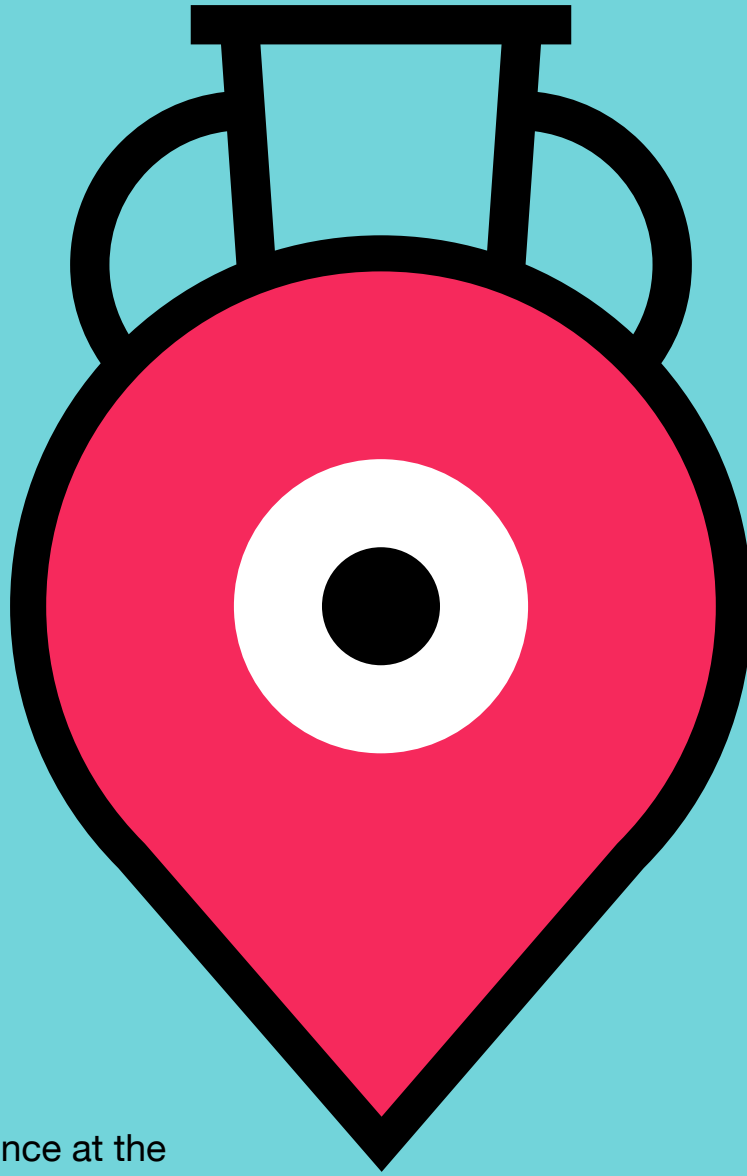


MUSEUMS AND TOURISM

A Working Relationship

8.12.2016

9:30AM-5PM



A one-day conference at the
BENAKI MUSEUM
138 Pireos st

#MuseumsTourismAthens2016

CO-ORGANIZED BY



UNDER THE AUSPICES



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MUSEUMS AND TOURISM

A Working Relationship

8.12.2016
BENAKI MUSEUM
138 Pireos st, Amphitheater

Museums, cultural organizations and heritage sites have traditionally been among the most popular visitor attractions for both domestic and international tourists, especially in countries like Greece where tourism has extensive economic, social and political influence. However, only recently cultural stakeholders have started to assess their power in attracting tourist audiences and their impact in the tourism industry, a powerful development tool.

As cultural tourism develops into an experience industry, there is an opportunity for museums to further engage the tourism market and increase their audiences and revenue, while at the same time strengthening their role as unique storytellers of the history, culture, and contemporary life of societies.

At the sixth installment of the Museum Conference, museum and cultural professionals from Greece, the U.S. and the UK will examine how museums and cultural institutions can strengthen their role as destinations and be part of sustainable cultural development; how they can improve relationships and form stronger partnerships with municipalities, tourism associations and other stakeholders to expand their visitors; what types of fundraising and development they can pursue based on the tourism model; and how investing in culture and museums can have a strong economic impact for countries where tourism is one of the top industries.

PROGRAM

9:30

Registration

10:00-10:30

Welcome Remarks

10:30-11:10

Francesco Manacorda

Artistic Director, Tate Liverpool

*From Audiences to Constituencies:
the Future of Activating the Museum's Public*

11:10-11:50

Rosemarie Reyes

Partner, Roseworks Marketing

*Creating a Cultural Connection:
Maximizing Partnerships to Increase Tourism*

11:50-12:30

Jim Broughton

Head of International Engagement,
The Natural History Museum

The Natural History Museum and the World

12:30-13:10

John A. Giurini

Assistant Director for Public Affairs,
The J. Paul Getty Museum

Lessons in Cultural Tourism

13:10-14:00

Break

14:00-15:00

Networking Session

15:00-17:00

WORKSHOPS

(Working language English)

1. Creating Networks among Arts and Tourism Institutions

Sophia Antoniadou, Co-founder and CEO,
Discover Greek Culture

John A. Giurini, Assistant Director for Public Affairs,
The J. Paul Getty Museum

Rosemarie Reyes, Partner, Roseworks Marketing

2. Audience: Understanding the Uninterested

Jim Broughton, Head of International Engagement,
The Natural History Museum

Alexandra Nikiforidou, Chief Operating Officer and
Project Leader, PostScriptum Ltd.

3. Targeting Niche Tourist Groups – Elderly, Disabled, Visually Impaired

Ivor Ambrose, Managing Director of European Network
for Accessible Tourism, Independent Consultant,
UK and Greece

Francesco Manacorda, Artistic Director, Tate Liverpool