

INTERNATIONAL
MUSEUM DAY

JOURNÉE
INTERNATIONALE DES
MUSÉES

DÍA INTERNACIONAL
DE LOS MUSEOS

18 MAY ■ MAI ■ MAYO 2011



HOW TO PREPARE YOUR INTERNATIONAL MUSEUM DAY 2011



Contents

International Museum Day	p. 3
IMD theme for 2011	p. 4
Official poster	p. 5
Poster concept	p. 6
Customise your poster	p. 7
International Museum Day 2011 website	p. 9
Organise your International Museum Day	p. 10
Create your activity programme	p. 12
Educational programmes	p. 14
Examples of activities in relation to <i>Museum and Memory</i>	p. 15
Global Priority Africa	p. 18
Official institutional partners	p. 19
Information to ICOM Committees and partners	p. 22
Information to Museums	p. 23
The European Night of Museums	p. 24
Find financial partners	p. 25
Raise public awareness	p. 27
Press relations	p. 28
Press relations schedule	p. 30
First ICOM Press release: <i>Launch of International Museum Day 2011</i>	p. 31
Contact information	p. 33

International Museum Day

What is International Museum Day?

Each year since 1977, the International Council of Museums organises International Museum Day (IMD), a special moment for the global museum community. On this day, participating museums interpret an issue affecting cultural organisations. International Museum Day is also a fantastic opportunity for museum professionals to meet their public. Museums are at the heart of the system, institutions that serve and develop society.

When will International Museum Day be celebrated?

Traditionally, International Museum Day is organised around 18 May. It can last for a day, a weekend or a whole week as long as the objective remains focused on the motto: “Museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples”.

IMD theme for 2011

Each year, the ICOM Advisory Committee proposes a theme that can be used by museums to increase their stakes at the core of society. The suggested theme for 2011 is ***“Museum & Memory”***.

Museums hold memories and tell stories. They have in their collections numerous objects that are basic to the memory of the communities we live in. These objects are the expression of our natural and cultural heritage. Many of them are fragile, some endangered and they need special care and conservation. International Museum Day 2011 will be an opportunity for visitors to discover and rediscover their individual and collective memory.

Five topics can be developed during International Museum Day 2011:

- ◉ Care and access to collections and documents;
- ◉ Your museum history;
- ◉ Forgotten memory;
- ◉ The link between memory, community and identity, including family identity;
- ◉ Africa’s cultural contribution to the world.

The question of memory does not affect only the museum community. ICOM has therefore initiated close **institutional partnerships** with the UNESCO Memory of the World Programme, the Co-ordinating Council of Audiovisual Archives Associations (CCAAA), the International Council on Archives (ICA), the International Council on Monuments and Sites (ICOMOS) and the International Federation of Library Associations (IFLA)¹.

International Museum Day 2011 will focus in particular on Africa, a continent whose cultural contribution to the world is often unknown and deserves to be promoted.

Each museum can choose whether or not to develop the suggested theme. The main objective is to put museums under the spotlight at least once a year on this date: International Museum Day.

¹ Cf. Page 19 about ICOM official institutional partners.


Official poster

INTERNATIONAL
MUSEUM DAY


JOURNÉE
INTERNATIONALE
DES MUSÉES

DÍA INTERNACIONAL
DE LOS MUSEOS


18 MAY. MAI. MAYO 2011




MUSEUM AND MEMORY
MUSÉE ET MÉMOIRE
MUSEO Y MEMORIA




Objects tell your story
Les objets racontent votre histoire
Los objetos cuentan tu historia







INTERNATIONAL COUNCIL OF MUSEUMS
CONSEIL INTERNATIONAL DES MUSÉES
CONSEJO INTERNACIONAL DE MUSEOS




United Nations
Educational, Scientific and
Cultural Organization

in partnership with







CCAA



IICA
International Council on Archives



ICOMOS



IFLA
International Federation of
Library Associations and Institutions

Poster concept

Each year, ICOM creates an IMD poster linked to the year's theme for ICOM members to attract visitors and point out the issues surrounding IMD.

This year's International Museum Day poster offers a simple message: "Your collections hold memories and tell a story to their visitors: their story". The poster illustrates the museum's role of transmitting collective history to future generations. The slogan proposed with the theme *Museum and Memory* is: *Objects tell your story*.

