

IMCA :

Estimulo a la excelencia creativa y la innovacion

28 May 2009

Corinne Estrada, Agenda

AGENDA

'Museums : from royal collections to entertainment parks'

Soureen Melikian, International Herald Tribune 2003

What happened



New trends

- More visitors
- More international
- More competition
- More politics
- More interesting
- More added value
- More marketing

New targets



Less money



CITE
DE L'ARCHITECTURE & DU PATRIMOINE



vitra.



THALYS 

Better skills

Sophisticated communication

Wider experience

Business background

Better trained

More staff involved

Curators working with marketing

Marketing in programming

Networking

Best practices for museums

Events for museums professionals

Communication

COMMUNICATING **THE MUSEUM**
the international conference by AGENDA

Design



Management

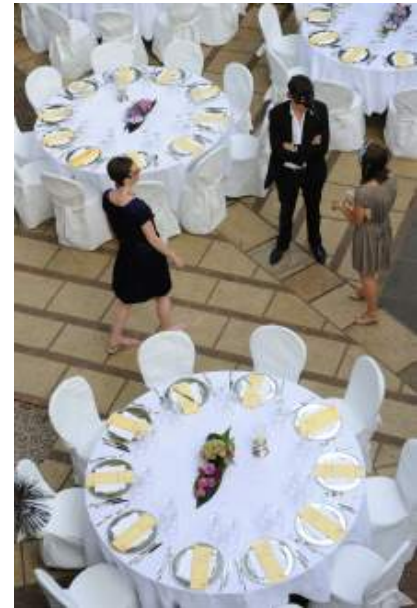


COMMUNICATING THE MUSEUM

the international conference by AGENDA

MALAGA 24/27 June 2009

Digital and personal networking : how to make the most of the connected world





07 INTERNATIONAL
MUSEUM
COMMUNICATION
AWARDS

28 AWARDS

- Best exhibition design (scenography)
- Best design for exhibition
- Best corporate design (permanent collection)
- Best exhibition catalogue
- Best web design
- Best CSR design
- Best integrated design
- Best innovation design
- Best merchandising design
- Best Peers award (only one)

GRACIAS

AGENDA

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www.communicatingthemuseum.com

www.imca-awards.com

www.culturebusiness.net