

MUSEUM STUDIES SEMINARS

COMMUNICATION ORIENTED MUSEUM



AKBANK SANAT & ICTOP
collaboration

25-26 May 2018

Designing the Museum Experience

Chair:
Prof. Dr.
Ayşen SAVAS

Friday, 25 May

10.00-12.00

Designing the Museum Experience

Prof. Dr. Peter van MENSCH, Independent Museologist

“Between Expectation and Satisfaction: Experience as Process”

Ayşe ERDOĞDU, Director, Topkapı Palace Museum

“New Exhibitions and Renovations in Topkapı Palace Museum”

Dr. Mikhail B. GNEDOVSKY, Director, Moscow Cultural Policy Institute

**“From Contents Management to Communications Management:
A Shift of Focus in the Museum Profession”**

Martijn PRONK, Head of Digital Communication, Van Gogh Museum

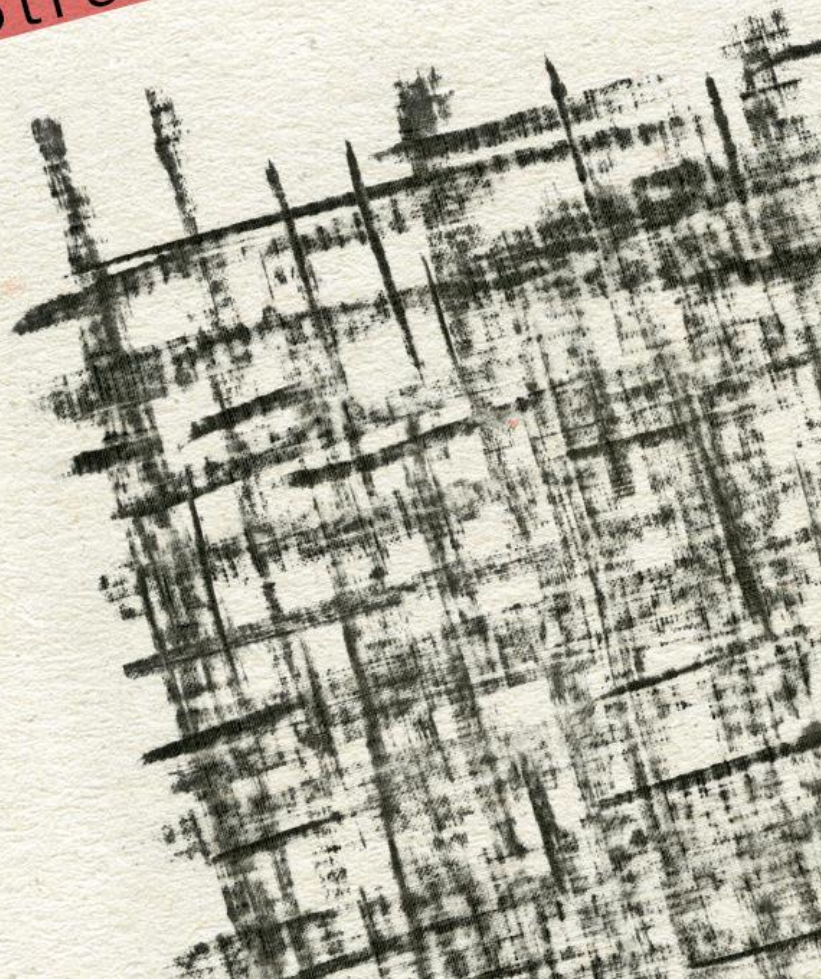
**“Digital Communication Strategy –
Case Studies from the Van Gogh Museum”**

MUSEUMS WHICH Create Value:

Marketing Strategies

Chair:

Dr. Zehra GÜNGÖR



Friday, 25 May

13:00-15:00

Museums which Create Value: Marketing Strategies

Dr. Carol Ann SCOTT, Director, Carol Scott Associates,
Member of the Executive Board of ICOM

“Museums, Branding and Values: Harnessing The Future”

M. Özalp BİROL, General Manager, Suna and İnan Kiraç Foundation Culture and Art Enterprises

“Museology and Marketing in Pera Museum”

Paal MORK, Director of Communications and Audience Development,
Norsk Folkemuseum; ICOM Norway Chairman

“Managing a Branding Structure”

Xanthe ARVANITAKIS, Interim Director of Marketing and Commercial,
Old Royal Naval College

“Creating Value through Brand and Communications”



OPEN MUSEUMS: Participatory

Approaches

Chair:
Dr. Evinç DOĞAN

Friday, 25 May

15.30-17.30

Open Museums: Participatory Approaches

Kayte McSWEENEY, Object Journeys Partnership Manager, British Museum

“Disrupting Curatorial and Public Engagement Practice in Museums: The Value Of Collaborative Collections Research and Display Making”

M. Feride ÇELİK, Director, Baksı Museum

“Baksı Museum Reaches Out”

Dr. Clara Masriera ESQUERRA,

Lect. Prof. Faculty of Education University of Barcelona (UB),
Researcher at the Centre of Archaeological Heritage
in Autonomous University of Barcelona (UAB)

“Whom Do We Communicate with Museums and Cultural Heritage? Excluded Groups from Cultural Institutions”

