



# Jewish Museums Today: Warsaw Study Visit

AEJM Study Visit on Museum Communication & Marketing

PROGRAMME

Warsaw // Poland

January 22-23, 2018



OUR HERITAGE:  
WHERE THE PAST  
MEETS THE FUTURE



**Monday 22 January**

## Optional Tour

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*Meeting point: POLIN main hall, next to Anish Kapoor's Blood Cinema*

10:00 – 12:00    OPTIONAL CURATORIAL TOUR *POLIN Core Exhibition*  
 tour of the Core Exhibition of POLIN Museum of the History of Polish Jews, with **Kamila Mikulicz-Radecka**, curator of the Post-War Gallery, POLIN Exhibition Dept.

*Please register in advance*

The Besamin Restaurant in the museum offers a 20% discount to participants of our study visit, please use the code “Jewish Museum”.

15:30 – 16:00    TALK *The Visitor's and the Expert's Perspective*  
 Presentation of *Blood's* visitors study results, by **Katarzyna Krauze**, Head of POLIN Marketing Dept.

16:00 – 17:00    TALK *Building a Communication Strategy*  
 Presentation by **Małgosia Zajac**, Senior Specialist POLIN Marketing Dept.

17:30 – 19:00    MUSEUM VISIT *Emanuel Ringelblum Jewish Historical Institute*  
 Visit to the recently opened new core exhibition *What We Were Unable to Shout Out to the World* at the Jewish Historical Institute (ZIH). Welcome by Anna Dunczyk-Szulc, Head of the Art Dept. of the ZIH

19:30              Optional Group Dinner at Bazyliszek, Rynek Starego Miasta 1/3  
*Please register in advance*

**Monday 22 January**

## Day 1

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*Location: POLIN Conference Room B*

13:00 – 14:00    INTRODUCTION SESSION  
 Who is who? What are our challenges? Moderated by **Eva Koppen** (NL), Managing Director AEJM

14:00 – 15:00    CURATORIAL TOUR *Blood: Uniting & Dividing*  
 Visit to the temporary exhibition *Blood* with **Joanna Fikus**, Head of POLIN Exhibition Dept.

15:00 – 15:30    Coffee Break

**Tuesday 23 January**

## Day 2

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*Location: POLIN Conference Room B*

9:30 – 10:15    TALK *Communication Plan, Messages, Media & Results*  
 Presentation by **Karol Kwiatkowski**, Deputy Manager POLIN Communication Dept., and Marta Dziewulska, Senio Media Relations Specialist POLIN Communication Dept.

10:15 – 10:45 TALK *Event Programming*  
 Presentation on event programming around *Blood*, by **Ewa Opawska**, POLIN Events Dept.

10:45 – 11:00 Coffee break

11:15 – 11:35 TALK *Insights from the Education Dept.*  
 Presentation on educational programming around *Blood*, by **Małgorzata Waszczuk**, POLIN Education Dept.

11:35 – 12:15 TALK *Next Stop: Krakow*  
**Tomasz Strug**, Deputy Director of the Galicia Jewish Museum, will share insight into the plans of his museum, the next venue for *Blood*. In Krakow the exhibition will be presented with additional objects and information that will contribute a local, Galician context to the main narrative.

12:15 – 13:15 Lunch break  
 The Besamin Restaurant in the museum offers a 20% discount to participants of our study visit, please use the code “Jewish Museum”.

13:15 – 14:15 TALK *Barriers to Attendance*  
 Presentation on POLIN research results and recommendations on barriers to attendance for families, by **Małgosia Zając**, Senior Specialist POLIN Marketing Dept., and discussion on barriers to attendance for other Jewish museums

14:15 – 15:00 CLOSING SESSION *Looking Back & Ahead*  
 What can we take back home from this study visit? Moderated by **Eva Koppen**

**Tuesday 23 January**

Optional Visit

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*Meeting point: POLIN main hall*

16:00 OPTIONAL MUSEUM VISIT  
 Since its establishment in 2005, the **Museum of Modern Art** in Warsaw has been a very active museum without a permanent building. In spring 2017 it opened a temporary exhibition space on the Vistula River bank. The group will meet with Deputy Director **Marcel Andino Velez**.