

## Museum Expressions launches Museum Connections!



To celebrate its 20th Edition Museum Expressions, the gift and cultural marketing trade show, launched Museum Connections, an innovative conference programme focusing on innovation in Museums which gathered key museum and cultural heritage actors from around the world.



The event gave to the attendees the opportunity to meet museum professionals, gain new ideas and best practices to be applied in their institution and be inspired by those who build the Museum of the Future. Through various projects, thanks to innovative and connected marketing, they have changed the way to connect Art to the public. Branding social media, crowdfunding, audience development, loyalty programmes, e-shop and a new way of visiting museums?

For more information visit <http://www.museumconnections.com/>