



Network of European
Museum Organisations

24

Money Matters:
The Economic Value
Of Museums

th

Annual Conference

Karlsruhe / Germany

10-12.11.16

DAY 1 10.11.16

19:00 **RECEPTION**
at Badisches Landesmuseum

DAY 2 11.11.16

9:00 **REGISTRATION**
at Badisches Landesmuseum

10:00 **OPENING AND WELCOME**
David Vuillaume, NEMO Chair
Petra Olschowski, State Secretary, Ministry of Science, Research and the Arts
Wolfram Jäger, First Mayor of Karlsruhe
Eckart Köhne, President, German Museums Association

10:25 **HOW DO MUSEUMS CREATE VALUE?**
Moderation: **Margherita Sani**, Istituto Beni Culturali Regione Emilia-Romagna

Pier Luigi Sacco, Professor of Cultural Economics at IULM University, Milan, visiting professor at Harvard University

11:15 **COFFEE BREAK**

11:45 **LOOKING OUTSIDE: SPILL-OVER EFFECTS OF MUSEUMS**
Moderation: **Dragos Neamu**, Managing Director, National Network of Romanian Museums

The results speak for themselves, so why isn't anyone listening?

Kimmo Levä, Secretary General, Finnish Museums Association

A critical reflection of Guggenheim's return on investment in Bilbao

Beatriz Plaza, Professor in Urban and Regional Economics in the University of the Basque Country (UPV/EHU)

Creating more: partnerships with scientific, social and artistic sectors

Christoph Kremer, Director, Ars Electronica Museum

The potential of museums for the tourism sector at European level

Eric Philippart, European Commission, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs

Measuring the value of museums: options, tips and benefits

Richard Naylor, Director, BOP Consulting

13:30

LUNCH

14:30

**LOOKING INSIDE: BUSINESS MODELS OF MUSEUMS -
WHAT WORKS, WHAT DOESN'T?**

Moderation: **Siebe Weide**, General Director, Netherlands Museums Association

Amsterdam's Museums: A better return through cooperation
Björn Stenvers, Director, Amsterdam Museums Foundation

Enabling cultural tourism: MuseumsPassMusées – entrance to 330 museums in 3 countries

Jan Merk, President, Museumsverband Baden-Württemberg, Director, Markgräfler Museum

POLIN: Examining a public private partnership model for museums

Dorota Keller-Zalewska, Deputy Director, POLIN Museum of the History of Polish Jews

Austerity bites: how to avoid death by a thousand cuts

Sharon Heal, Director, UK Museums Association

Outside view on museums' successful business models

Nick Hoffmann, Partner, McKinsey Consulting

16:15

COFFEE BREAK

16:45

AN INTERVIEW WITH PAUL SPIES

Sofia Tsilidou, Greek Ministry of Culture, Religious Affairs and Sports, interviews:

Paul Spies, Director of Stadtmuseum Berlin and chief curator for the state of Berlin in the Humboldt Forum

17:30

END OF CONFERENCE

19:30

RECEPTION AND FLYING DINNER

at City Hall

Welcome by Mayor of Karlsruhe **Frank Mentrup**

21:30

ORGAN CONCERT

at Municipal Church

DAY 3 12.11.16

- ! All activities in the morning run in parallel.
- Please register online for one workshop in advance.

