

**Marketing and Public Relations MPR ICOM Annual Conference  
Theme: 'Creative Communications'  
Palermo, Sicily, 9-12 September 2012**

**Sunday, 9<sup>th</sup> September 2012**

P.M. Walking tour of Palermo  
Eve Welcome party for delegates and speakers

**Monday 10<sup>th</sup> September**

**Keynote speaker 1: Hannah Paramore**

**Working title: *Creating marketing campaigns that work***

Hannah is an entrepreneur and the President of Paramore|the digital agency based in Nashville, Tennessee. She works with businesses in the travel, non-profit, arts and healthcare industries including the Frist Center for the Visual Arts, the Peabody Essex Museum, Vanderbilt University Medical Center and state tourism departments in Tennessee, Ohio, and West Virginia. Hannah has been a dynamic keynote speaker for the Public Relations and Marketing Professional Standing Committee at the American Association of Museums conference. Through plain talk about the strategy and effectiveness of digital media and having a social presence, Hannah helps organizations focus on results.

**Session 1: *Indicators of success: measures for marketing campaigns***

Paper 1- **Meghan Curran**, Vice President Marketing, Shedd Aquarium –Chicago, USA.  
**Title:** *Defining marketing success based on audience insight.*

Paper 2- **Jan Sas**, Senior Lecturer Visitor Studies, Reinwardt Academy – Amsterdam, Netherlands. **Title:** *Successful Museum Marketing: Why schools come back.*

Paper 3- **Kathrine Daniloff**, Head of Communications, Norsk Teknisk Museum – Oslo, Norway. **Title:** *How to double the number of visitors in six years.*

Paper 4- **Ekaterina Teriukova**, Head of PR department, and **Tatiana Pchelienskaia**, Chief Specialist for Museum Development, State Museum of the History of Religion – Saint-Petersburg, Russia. **Title:** *Diversification and Communication Effectiveness.*

**Keynote speaker 2: Sara Selwood**

**Working title: *Critical commentary- how critics measure success***

Sara Selwood is an independent cultural analyst and Honorary Professor at both City University and at the Institute of Archaeology, UCL in London, UK. She has a background in fine art, aesthetics, history and theory of art, and previously worked as an art historian and as a curator of contemporary visual art. A consistent theme of her work is the publics' experiences of cultural provision – particularly in relation to museums and galleries. Sara's interest in audiences' expectations and engagement is fundamental to the regular reviews that she writes for *Museums Journal*. These draw on her previous experience of art criticism for *Arts Review*, *Art Monthly* and the *Times Literary Supplement*.

## **Tuesday, 11<sup>th</sup> September**

**Morning:** Parallel Workshops

Workshop 1 – *Using social media to communicate creatively*  
Facilitator: Hannah Paramore

Workshop 2- *Looking from the outside in: understanding the critic's perspective*  
Facilitator: Sara Selwood

Afternoon: Sessions

### **Session 2: *Using the web as an effective marketing tool***

Paper 1- **Piia Laita**, Head of Communications, PR and Marketing, Kiasma Museum of Contemporary Art – Helsinki, Finland. Title: *Networking messages and getting the most out of the web marketing.*

Paper 2- **Tore Danielsson**, Communicator, Riksställningar Swedish Exhibition Agency Visby, Sweden. **Title:** *The web as a base and platform for the institutions own media channel.*

Paper 3- **Elzbieta Grygiel**, Senior Specialist for socialcommunication, Wilanow Palace Museum – Warsaw, Poland. Title: *In the net of the story-telling museum.*

Paper 4- **Joy Chih-ning Hsin**, Head of Cultural Creativity and Marketing, National Museum of History – Taipei, Taiwan. **Title:** *Real or virtual: a clicks and mortar strategy of museum marketing via social media.*

### **Session 3: *Working with the media on marketing campaigns***

Paper 1- **Barbara Skaba**, Journalist at Museu Imperial, Brazilian Institute of Museums – Petropolis, Brazil. **Title:** *Working with the media to raise awareness for museum and historic documents: the case of Museu Imperial*

Paper 2-**Irena Ruzin**, Program Director and Marketing manager Institute and Museum - Bitola, R. Macedonia. Co-author: **Martin Koplín**, Director, M2C Institute for Applied Media Technology and Culture, University of Applied Sciences – Bremen, Germany; Co-author: **Hristova Ilijana**, Director, Institute and Museum - Bitola, R. Macedonia; Co-author: **Martina Fetting**, Researcher, M2C Institute for Applied Media Technology and Culture, University of Applied Sciences – Bremen, Germany. **Title:** *Facing the future – working with media on artMUSE.*

Paper 3- **Evrím Dogan**, Project Coordinator, Beyoglu Memory Research Center – Istanbul, Turkey and **Evinc Dogan**, PhD Student IMT Institute for Advanced Studies – Lucca, Italy. **Title:** *Mediatization of Culture: Queuing up for Museums.*

## **Wednesday, 12<sup>th</sup> September**

Day long trip and tour of Agrigento *Valle dei Templi* Archaeological Park