



Jewish Museums Today: Public & Space

AEJM Network Meeting on Museum Communication & Marketing

PROGRAMME

Jewish Cultural Quarter Amsterdam
February 20 – 21, 2017

Sunday 19 February

Optional Tour

Meeting point: entrance hall Jewish Historical Museum, Nieuwe Amstelstraat 1

14:00 – 17:00 **OPTIONAL TOUR** *Jewish Cultural Quarter*
Guided tour of the Jewish Historical Museum, Children's Museum, Portuguese Synagogue, the Hollandsche Schouwburg, and the new National Holocaust Museum, by Ieke Spiekman
Please register in advance

Monday 20 February

Day 1

Location: Auditorium Jewish Historical Museum, Nieuwe Amstelstraat 1

09:45 Registration at the Jewish Historical Museum
Please use the staff entrance

10:00 – 10:15 Welcome by **Prof Dr Emile Schrijver** (NL), Director of the Jewish Cultural Quarter Amsterdam, and **Eva Koppen** (NL), Managing Director of the Association of European Jewish Museums
coffee & tea

10:15 – 11:00 **INTRODUCTION SESSION**
Who is who? Moderated by **Niels Weitkamp** (NL), Senior Advisor of The National Committee for 4 and 5 May

11:00 – 11:40 **TALK** *The Modern Museum World in the Netherlands*
How did communication and marketing become an integrated part of the Dutch museum sector? In his talk **Dr Dos Elshout** (NL) from the University of Amsterdam will speak about the professionalization of museum communication and marketing in the Netherlands. Elshout is the author of *The Modern Museum World in the Netherlands. Social Dynamic in Policy, Heritage, Market, Scholarship and Media* (2016), author of *The Modern Museum World in the*

Netherlands. Social Dynamic in Policy, Heritage, Market, Scholarship and Media (2016). This lecture is the starting point for our conversation on communication at Jewish museums.

11:40 – 13:00 WORK SESSION *Defining Our Challenges in Museum Communication*
Jewish Museums Today: Public & Space for the first time brings together those working in communication and marketing at Jewish museums. This session aims at mapping the specific challenges that our museums currently face and at identifying new developments and trends. Delegates will work in 5 small groups to formulate their specific challenges and opportunities. Moderated by **Niels Weitkamp** and **Nikki Boot** (NL), Project Coordinator AEJM

13:00 – 14:00 Lunch Break

14:00 – 14:15 Walk from the Jewish Historical Museum to the National Holocaust Museum
Meeting point: in front of the JHM main entrance

Space: Transforming the Museum

Location: National Holocaust Museum, Plantage Middenlaan 24

14:15 – 15:00 TALK *From Inside to Outside: The Jewish Cultural Quarter*
In 2012 the Jewish Cultural Quarter was introduced to make 'the Jewish story' accessible to as much of the general public as possible. Nowadays it consists of the Jewish Historical Museum, the Children's Museum, the Portuguese Synagogue, the Hollandsche Schouwburg, and the new National Holocaust Museum. **Moncef Beekhof** (NL), Manager Marketing & Communications of the JCK, will talk about the transformation of the Jewish Historical Museum into the JCK. With coffee & tea.

15:00 – 17:00 CASE STUDIES & Q&A *How Does Transformation Offer Opportunities for New Communication Strategies?*

1. Extra-Muros – New Encounters of a Closed Museum with its Public

The **Jewish Museum of Belgium** in Brussels is currently developing a new museum concept for a new to-be-built museum space. In the meantime, the museum explores new models of partnerships, networks and communication. **Chouna Lomponda** (BE), Head of Communication of the Jewish Museum of Belgium, will introduce some of the key-projects and its communication strategies, such as The Moving Museum, Accessible Art Fair and Spring Sablon.

2. Towards a New Jewish Museum Frankfurt – Concepts & Prospects

In 2015 the city of Frankfurt initiated a profound transformation process of its Jewish Museum, including the renovation of the main museum building, the Rothschildpalais, and the construction of a new building for changing exhibitions and events, the library and the archives, a shop and a café. To enhance public engagement in this renewal process, the museum launched a temporary platform with interactive displays, curatorial talks and a pop-up exhibition on a boat at the Main river in summer 2016. In her talk **Dr Mirjam Wenzel** (DE), Director of the Jewish Museum Frankfurt, will reflect on the pop-up boat as an audience-driven form of promoting and enforcing the transformation process of the **Jewish Museum Frankfurt**.

