Communicating the Museum - CTM18 Chicago



Communicating the Museum (CTM) was launched in 2000 and since then over 5'000 professionals from the cultural sector have attended this conference.

Communicating the Museum's 21st edition will take place in **Chicago, 24-27 September 2018** at the Chicago History Museum, the Art Institute, the Museum Campus South and many more of the city's finest cultural institutions.

Curated for the curious, CTM gathers a worldwide panel of museum professionals, thinkers, entrepreneurs and creatives.

2018 theme is DARE TO BE FUN.

After coming together to discuss engagement, dialogue and participation in recent editions of Communicating the Museum, it is now time for us to consider the museum's personality and voice.

Once elitist and didactic, cultural institutions are increasingly dynamic, inclusive and exciting actors. With the rise of social media, museums have defined unique personalities and adopted more direct voices. Recent years have seen rise to labs, takeovers and hackathons, encouraging diverse actors to bring museums to life in their own ways. How are these new voices and attitudes impacting the global conversation about cultural communication and visitor strategies? How can the museum tell great stories, inspire imagination and be fun while remaining true to its values and missions in education and conservation?

Across a four-day programme of events, debates, workshops, talks and tours, you will discover the best museum branding, outreach initiatives, and the most insightful successes (and failures) in the fields of communications, education and audience engagement.

Confirmed speakers include:

Jake Barton, Principal, Local Projects, USA
Nina Diamond, Managing Editor and Producer, Digital Department, The Metropolitan Museum of Art, USA
Dustin Growick, Senior Creative Consultant, Museum Hack, USA
Russell Lewis, Executive Vice President and Chief Historian, Chicago History Museum, USA
Gill Nicol, Director of Audience Engagement and Learning, Museum of Contemporary Art Australia, Australia
Erika Stenson, Head of Marketing, Communications and Business Development, Royal British Columbia Museum, Canada
Gary Stoppelman, Deputy Director Marketing & External Affairs, Newfields, USA
Wouter van der Horst, Educator Schools & Digital, Rijksmuseum, Netherlands

More info and registration: http://www.agendacom.com/communicating-the-museum-2018-chicago/