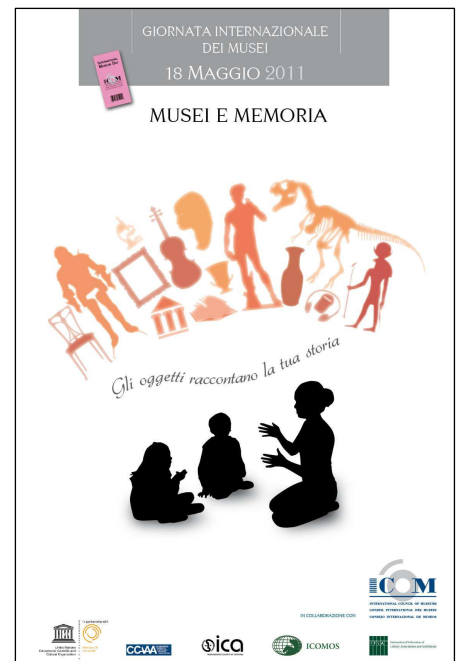
The modern and elegant poster aims to represent the cultural diversity of museums through the miniature illustrations and ICOM's three official languages: English, French and Spanish. A space is also reserved for ICOM institutional partners.

IMD 2011 wishes to draw public attention to the value and fragility of collections. The creative concept behind this poster was to offer a visual that would appeal to as wide a public as possible.

Customise your poster

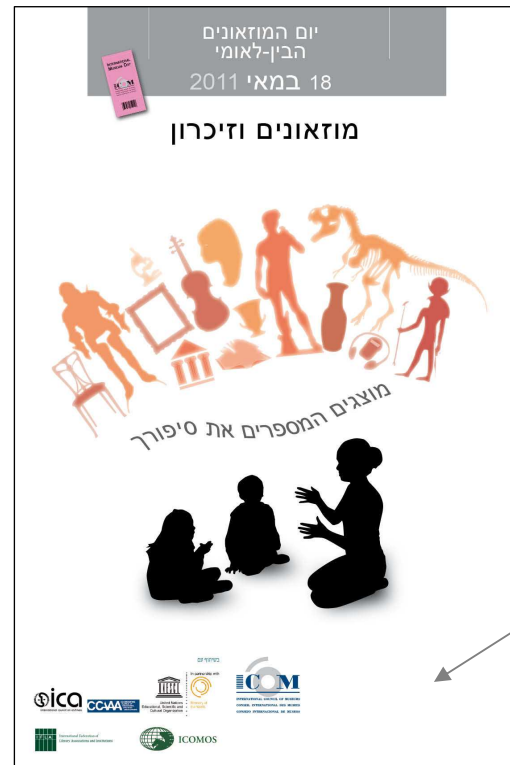
More countries have now their poster in their own languages!

Thanks to the participation of ICOM National Committees, the IMD 2011 poster is available in various languages to represent the diversity of ICOM members.



Customise your poster

The IMD poster can be downloaded from the International Museum Day mini website. You can then print the IMD poster in A4 or A3 format using a regular colour printer. Alternatively, you can arrange professional printing. We are providing a version of the poster with a blank space at the bottom where you can easily insert information about your museum, your partners and the activities you are planning to organise. The official logos must not be removed.



International Museum Day 2011 website

In keeping with its new website, ICOM has created a website for International Museum Day 2011.

On the IMD 2011 website:

- ◉ Museums can join IMD online.
- ◉ More details will be provided about IMD, the theme and ICOM partners for 2011.
- ◉ A calendar of activities, press releases and news about IMD will be published. You may advertise your event by transferring information to the website. It will then appear in the press kit online.
- ◉ You will also be able to download the IMD 2011 communication kit and visuals.
- ◉ Exclusive information will be made available to the press.

Organise your International Museum Day

International Museum Day has succeeded in mobilising museum professionals worldwide. We hope that the main principles of International Museum Day and the list of activities already organised by museums around this event, whether original or conventional, low budget or grand scale, will attract your attention and spur you on to organise more events for the 2011 edition.

How to develop your activity programme

Your museum will benefit from the organisation of International Museum Day 2011 by raising public interest and attracting potential visitors. To achieve this goal, you need to plan your marketing strategy by deciding on the tools you will use, how, where, and when.

A few questions to ask yourself before planning the day:

- 🕒 **What is our objective?**

To reach a new public? To bring in several visitors? To enhance the museum's reputation? To highlight my membership of the museum community?

- 🕒 **What type of public are we targeting?**

Regulars? A new public? The disadvantaged?

