

CALL FOR PAPERS
MuseumNext
Barcelona
May 23 – 25, 2012

MuseumNext is Europe's big conference on social and digital media within the museum sector. We believe that technology is changing the expectations of museum audiences, they no longer want to have information just broadcast at them, they want to create, to curate and to co-produce experiences.

In 2012 MuseumNext will be held in Barcelona, in partnership with three of Spain's leading museums, Museu Picasso de Barcelona, Centre de Cultura Contemporànea de Barcelona (CCCB) and Museu d'Art Contemporani de Barcelona (MACBA).

The format of the conference will include presentations and workshops on the themes of:

Digital participation: Museums using technology to enable the public to participate in new and interesting ways whether this is inside or outside the gallery.

Keywords: play, mobile, augmented reality, community, crowdsourcing, participatory exhibits, co-production, social media, networking, game-based learning, open content

Digital marketing: Technology is giving us new tools with which to engage with our audiences, building relationships rather than just broadcasting at them.

Keywords: social media, conversation, community, analytics, audiences, personalisation, gaming, website, advertising, apps, metrics

Digital challenges: Technology has the potential to make museums better, but what shape will the MuseumNext take?

Keywords: Future, invent, theory, predict, new technology, statistics, open data, new formats, smart objects, innovation, trends, strategy, organizational change

In keeping with the participatory philosophy of MuseumNext, we are now inviting members of our community to submit proposals for presentations on our three conference themes.

Presentations should last fifteen minutes, delivering thought provoking insight, showcasing successful projects, revealing 'how to' or even sharing stories of when things have gone wrong. At the end of each session those listening should be able to take away real actionable advice which they can use within their own organisations.

In addition to these presentations, we also invite proposals for workshops which can be either 45 minutes or 1 hour 45 minutes on the three conference themes. These should teach participants new skills or technology in a fun and informative format.

Proposals should in no more than 300 words outline your presentation or workshop, including title, author, key themes, examples, links and what you expect delegates to take away from your session.

The deadline for submitting a proposal is **December 15th 2011**.

These will be considered by an international peer panel and we shall inform all those, successful or otherwise of the decision regarding presentations on 27th January 2012. The decision of the panel is final. Your 300 word proposal should be emailed along with the names and contact details of those who will make the presentation workshop to proposals@museumnext.org no later than December 1st 2011.

Additional guidance:

All papers and presentations must be in English.

It should be noted that presentations may not be used as a promotional opportunity for commercial organisations, products or software. Promotional opportunities will be available through sponsorship packages.

Presentations may be filmed, and as such should not include information which you are not happy to make available publicly.

Speakers should be prepared to share information about their presentation either in the form of their slides or a written paper following their presentation.

One complementary ticket will be provided per selected presentation or workshop. Additional MuseumNext tickets, travel and accommodation will be at your own expense.