- 9:30 **WORKING GROUP "LEM - THE LEARNING MUSEUM"**
at ZKM Karlsruhe / Meeting Point: Foyer, near the information desk
WG Leader: **Margherita Sani**, Istituto Beni Culturali Regione Emilia-Romagna
The Children in Museums Award: an observatory for new trends in museum education
Veronica Sekules, Chair of the Children in Museums Award Jury
- 9:30 **WORKING GROUP "MUSEUMS AND CREATIVE INDUSTRIES"**
at Kunsthalle Karlsruhe, Interner Tagungsraum
WG Leader: **Ineta Zelča Šimansone**, Director, Think Tank Creative Museums
Special Places and Special Things - Exploring the relationship between Museums and the Creative Industries in Northern Ireland
Chris Bailey, Director, Northern Ireland Museums Council
- 9:30 **WORKING GROUP "INTELLECTUAL PROPERTY RIGHTS"**
at Badisches Landesmuseum, Schlössle
WG Leader: **Pascal Ennaert**, Coordinator, Flemish Art Collection
Display At Your Own Risk: Navigating risk, rights and reproductions in an open GLAM world
Andrea Wallace, PhD Candidate and Postgraduate Researcher with CREATE, University of Glasgow
- 9:30 **WORKSHOP "WORKING WITH REFUGEES IN MUSEUMS: GUIDELINES AND GOOD PROJECTS"**
at Badisches Landesmuseum, Wachhaus
Dietmar Osses, LWL Landesmuseum
- 10:00 **GUIDED TOUR THROUGH 'GLOBAL CULTURE' EXHIBITION**
at Badisches Landesmuseum / Meeting Point: Foyer
- 12:15 **LUNCH**
at Badisches Landesmuseum

- ! All workshops in the afternoon run in parallel.
- Please register online for one workshop in advance.

- 13:45 **DIGITAL INNOVATION: A WAY TO INVOLVE PRIVATE INVESTORS**
at Badisches Landesmuseum, Wachhaus
Thierry Bujard, Founder, Media Deals
- 13:45 **MUSEUM COOPERATION WITH COLLEAGUES FROM EUROPE: HOW TO APPLY FOR EU CULTURE FUNDING?**
at Badische Landesbibliothek, Schulungsraum
Sabine Bornemann, Creative Europe Desk, Germany
- 13:45 **MUSEOMIX: HOW TO SET UP MUSEOMIX IN YOUR MUSEUM?**
at Badisches Landesmuseum, Sitzungszimmer
Davide Barruzzi, BAM! Strategie Culturali
- 13:45 **NATIONAL MUSEUM WEEK: AN AWARD WINNING INITIATIVE**
at Badisches Landesmuseum, Schlössle
Iris Noteboom, Netherlands Museums Association
- 13:45 **QUALITY FOR MUSEUMS: SETTING UP A QUALITY CRITERIA FRAMEWORK FOR MUSEUMS**
at Badisches Landesmuseum, Gartensaal
Edmund Miedler, Swiss Museums Association
- 13:45 **A GUIDE TO CROWDFUNDING FOR MUSEUMS**
at Kunsthalle Karlsruhe, Interner Tagungsraum
Kleitia Zeqo and **Isabelle De Voldere**, IDEA Consult
- 15:30 **COFFEE BREAK AND REGISTRATION NEMO GENERAL ASSEMBLY**
at Badisches Landesmuseum
- 16:00 **NEMO GENERAL ASSEMBLY** (for members only)
at Badisches Landesmuseum, Gartensaal
- 17:30 **END OF NEMO GENERAL ASSEMBLY**
- 19:00 **RECEPTION AND FLYING DINNER**
at Kunsthalle Karlsruhe

DAY 4 13.11.16

10:00

GUIDED CITY WALK THROUGH KARLSRUHE

Meeting Point: Badisches Landesmuseum (Schloss)

All participants can visit the Badisches Landesmuseum, Kunsthalle Karlsruhe and Stadtmuseum Karlsruhe free of charge with their conference badges.

2
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NOTES:

A series of 20 horizontal dotted lines for writing notes, spanning the width of the page below the 'NOTES:' header.

Thank you to our partners:

Badisches
Landes
Schloss Karlsruhe
Museum



Baden-Württemberg
MINISTERIUM FÜR WISSENSCHAFT, FORSCHUNG UND KUNST



SÜDWESTBANK 



Staatliche Kunsthalle Karlsruhe, Badische Landesbibliothek, Badisches Staatstheater, Center for Art and Media Karlsruhe (ZKM), Evangelische Stadtkirche Karlsruhe, KTG Karlsruhe Tourismus GmbH



Co-funded by the
Creative Europe Programme
of the European Union