

## Communicating the Museum - CTM17 Paris



**Communicating the Museum (CTM)** was launched in Paris in 2000 and since then over 5'000 professionals from the cultural sector have attended this conference. During 4 days of the 2017 edition, the participants of the conference will analyse trends, share best practices and answer the following questions:

- What is the role of museums in today's political and social issues?
- How to address the needs of your community?
- How do you get educators, curators and communicants to work together?
- How can museums learn from their public?
- How can museum transform the field through learning, community building, and innovative practice?

### Confirmed speakers include:

- Anne-Laure Béatrix, Director of External Affairs, Musée du Louvre, France
- Erik Bär, founder and partner, Tinker Imagineers, Netherlands
- Anna Cutler, Director of Learning, Tate, United Kingdom
- Corinne Flax, Manager of School & Community Partnerships, Bruce Museum, USA
- John Giurini, Assistant Director for Public Affairs, J. Paul Getty Museum, USA
- Pascal Hufschmid, Head of External Affairs, Musée de l'Elysée, Switzerland
- Jack Lang, Président, Institut du Monde Arabe, France
- Jean Luc Martinez, President-Director, Musée du Louvre, France
- Catherine Saurais, Director, nest, Nestlé discovery centre, Switzerland
- Isabelle Vanhoonacker, Head of Educational Department, Royal Museum of Fine Arts, Belgium
- Richard Woodward, Strategic Planning Facilitator, Business Development & Sponsorship Training, Australia
- Wendy Woon, The Edward John Noble Foundation Deputy Director for Education, MoMA, USA

### CTM Day 1 ? Monday 19 June

Join us at the Louvre for the first day of the conference.  
Attend keynotes, workshops and panel discussions to learn from your peers.  
Meet colleagues and experts from all over the world during the coffee breaks and lunch.  
Explore the Louvre like never before during an after-hours visit.  
Network during the Welcome Reception in a unique cultural venue.

### CTM Day 2 ? Tuesday 20 June

Learn about the latest trends during the keynotes and discover the best case studies during the workshops.  
Enjoy the Gala Reception at la Monnaie de Paris, network, visit, eat and drink.

### **SAFARI Day 3 & 4 ? 21, 22 June**

Discover four cultural institutions over two days.

Join the safari to learn about the communication and education strategy of four key Parisian institutions, network with your peers and enjoy guided visits of their exhibition and permanent collections.

**More info and registration:** <http://www.agendacom.com/communicating-the-museum-2017-paris/>

**Early bird deadline available until 15 March:** it offers exceptional value as the 4-day pass includes access to all conference sessions, conference material, guided visits, cocktail receptions and coffee breaks.