

# COMMUNICATING THE ARTS

Press Release

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## COMMUNICATING THE ARTS: A NEW SUMMIT FOR ARTS PROFESSIONALS

Communicating the Museum has been the leading conference dedicated to museum professionals since 2000. Created in partnership with TATE, it began as the international forum for communication best practices in the cultural world. Within 18 years, more than 5,500 professionals working in museums and galleries have attended these conferences to discuss strategies and share experiences. From branding to digital, audience development to visitor's experience, the many axes of communications have been at its heart.

Over the past 10 years, museums' missions have shifted – they are social spaces and more engaged with their audiences. As such, museum communicators are more involved than ever with education and public engagement strategies.

Artistic programs are diversifying, spaces are being redeveloped to become more open and welcoming. There is a mixing of arts types, with performing artists as well as visual artists increasingly involved. We are also in an age of experiences – programs, events and festivals are in demand within and outside the museum walls.

These changes lead us to our natural development:

### **Communicating the Museum is becoming Communicating the Arts (CTA).**

With communication strategy and best practice at its heart, CTA leads the way in the development of cultural leadership and collaboration.

#### **CTA's Audience:**

Museums, galleries and heritage sites such as *TATE, le Louvre, MoMA, Getty, LACMA, Moderna Museet, Hermitage museum, Natural History Museum, Museum of Contemporary Art, National Gallery of Victoria, Topkapi Palace, Sydney Living Museums.*

Foundations such as *Fondation Louis Vuiton, Barnes Foundation, Fundación Mapfre, Fondation Cartier.*

Art centers such as *Centre Pompidou, Southbank Center, Arts Centre Melbourne.*

Theatre, music and dance companies such as *Opera National de Paris, Sydney Opera House, Royal Opera House, Royal National Theatre, English National Ballet.*

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## **CTA's Format :**

2.5 days

Dynamic mix of learning and networking sessions – keynotes, masterclass, case studies and practical workshops alongside visits, cocktails and learning safaris

International Design and Communication Awards (IDCA) ceremony

Trade exhibition space

Media space

## **CTA's Speakers :**

We call upon expert speakers from within and outside of the arts and culture world. Prominent representatives from corporate finance, tourism and luxury, education, non-profit, design and tech sectors join the conversation to share visions and best practices. They include American Express, ING, Eurostar, BMW, LVMH, Sciences Po Paris, Melbourne University, Greenpeace, Pentagram, Google, WeChat and many, many more. Artists, designers and young entrepreneurs from startups also bring energy and passion.

## **CTA's 2019 Calendar & Themes :**

- Copenhagen 17-19 June 2019 - Partnership
- 8-10 Montreal October 2019 - Wellbeing
- Sydney 12-14 November 2019 - Leadership

## **About the organizer**

Agenda is a communication agency created in 1995, with offices in Paris, Berlin and Sydney. Agenda has conducted major communication campaigns for cultural institutions and destinations: TATE, Royal Academy of Arts, Paris Musées, Guggenheim Bilbao.

Agenda operates the Communicating the Arts and Culture Business conferences, as well as the International Design and Communication Awards.

## **Contact us**

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