3. *The Total Museum – The Museum of Life*

In 2016 a market segmentation study was conducted to get a better understanding of museum audiences in Poland. This research enabled **POLIN Museum of the History of Polish Jews** to develop new communication and marketing strategies for the 'total museum'. **Jakub Wozniak** (PL), Head of the Communication Department of POLIN Museum of the History of Polish Jews, will focus on the general idea and key messages of the museum's new strategy to build up new and sustainable relations with its audiences.

- 17:30 – 19:00 SOCIAL EVENT *Amsterdam Canal Cruise*
Boat tour along the Amsterdam canals, with drinks and snacks, offered by the Jewish Cultural Quarter
Departure from Amstel 51 (opposite The Hermitage Amsterdam)
- 19:30 Optional Group Dinner at The Engelbewaarder Literary Café
Kloveniersburgwal 59
Please register in advance

Tuesday 21 February

Day 2

Location: The National Committee for 4 and 5 May, Nieuwe Prinsengracht 89

Public: Breaking the Barriers

- 9:00 – 9:45 TALK *The Museum Card – What Do We Know about Dutch Museum Visits?*
Siebe Weide (NL), Director of the Netherlands Museums Association and Board Member of the Network of European Museum Organisations (NEMO), will focus on the relationship between a broad audience and the museum sector. He will also share special insights into the Museum Card and what we can learn from its data about visitors' behavior in the Netherlands, especially in relation to Jewish heritage institutions. Initiated in 1981 by the Dutch museum sector, the Museum Card in 2016 allows free entrance to over 400 museums in the Netherlands and in 2016 had nearly 1,3 million registered card holders (on a population of 17m). The card is operated by the Netherlands Museum Association as a non-profit project.
- 9:45 – 10:30 TALK *Operating Outside Urban Areas*
Do museums in non-urban settings face different challenges in museum communication and audience development than their urban counterparts? How to make a visitor experience a Jewish museum as "one's own", even in an area where there is no or only a very small Jewish community? Niels Weitkamp will speak with **Tomasz Kuncewicz** (PL), Director of the Auschwitz Jewish Center, and **Hanno Loewy** (DE), Director Jewish Museum Hohenems, about their museums' choices and strategies and will invite participants to contribute to the conversation by adding their experiences.
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 WORK SESSION *Breaking Down Barriers: Dealing with Visitor's Expectations*
What do audiences expect from Jewish museums? How can we be relevant in the lives of our communities and visitors? In this session, **Hannah Talbot** (UK), Head of Marketing,

Communication & PR **Jewish Museum London**, will be sharing insight from the Jewish Museum London and leading an interactive workshop to help us understand how to break down barriers and communicate effectively with our audiences.

12:30 – 13:45 Lunch break
Please note: from The National Committee for 4 and 5 May it is a 10 min walk to the Jewish Historical Museum

Location: Auditorium Jewish Historical Museum, Nieuwe Amstelstraat 1

13:45 – 15:30 WORK SESSION *Museum Focus*
This session offers delegates the possibility to get feedback on practical challenges that they encounter working in communication and marketing at their respective Jewish museums. We will work in smaller and informal discussion groups. Afterwards each group will present outcomes in a plenary session. This session led by **Eva Koppen** aims at facilitating peer discussion with international colleagues who can draw on their own work experiences.

15:30 – 16:00 CLOSING SESSION *Looking Back & Ahead*
This session aims at reflecting on the previous days and on potential follow-ups to Jewish Museums Today: Public & Space. How could the AEJM facilitate and strengthen the new network in the future? Moderated by **Eva Koppen**

Wednesday 22 February

Optional Day: Best Practice

Meeting point: Foam Museum, Keizersgracht 609

10:00 – 11:30 STUDY VISIT *Foam*
Foam is an internationally operating organisation in the field of photography, based in Amsterdam, that organizes a wide range of activities (exhibitions, publications, educational projects etc.), both at its museum and abroad. **Matthijs Bakker**, Manager Marketing & Communications, will share the ins and outs of Foam's marketing and communication strategy.

11:30 – 12:30 Lunch Break
Delegates will also have the opportunity to take a closer look at Foam's exhibitions during the break. Please note: from Foam it is a 15 min. walk to The Hermitage Amsterdam

Meeting point: central entrance hall of The Hermitage Amsterdam, Amstel 51

12:30 – 14:00 STUDY VISIT *The Hermitage Amsterdam*
The Hermitage Amsterdam shows exhibitions with artefacts from the collection of the State Hermitage in St. Petersburg, but also houses the Portrait Gallery of the Golden Age (in collaboration with the Rijksmuseum and the Amsterdam Museum) and the Outsider Art Museum. Deputy Director and Head of Communications, Marketing & Education **Paul Mosterd**, will meet the group and share insights from the marketing and communication strategy of his organisation.

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