A specific public: children, teenagers, senior citizens, the disabled, etc.

- 🕒 **Do we have potential partners?**

Another museum? A commercial activity on the same day?

- 🕒 **How does our museum want to position itself?**

As an innovative museum? A museum in tune with social issues? A dynamic museum? A museum in touch with its public?

- 🕒 **What is our human and financial capital?**

Do we have a particular budget? Can we form a team to organise the event?

- 🕒 **Do we need further financial means? Where would they come from? What could we provide by ourselves?**

You should then follow six important steps²:

- 1. Target the specific public you want to reach**
- 2. Develop institutional partnerships and sponsorships**
- 3. Develop a precise budget**
- 4. Create an atypical activity programme**
- 5. Develop a communications and promotion strategy**
- 6. Make a post-event evaluation**

It is important to analyse the success of your International Museum Day and the effective impact of your marketing tools to improve the organisation of the next IMD.

How many visitors came to the museum? Did you build effective partnerships? Did you publish enough advertisements? Etc.

² These six steps are detailed later on.

Create your activity programme

It would be appropriate to define your activity programme in relation to the theme suggested for International Museum Day 2011: *Museum and Memory*.

Museums are constantly working to facilitate access for their specific public. International Museum Day is a time to honour this public. A wide range of special activities exist but you should firstly define your **target public**:

What kind of public do you want to reach for your International Museum Day?

Specific public: professionals, families, senior citizens, tourists, disabled or disadvantaged, etc.

Visits and events

Here are some examples of general activities you could organise:

- ◉ Free entry or free guided visits.

Free entry is an option but the financial cost must be taken into account. A free entry policy requires educational programmes adapted to attract a new public to your museum. Otherwise, it will only be of benefit to your regular visitors or to people already interested in International Museum Day.

- ◉ Open day, longer opening hours and late-night openings.

- ◉ Atypical guided visits, based on the theme, with an original programme, in unusual places.

Examples: Behind-the-scenes visits of museums, discovery tours, visit with experts, etc.

- ◉ Conferences and roundtables.

- ◉ Inaugurations, openings of new spaces. Visits of undisplayed collections or newly restored collections.

- ◉ Atypical cultural activities such as theatre or dance programmes.

You can organise atypical activities out of step with usual museum events. For example, North American museums offered the possibility to sleep in the museum for a night.

- ◉ Workshops.

- ◉ Activities based on interaction using, for example, social networks, internet workshops or internet tours.

- ◉ Games, competitions, election of Miss Museum.

Examples of activities to...

...Target professionals

Professional meetings in the museum or through ICOM's National Committees. Conferences, colloquiums, seminars, roundtables, task forces, debates, international forums.

Discussing the functioning of a museum, inventory, security. Discussing legislation. Reminder and promotion of the *Code of Ethics for Museums* and distribution of the document.

Twinning museums on a regional, national and international level. Organising exhibition exchanges. Creating national and international cooperation programmes.

...Target academics and young professionals

Organising visits from heritage protection managers in university centres, twinning programmes, free museum entry.

Publications: Articles on the theme in specialised journals, newsletters, information letters.

...Target families

Organising an all-day programme with the possibility to have lunch.

Planning activities that can interest different generations, in places that can be reached by different means.

...Target adults

Presence of experts to reply to questions in the museum.

Interactive exhibitions.

Competitions.

Information on legislation for protecting heritage (through exhibitions, conferences, leaflets).

Information on the workings of a museum.

Cultural programming: Conference programme, concerts, theatrical events (storytellers, musicals), film screenings, artistic performances.

Educational programmes

Your organisation is encouraged to create educational programmes as it can raise people's awareness of the role of museums in preserving collections and passing memory on. In this way, International Museum Day would have a wider scope and a real and concrete impact on its public.

You should first contact schools and decide together on a pedagogical programme to develop during the whole school year and define a common schedule.

