

Press Release
26 May 2008

COMMUNICATINGTHEMUSEUM
the international conference by AGENDA

Communicating the Museum 2008: The world's experts in museum communication and marketing in Venice from 25-28 June



Amitava
Chattopadhyay
INSEAD,
Singapore
Brand Strategy



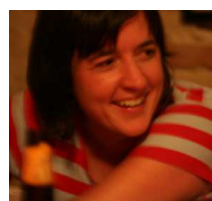
Robert Jones,
Wolff Olins, London
ADVERTISING



Juan Gabral
Fallon, London
ADVERTISING



Patrick Walker
YouTube/Google,
Europe, Middle
East and Africa
NEW MEDIA



George Oates
Flickr, California
NEW MEDIA



Arthur Cohen
LaPlaca Cohen,
New York
AUDIENCE
DEVELOPMENT

Some of the world's leading experts in communication, advertising, new media and audience development are heading to Venice, 25-28 June 2008 to tackle the major communication challenges faced by museums today at the 8th **Communicating the Museum** conference. Around the theme: "**Communication Strategies: How to make an impact**" the Communicating the Museum conference will bring together this year a panel of exceptional leaders in their fields from the world over: **Amitava Chattopadhyay**, professor at INSEAD coming from Singapore, an expert on Brand Strategy who will present on new methods of marketing management; **Robert Jones**, from top London agency, Wolff Olins, will unveil the new rules for branding for museums; **Juan Cabral**, Creative Partner at Fallon, a leading advertising agency, will bring to light the importance of the creative content; **Patrick Walker**, from YouTube / Google, will share his experiences and expertise in strategic new media on a world stage; **George Oates**, of Flickr, will talk about the new resources of shared communication coming from communal online communities and **Arthur Cohen**, of LaPlaca Cohen, will reveal the major new museum audience trends of the future.

Communicating the Museum will present a rich mix of sessions in its programme (keynote speeches, workshops, seminars etc) on the island of San Servolo, and the social and networking events will take place in the most prestigious of Venice's locations: Doges' Palace, Peggy Guggenheim Collection, Palazzo Grassi and Ca' Rezzonico – venues that will host lunches, Gala Dinner and private visits. 200 participants are already confirmed for the conference, coming from 25 countries worldwide, including: Australia (National Gallery of Victoria), Canada (Association of Canadian Museums, Vancouver Museum), Spain (Guggenheim Bilbao), France (Réunion des Musées Nationaux, Musée du Louvre), The Netherlands (Van Gogh Museum), UK (National Gallery, British Museum), United States (Walters Art Museum, Museum of Fine Arts, Boston) and the emerging cultural centres of the United Arab Emirates.

Complete programme, speaker biographies and participants online:
www.communicatingthemuseum.com



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