Nihat ERDOĞAN, Director, Mardin Museum

“Mardin Museum Practices on Museum-Society Relations”



BEING A
Museum

in Social Media

Chair:
Dr. Darko BABIC

Saturday, 26 May

10.00-12.00

Being a Museum in Social Media

Doç. Dr. Gökçe DERVIŞOĞLU OKANDAN, Istanbul Bilgi University Faculty of
Communication Department of Arts and Culture

**“How will the future come? Digital Strategies of
Museums in Accordance with the Technology and
Consumption Trends of the Museum Visitor”**

Jonas Heide SMITH, Head of Digital, National Gallery of Denmark (SMK)

“The Do’s and Don’ts of the Social Museum”

Burak Mert ÇILOĞLUGİL, Communication and Events Manager,
Borusan Contemporary Museum

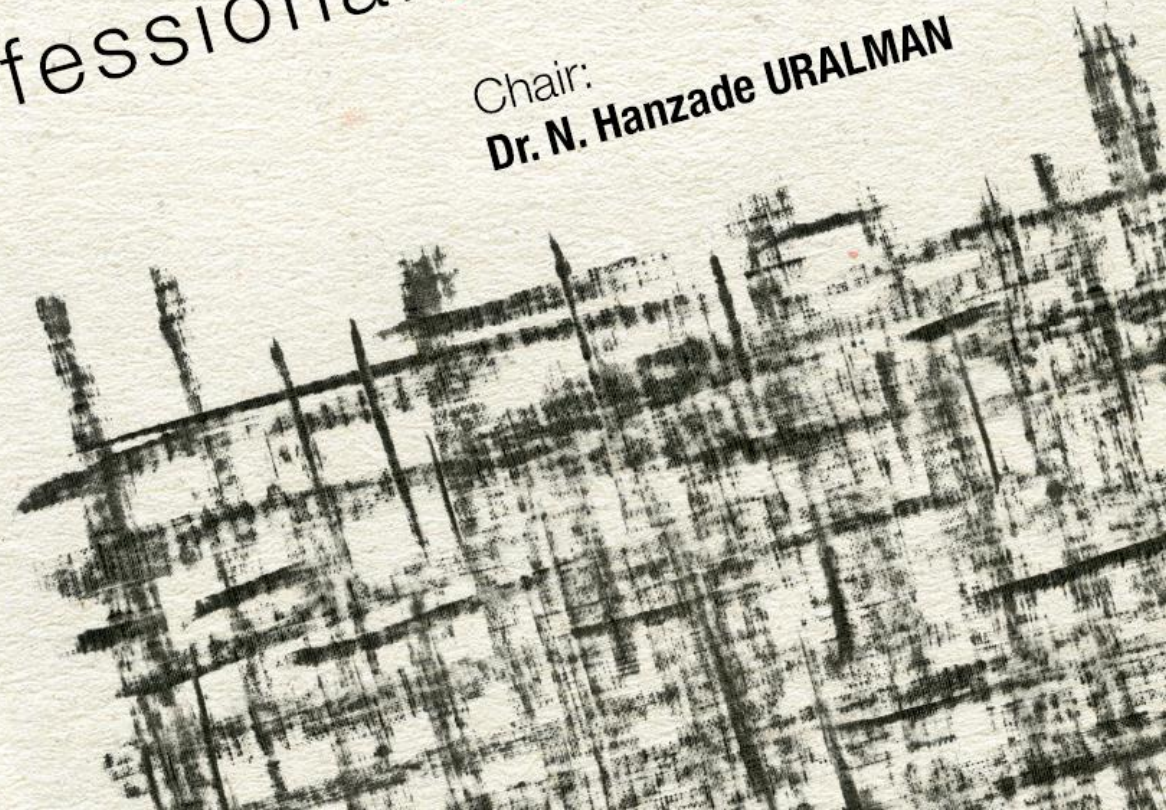
**“Like Collection Like Communication:
Borusan Contemporary’s Social Media Communication Strategy”**

Cecilia MARTIN, Co-founder and Curator, Lava Lab

“Museums And Social Media from Spreading to Interacting”

COMMUNICATION IN
Museums Related Trainings
and Their
Professional Development

Chair:
Dr. N. Hanzade URALMAN



Saturday, 26 May

13:00-15:00

Communication in Museums Related Trainings and Their Professional Development

Dr. Darko BABIC, University of Zagreb, Chairman of SubDept. of Museology and Heritage Management and ICOM-ICTOP Chairperson

“Museums and Heritage Related Training: An Importance of Communication”

Leena TOKILA, Director of Training and Development at the Finnish Museums Association and ICTOP Vice Chair.

“Professional Development in the Digital Era: Communication Skills & Competence Training Programmes for Museum Staff”

Doç. Dr. Kadriye TEZCAN AKMEHMET, Yıldız Technical University, Chairman of Museum Studies Program

“Communication in Curriculums of the Museum Studies Programs in Turkey”

Panagiota POLYMEROPOULOU, Archaeologist & Museologist from DAISSy Research Group, Hellenic Open University, Athens

“Mu.SA Project: Training the Museum Professionals in the Digital Era”