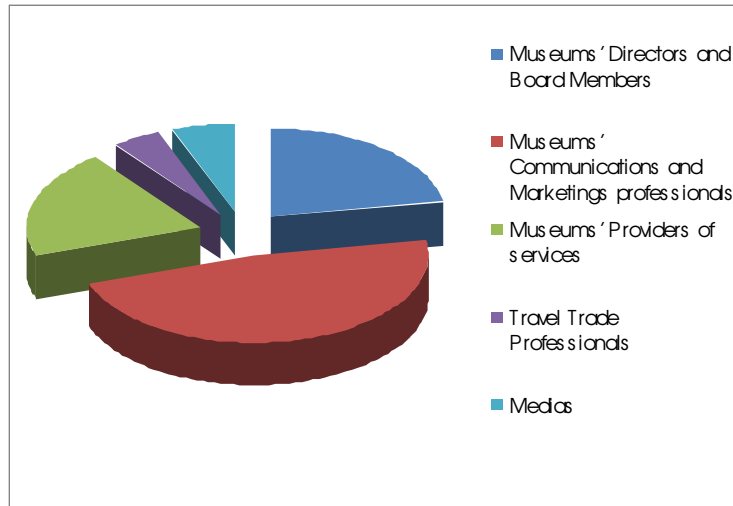


In 2006 Rotterdam saw a strong representation of European countries, BENELUX and the continuation of French participation. This year saw strong representation from Germany whilst there was a strong contingent from the United Kingdom.

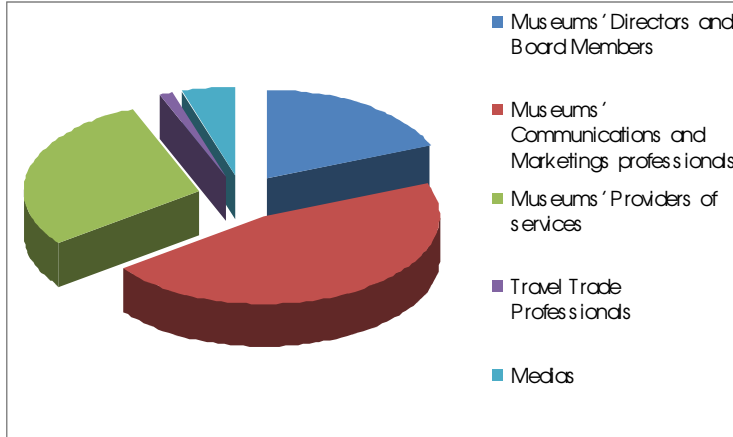
PROFILE OF PARTICIPANTS

BY FUNCTION

Venise 2008



Madrid 2007



From one year to another, the profile of the conference's participants which shows certain stability is divided between:

- Approximately 25% of the participants occupy managerial positions at the heart of the museums: Presidents, Directors and Board Members.
- Almost 50% of the participants are from the communication or marketing departments of museums, usually these are directors, more rarely they are press or marketing officers.
- About a third of participants are linked to the museum world whilst the partners (sponsors), are service providers or tourism professionals.

AGENDA, CREATOR & ORGANISER OF CTM

Corinne Estrada

Corinne is the founder and the managing director of Agenda. Started in 1995 as an international ticketing agency specialised in museums, Agenda grew to become a European communication firm offering high quality services to its ever growing client base. Corinne's 15-year professional experience includes successful projects in arts and culture, tourism, and entertainment. She also teaches International Marketing at the Ecole d'Economie Art et de Communication

The logo for Agenda, featuring the word "AGENDA" in white, uppercase, sans-serif font inside a pink rounded rectangle.

Agenda is an independent Paris-based media communications and marketing agency. In over 10 years of practice Agenda has represented clients in hundreds of projects spanning the fields of **Arts, Culture, Literature, Entertainment, Transportation and Travel**.

Agenda has the international expertise and know-how to conduct media and marketing campaigns in European sphere. On behalf of important arts institutions Agenda launches various campaigns for opening or re-openings and for important temporary exhibitions as well as permanent collections. Our team of staff is young, dynamic and multilingual, including native speakers from France, Italy, Spain, Germany and the UK.

Since 1998, Agenda has been the permanent representative in Europe for the National Gallery in London, Tate Britain, Tate Modern, the Victoria and Albert Museum, the Historic Royal Palaces and since 2001, the Wales Tourist Board.

In 2000 Agenda established their annual "**Communicating the Museum**" conference which has since become a highly attended event, bringing together professionals from museums all over the world.

Agenda also organises two other conferences:

- INCA: International Museums Communications Awards for rewarding the best in museums' visual communication
- Culture Business: a new conference on sponsorship for museums to be held for the first time at the Cité de l'Architecture, Paris

COORDINATORS

Corinne Estrada	Director
Philippe Fouchard	Communication & Marketing Director
Pascale Bousquet	Administration Director
Miguel Perez de Guzman	Development
Rosalind Hesketh	Organiser of Conferences
Janine Kersten	Responsible for the Berlin office
Varda Sokolowicz Papiol	Responsible for the Barcelona office
Laura Ori	Responsible for the Milan office
Shirley Akkerman	Press Officer Benelux

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Coordinated by the participants, speakers and chairs of the conference by request.