

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

NOVEMBER 5TH 2012

CONTEMPORARY ART CENTER OF THESSALONIKI | WAREHOUSE B1, PORT AREA

10:30-14:30

CO-ORGANIZED BY: THE STATE MUSEUM OF CONTEMPORARY ART, THE U.S. CONSULATE GENERAL IN THESSALONIKI AND THE BRITISH COUNCIL

The State Museum of Contemporary Art in collaboration with the U.S. Consulate General in Thessaloniki 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 and James R. Hackney, Managing Partner and Museum Fundraising Expert of the Alexander Haas consulting firm.

10:30	REGISTRATION
11:00-11:15	WELCOME REMARKS
11:15-11:45	RYAN FRENCH , Director of Marketing and Public Relations, Walker Art Center “21st Century Museum Marketing: Engaging Audiences, Creating Relevancy, and Boosting Earned Income”
11:45-12:00	Q&A
12:00-12:15	Coffee Break
12:15-12:45	JAMES HACKNEY , Managing Partner and Museum Fundraising Expert, Alexander “Inviting Philanthropy to Build Contributed Income: Memberships, Private Gifts and Major Gifts”
12:45-13:00	Q&A
13:00-13:30	Dr FANIS VARVOGLIS , Chair Anatolia Business School, Member of the Board of SMCA “Museums’ New Role and its Impact on Funding Possibilities”
13:30-13:45	Q&A
13:45-14:00	Closing remarks by the Director of the State Museum of Contemporary Art, Maria Tsantsanoglou
14:00 – 14:30	Discussion

Simultaneous translation will be provided

Free admission on a first come-first served basis

For more information and RSVP call 2310 589141