

**ICOM MPR annual conference  
17 — 20 | 9 | 2011 Brno  
Czech Republic**

**Measuring  
(and Promoting)  
Museum  
Success**

**On-site organizer**

**Slezské zemské muzeum**

**Co-organizers**

**Moravská galerie v Brně**

**Ústav hudební vědy  
Filosofické fakulty  
Masarykovy univerzity**

# **Conference Programme**

# Saturday 17

## afternoon

Brno sightseeing tour – for registered only, meeting point at the lobby of the Hotel International

**4:00 – 9:00 p.m.** conference registration [MG – Museum of Applied Arts]

**6:30 – 9:00 p.m.** get-together party [MG – Museum of Applied Arts, exhibitions available]

# Sunday 18

[whole day in MG – Museum of Applied Arts, exhibitions available; exhibition building nearby – Pražák Palace – accessible]

**10:00 a.m.** Official conference opening – Marek Pokorný [Moravská galerie v Brně], Antonín Šimčík [Slezské zemské museum], Petr Macek [Masaryk University, Faculty of Arts, Department of Musicology], Zuzana Strnadová [president of ICOM Czech] and Marjo-Riitta Saloniemi [president of ICOM MPR]

**10:30 a.m.** First keynote – David O'Brien: Measuring success: current conversations with governments. How do governments measure the success of museums and what are the issues involved in matching government expectations?

**11:30 a.m.** coffee break

**12:00 a.m.** Jan Sas: Measuring generic learning outcomes in the Netherlands

**12:30 a.m.** Simona Juračková: Success? What the hell is it?! What we should think about before we start to measure it

**1:00 – 2:30 p.m.** lunch [in the building]

**2:30 p.m.** Second keynote – Lynn Dierking: Being of value: Intentionally fostering & documenting the impact of museums

**3:30 p.m.** coffee break

**4:00 p.m.** Rossitza Ohridska-Olson: Measuring the 'I Like'. Measuring user interaction as factor for online marketing success of museums and galleries through social media, networks and geo tagged mobile applications

**4:30 p.m.** Aleksandra Savić: How do we create, realize and evaluate museum media campaign and what is its impact on visitors?

**5:00** discussions

free evening

# Monday 19

[MG – Museum of Applied Arts]

**10:00 a.m.** Third keynote – Carol Scott: Measuring the immeasurable: capturing the intangible value of museums

**11:00 a.m.** coffee break

**11:30 a.m.** Katarzyna Jagodzińska: Social participation as the museum success. Contemporary art institutions and the case of Poland

**12:00 a.m.** group photo

## First Excursion

**1:00 p.m.** departure for a first excursion, some nice sandwiches and something to drink in a bus [bus in front of Pražák Palace, Husova str. 18]

**1:30 – 2:30 p.m.** Technical Museum in Brno

**2:45 p.m.** leaving for Rajhrad

**3:30 – 4:30 p.m.** Rajhrad Monastery and Museum of Moravian Literature

**4:45 p.m.** leaving for Austerlitz

**5:00 – 6:30 p.m.** Austerlitz [important battleground from Napoleonic Wars, Peace Memorial with exhibition]

**7:00 p.m.** dinner in Austerlitz memorial

After **9:00 p.m.** leaving for Brno

# Tuesday 20

**9:30 a.m.** leaving for the **Second Excursion** – to Špilberk Castle [meeting point in front of the Museum of Applied Arts]

**9:45 – 11:00 a.m.** Brno City Museum in Špilberk

**11:00 a.m.** leaving for Mendel Museum

**11:15 – 12:00 a.m.** Mendel Museum

**12:00 a.m. – 2:00 p.m.** lunch [MG – Museum of Applied Arts]

**2:00 – 4:30 p.m.** workshop

**5:00 p.m.** MPR meeting, financial report, next conference etc.

**08:00 p.m.** farewell party [MG – Governors' Palace, Moravské nám. 1a, exhibitions available]

# Wednesday 21

student part of the conference – to be specified