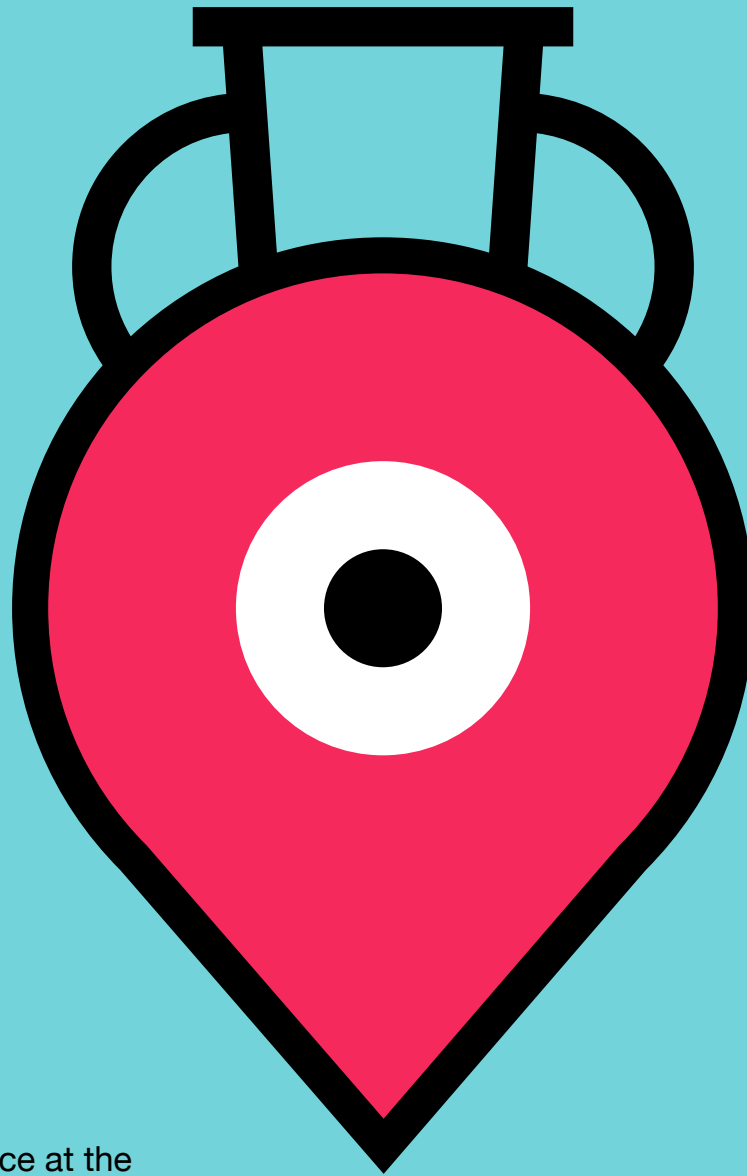


MUSEUMS AND TOURISM

A Working Relationship

9.12.2016

9AM-4PM



A one-day conference at the
**THESSALONIKI
CONCERT HALL**

#MuseumsTourismThess2016

CO-ORGANIZED BY



UNDER THE AUSPICES



COMMUNICATION SPONSORS



MUSEUMS AND TOURISM

A Working Relationship

9.12.2016

THESSALONIKI
CONCERT HALL

M2 Building, Maurice Saltiel Hall

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

09:00 - 10:00

Registrations

10:15

Welcome Remarks

10:30 – 11:00

Francesco Manacorda

Artistic Director, Tate Liverpool

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

11:00 – 11:30

Rosemarie Reyes

Partner, Roseworks Marketing

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

11:30 – 12:00

John A. Giurini

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

Lessons in Cultural Tourism

12:00 – 12:30

Maria Tsantsanoglou

Director, State Museum of Contemporary Art

*Museum as a key driver of tourism and
the case of Thessaloniki.*

12:30 – 13:00

Q and A

13:00 – 13:30

Break

13:30 – 16:00

ROUND TABLE DISCUSSION

**Creating Networks among Arts and
Tourism Institutions**

Orestis Andreadakis, Artistic Director, Thessaloniki
International Film Festival

George Emmanuel Lazaridis, Artistic Director,
Thessaloniki Concert Hall

Spiros Pengas, Deputy Mayor for Tourism and
International Relations, Municipality of Thessaloniki

Alexandros Thanos, Deputy Regional Governor
for Tourism and Culture, Region of Central Macedonia

Syrigo Tsiara, Director, Contemporary Art Center
of Thessaloniki & 6th Thessaloniki Biennale of
Contemporary Art

Moderator: **Nicole Kazantzidou**, Journalist

Admission is free. Pre-registration is compulsory.

Live streaming available.

Certificates via e-mail after the completion end of the event.