



Jewish Museums Today: Public & Space

AEJM Network Meeting on Communication

TENTATIVE PROGRAMME

Jewish Cultural Quarter, Amsterdam

February 20 – 21, 2017

Sunday 19 February

Optional Tour

Optional Pre-Meeting Tour of the Jewish Cultural Quarter: Jewish Historical Museum, Children's Museum, Portuguese Synagogue, Dutch Theatre, and the new National Shoah Museum, ca.14.30 – 17.30
Please register in advance

Monday 20 February

Day 1

Morning Programme 10:00 – 13:00

Introduction

- Welcome by Prof Dr Emile Schrijver, Director of the Jewish Historical Quarter, Amsterdam
- Introduction Session, moderated by Niels Weitkamp, Senior Advisor National Committee for 4 and 5 May
- Keynote Talk by Dr Dos Elshout, University of Amsterdam, author of *The Modern Museum World in the Netherlands. Social Dynamic in Policy, Heritage, Market, Scholarship and Media* (2016)
- Working Group: *Defining Our Challenges in Museum Communication*

Afternoon Programme 14:00 – 17:00

Space: Transforming the Museum

- *From Inside to Outside: The Jewish Cultural Quarter* talk by Moncef Beekhof, Head of Marketing & Communications JCK, on the transformation of the Jewish Historical Museum into the Jewish Cultural Quarter
- Discussion: *Does Transformation Offer Opportunities for New Communication Strategies?* – with different case studies

Optional Group Dinner

Tuesday 21 February

Day 2

Morning Programme 10:00 – 12:30

Public: Breaking the Barriers

- Round Table Talk: *Our Audiences*
- Working Group: *Breaking Down the Barriers: Dealing with Visitor's Expectations*

Afternoon Programme 13:30 – 16:00

- Museums in Focus: Practical Input from Your Peers
- Closing Session

Wednesday 22 February

Optional Day: Best Practice

Study Visits in Amsterdam 10:00 – 15:00

Please register in advance