



# 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

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14:00 – 17:00 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  
*Please register in advance*

### Monday 20 February

Day 1

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*Location: Auditorium Jewish Historical Museum*

10:00 – 10:15 Welcome by Prof Dr Emile Schrijver, Director of the Jewish Historical Quarter, Amsterdam and Eva Koppen, Managing Director Association of European Jewish Museums

10:15 – 11:00 Introduction Session, moderated by Niels Weitkamp, Senior Advisor National Committee for 4 and 5 May, including coffee & tea

11:00 – 11:40 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)

11:40 – 13:00 Working Group: *Defining Our Challenges in Museum Communication*

13:00 – 14:00 Lunch Break

14:00 – 14:15 Walk from the Jewish Historical Museum to the National Holocaust Museum

### Space: Transforming the Museum

*Location: National Holocaust Museum*

14:15 – 15:00 *From Inside to Outside: The Jewish Cultural Quarter* talk by Moncef Beekhof, Manager Marketing & Communication JCK, on the transformation of the Jewish Historical Museum into the Jewish Cultural Quarter, including coffee & tea

15:00 – 17:00 Discussion: *Does Transformation Offer Opportunities for New Communication Strategies?*  
Case Studies:  
Jewish Museum of Belgium - Chouna Lomponda, Head of Communication (BE)  
Jewish Museum Frankfurt – Dr Mirjam Wenzel, Director (DE)  
POLIN Museum of the History of Polish Jews – Jakub Wozniak, Head of the Communication Dept. (PL)

Optional evening programme

Public: Breaking the Barriers

- 9:00 – 9:45 *Visitors Behaviour and the National Museum Pass. What Do We Know?* talk by Siebe Weide, Director of the Dutch Museums Association
- 9:45 – 10:30 *Operating in the Region* talk with Tomasz Kuncewicz, Director Auschwitz Jewish Museum (PL), and Hanno Loewy, Director Jewish Museum Hohenems (AT) moderated by Niels Weitkamp
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 Working Group: *Dealing With Visitor's Expectations*, with Hannah Talbot, Head of Marketing, Communication & PR Jewish Museum London (UK)
- 12:30 – 13:45 Lunch break
- 13:45 – 15:30 *Museums in Focus: Speed-Date Practical Input*
- 15:30 – 16:00 Closing Session: Looking Back & Ahead

**Wednesday 22 February**

Optional Day: Best Practice

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- 10:00 – 15:00 Optional Best Practice Study Visits  
Behind the scenes meetings with communication & marketing departments of Amsterdam-based museums
1. The Hermitage Amsterdam / De Nieuwe Kerk
  2. Foam Photography Museum

*Please register in advance*