

THE FUTURE IS NOW

5 DECEMBER 2014 10.00 - 17.00

MUSEUM OF BYZANTINE CULTURE

AMPHITHEATER "STEFANOS DRAGOUMIS", 2 LEOFOROS STRATOU

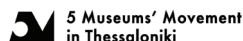


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EVOLVING
MUSEUM
STRATEGY,
PROGRAMMING &
COMMUNICATION

UNDER THE AUSPICES:



CO-ORGANIZED BY:



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5 DEC 2014
MUSEUM OF
BYZANTINE CULTURE

EVOLVING MUSEUM STRATEGY, PROGRAMMING & COMMUNICATION

Museums and other cultural institutions are often located in august buildings that imply the ability to shrug off any pressure to change. But that's an illusion: they are the product of social and economic forces and remain subject to the shifts in those forces.

Take technology. A few years ago, when we held the first of these conferences, the Met had a major website, but its presence in social media was negligible. Now it is a leader in audience engagement. Then there's money. Museums cost. Where does the money come from and where does it go?

Strategy is what gives direction in the squall. How does a museum examine its purpose, rethink its core programming, and renew its audience? How should a museum use tech to engage with the audience without losing sight of its original vision? How do people running museums decide what is meaningful growth, and what's growth for growth's sake?

At the fourth annual Museum Conference, museum professionals, independent curators, and artists from Greece, the UK and the US will discuss making the museum of the future.

PROGRAM

10:00

Registrations

11:00 - 11:30

Welcome Remarks

11:30 - 12:00

Agathoniki Tsilipakou, Ph.D., Director,
Museum of Byzantine Culture

12:00 - 13:00

Cynthia Round, Vice President of External Affairs,
The Metropolitan Museum of Art, New York
Can we Make our Museums Irresistible?

13:00 - 14:00

Susan Sellers, Head of Design, The Metropolitan
Museum of Art, New York
Museums are People: Design and Culture

14:00 - 14:30

Break

14:30 - 16:30

PANEL DISCUSSION

Iliana Fokianaki, Curator and Founder,
State of Concept Gallery

Matoula Skaltsa, Professor of Art History
and Museology, School of Architecture,
Aristotle University of Thessaloniki

Fanis Varvoglis, Ph.D., Strategy Consultant,
Member of the Board, State Museum
of Contemporary Art

Babis Mitsiopoulos, Managing Director,
Altelevision S.A.

Moderator: **Maria Tsantsanoglou**, Ph.D.,
Director, State Museum of Contemporary Art

Q&A

16:30

End of Conference - Distribution of Certificates