

The Entrepreneurial Museum: Revenue and Capacity Building Strategies for Self-Sustained Non-profit Institutions.

NOVEMBER 8TH 2012

BENAKI MUSEUM | PIREOS STREET ANNEX

AUDITORIUM

CO-ORGANIZED BY: THE BENAKI MUSEUM, THE U.S. EMBASSY AND THE BRITISH COUNCIL

The Benaki Museum in collaboration with the U.S. Embassy and the British Council are organizing a conference entitled “The Entrepreneurial Museum: Revenue and Capacity Building Strategies for Self-sustained Non-profit Institutions.” The program aims to foster a dialogue in two critical fields of interest for the museum community, and the arts and non-profit world in general, especially during a time of economic crisis. Topics of discussion include identifying and implementing innovative strategies and new methods of operations that will allow cultural and nonprofit institutions to reach their core audiences and engage their communities; and finding new funding and other resources to help those organizations become more self-sustaining.

Keynote speakers of the conference are Ryan French, Director of Marketing and Public Relations of the Walker Art Center; James R. Hackney, Managing Partner and Museum Fundraising Expert of the Alexander Haas consulting firm; and Marianne Rance, Head of Corporate Relationships of the London Science Museum. The conference also includes a presentation by Alexandra Palli, Secretary General of the Hellenic Network of Corporate Social Responsibility. Directors and representatives of major museums, cultural and non-profit institutions in Greece offer their comments and valuable insight at the conference.

8:30	REGISTRATION & COFFEE
10:00-10:30	WELCOME REMARKS
10:30-11:00	Ryan French , Director of Marketing and Public Relations, Walker Art Center “21st Century Museum Marketing: Engaging Audiences, Creating Relevancy, and Boosting Earned Income”
11:00-11:20	Q&A
11:20-11:40	Commentary
11:40-12:10	Marianne Rance , Head of Corporate Relationships, London Science Museum “Sponsorship: How to Make It Work for You”
12:10-12:30	Q&A
12:30-13:30	BREAK
13:30-13:50	Commentary
13:50-14:20	James Hackney , Managing Partner and Museum Fundraising Expert, Alexander “Inviting Philanthropy to Build Contributed Income: Memberships, Private Gifts and Major Gifts”
14:20-14:30	Q&A

14:30-15:00	Alexandra Palli , Secretary General of the Hellenic Network of Corporate Social Responsibility “Social and Cultural Programs: The Basic Elements of Current Corporate Strategy”
15:00-15:10	Q&A
15:10-16:00	Commentary
16:00-16:30	CLOSING REMARKS
	MODERATOR Sophia Handaka, Benaki Museum