

COMMUNICATINGTHEMUSEUM

Stockholm 3 – 6 July 2013

MODERNA MUSEET



Henri Matisse, *Apollo*, 1953, Moderna Museet

© Succession H Matisse/BUS 2012

BRIEF FOR KEYNOTE SPEECHES: CTM13

THEME

CREATIVITY is our chosen theme for 2013. Please interpret the theme in the most creative way possible!

FORMAT

Keynote speeches will be held at the Moderna Museet, Stockholm on 4 and 5 July 2013. The format of the speech is **15-20 minutes** + **10-15 minutes** of Questions & Answers.

It is likely that all keynote speeches will be streamed live via our Online Conference website. If you do not wish to be filmed please inform us as soon as possible.

INTERVIEW AND REHEARSALS

Before we confirm your participation as a speaker, Agenda team will organise a phone or Skype interview with you.

Once you are confirmed as a speaker we will arrange at least one more call where the details of your presentation will be defined in more detail. We ask you to arrive a day early in Stockholm if possible – ie by 2 July 2013. **A full rehearsal of your keynote speech is mandatory. Any modifications to speeches will be at Agenda's discretion.**

BRIEF FOR KEYNOTE SPEAKERS

DETAILS OF YOUR PRESENTATION

We ask you to make your session as interactive and lively as possible. Remember to keep the THEME in mind when preparing. The CTM conference focuses on **experience** rather than knowledge. We are not looking for routine presentation. It is important to raise issues, provoke debate and tell a story that inspires the audience. Don't be afraid to talk about what went wrong. People are keen to find out about problem solving and strategic thinking. At the end of your session, make sure to conclude with results and key learnings.

SPEAKER REGISTRATION

Once you have been selected as a speaker, we will require the following:

- > Your name, job title and the organisation you represent
- > Your suggested title for the presentation
- > The content of your presentation, which must be relevant to the theme, *Creativity*. Please provide us an engaging synopsis of 300 words maximum. The synopsis should clearly present your argument and proposed conclusions
- > Your biography – 75 to 100 words
- > A portrait photograph – colour only, no more than 2MB
- > Your Twitter name, if you have one
- > Your full contact details including mobile phone number
- > You Skype name. If you do not have one, please kindly register for one as this will be an essential tool of communication before the conference

Please note that the final decision on content will be made by Agenda.

All of the above will be published on our website and in the printed programme of the conference.

DEADLINE FOR DOCUMENTATION: 1 MARCH 2013

BRIEF FOR KEYNOTE SPEAKERS

THE TEN CTM COMMANDMENTS, inspired by the Ted Conference

These 10 tips are the heart of a great talk:

1. **Dream big.** Strive to create the best talk you have ever given. Reveal something never seen before. Do something the audience will remember forever. Share an idea that could change the world.
2. **Show us the real you.** Share your passions, your dreams ... and also your fears. Be vulnerable. Speak of failure as well as success.
3. **Make the complex plain.** Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Tell stories. Be specific.
4. **Connect with people's emotions.** Make us laugh! Make us cry!
5. **Don't flaunt your ego.** Don't boast. It's the surest way to switch everyone off.
6. **No selling from the stage!** Unless we have specifically asked you to, do not talk about your company or organisation. And don't even think about pitching your products or services or asking for funding from stage.
7. **Feel free to comment on other speakers, to praise or to criticise.** Controversy energises! Enthusiastic endorsement is powerful!
8. **Don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!
9. **You must end your talk on time.** Doing otherwise is to steal time from the people that follow you. We won't allow it.
10. **Rehearse your talk in front of a trusted friend** ... for timing, for clarity, for impact.

BRIEF FOR KEYNOTE SPEAKERS

DOCUMENTATION

To support your presentation, please only use printed documents (posters, leaflets, postcards, printed presentations, etc). You may also use music and sound, where appropriate. Try to avoid long PowerPoint presentations. We feel that they can detract from the impact of your session.

IMPORTANT: We require your full presentation at least **3 WEEKS** in advance, so that we can check the content and make appropriate edits or modifications. Once it is ready we will make it available online for people to download. Please avoid sending documents over 5MB. Presentations must be written in English and fully proofed. You may also print out hard copies which can be presented to participants at the end of each session.

DEADLINE FOR PRESENTATIONS: 10 June 2013

AUDIENCE

Keynote speeches will take place in the main auditorium with an audience of approximately 250 people.

PANEL DISCUSSION

Depending on the final content of the programme, Agenda may ask you to participate in a panel discussion with other museum professionals. The content of this debate would match your expertise and the themes you are already touching upon in your learning session. We will be in touch with you in advance to discuss this.

KEY LEARNINGS

At the end of the conference, we will invite all delegates to fill out a questionnaire where they can offer detail feedback on all learning sessions. We will also ask you to give feedback from your experience;

CTM FEES AND TRAVEL EXPENSES

> **Cultural organisations and non-profits** Please note that Agenda will waive CTM fees for speakers working for cultural organisations. We allow one speaker per learning session. If two representatives from the same organisation wish to speak, the second speaker will have to pay the full fees.

> Speakers from **Business organisations** are required to pay for CTM fees.

All speakers are required to cover their own travel and accommodation expenses.

PROMOTION

Help us spread the word! Please communicate as much as possible about your participation in CTM13: email colleagues and friends, raise awareness via social networks, add details on your own blog/website, etc. Please also join Communicating the Museum on Facebook (facebook.com/communicatingthemuseum), and follow Agenda on Twitter (twitter.com/agendaparis) using the hash tag **#CTM13**.

BRIEF FOR KEYNOTE SPEAKERS

AGREEMENT

Please note that your name and the content of your speech will be published on the CTM13 website, and in the Analysis document that will be produced later in the year. We may organise an online conference, whereby your speech could be filmed or recorded. Filming and photography will take place throughout the conference.

If for whatever reason you are unable to participate, you will be required to find a suitable replacement.

I agree to the terms outlined above.

Signature..... Date.....

If you need further assistance:

Please contact Marina Bradbury mbradbury@agendacom.com or call +33 1 49 95 08 06



BRIEF FOR KEYNOTE SPEAKERS