Various educational programmes are possible. You could for example:

- ◉ Create a learning package (pedagogical cards, tools for activities...)
- ◉ Organise cyber schools and activity workshops (games, competitions, dressing up, plays...). Example: a poster competition.
- ◉ Inform the young public on the working of a museum (adopting a museum, a monument for a learning institute...)
- ◉ Organise role plays, treasure hunts.
- ◉ Create a visiting programme adapted to children (a celebrity, a visitors' book, compères).
- ◉ Run an exhibition in partnership with the young public to teach them about preservation issues and professions in heritage. Organise twin programmes between museums and a learning institute.
- ◉ Invite school classes to attend your programmes and encourage professors to speak about it during class, for example, during history class hours. Organise visits with museum educational services and cultural structures.
- ◉ Encourage classes to build a school project on the theme *Museum and Memory* and draw attention to the work accomplished in your activity programme.
- ◉ Create partnerships with universities and organise joint conferences.
- ◉ Facilitate communication and partnerships in order to create class and institutional networks around IMD.

Examples of activities in relation to *Museum and Memory*

You could raise awareness among visitors about the specific needs when dealing with your collections (conservation, mediation, exhibitions, digitisation, etc.). Students, young people, families or artists can react to objects in very different ways as museums hold a great variety of objects, as material evidence of our memory. Correspondingly, the subject would have to be interpreted in different ways respecting the diversity of museums and of regional and local traditions.

Activities for children:

- ◉ Organise a workshop with children on the theme *Objects tell your story*: children can bring an object from home and tell its story. The discussion can then lead to the objects that are in the museum's collection.
- ◉ Present objects from other cultures or from the past and invite children to interact.
- ◉ Invite storytellers and organise workshops to learn how to create a story.
- ◉ Create a role play: *imagine yourself living in the past*.
- ◉ Organise transgenerational projects: by attracting children, you can attract the whole family to your museum.

Activities for adults:

- ◉ Workshop to learn basic techniques of conservation and restoration.
- ◉ Conference on the main issues of conservation and IT tools for safeguarding.
- ◉ Organise guided visits in curators' workplaces.
- ◉ Retrospective with archive movies, photographs, etc.
- ◉ Leave your best memory of International Museum Day in the museum or on its website (webmessages...)

Italian projects for International Museum Day 2011

In the Region of Marche, museums, libraries and archives will celebrate the anniversary of the Italian Unification focusing on protagonists, pathways, methods and forms of the region's cultural institutions in the past 150 years.

The Region of Tuscany is launching the Custodians of the Ark project asking museums to exhibit a number of private collections aimed at constructing an ideal ark of memories. It is also a new way of encouraging the ethics of collecting as a civil virtue.

In the town of Cesena (Emilia-Romagna) the ancient *Biblioteca Malatestiana*, included in the UNESCO Memory of the World Project, will join forces with the literary house museum dedicated to Renato Serra to bring documents to the public's attention as the most precious tools for the country's historical and cultural memory.

Australian museums and libraries projects for International Museum Day 2011

The Forgotten Australians website, exhibition and oral history project

The National Museum and the National Library of Australia, no strangers to investigating and interpreting traumatic experiences, are collaborating to record the stories of the Forgotten Australians, the 500,000 Australians who experienced institutional care as child migrants or as wards of the state, often leaving them with damaged lives and painful memories. In November 2009, the then Prime Minister, Kevin Rudd, apologised on behalf of the nation to the Forgotten Australians for the treatment that they had endured. This followed his apology to the Stolen Generation of Indigenous Australians in February 2008. The National Museum is developing a three-dimensional exhibition on the Forgotten Australians, and the National Library is conducting an oral history project. Photos and other documents, and testimonies by the Forgotten Australians can be accessed through a website, Forgotten Australians: Our History, at <http://forgottenaustralianshistory.gov.au/index.html>

Exploration and Endeavour: The Royal Society of London and the South Seas

The National Museum also collaborates with institutions overseas – in this case the Royal Society of London – to bring documentary heritage to Australia, and give access to documentary heritage to a potential worldwide audience. The current exhibition in the Museum's Studio Gallery, *Exploration and Endeavour: The Royal Society of London and the South Seas*, not only displays key documents in the history of the Royal Society's role in widening the understanding of people in Britain and Europe of the cultures of the Pacific region; but also demonstrates advances in scientific approaches to navigation, hygiene and diet, meteorology, astronomy and zoology.

The documents also illuminate the characters of some of the leading players in the story of early European contact with the Pacific, notably James Cook and Sir Joseph Banks, who are brought alive again through their words written on yellowing 18th century paper. For those who would like to see more than what is on display in the Studio Gallery or who cannot come to the

exhibition – or both – the museum’s website provides access to each page of every document, and even allows the reader to zoom in on specific areas of a page. The whole exhibition is on line at http://www.nma.gov.au/exhibitions/exploration_and_endeavour/

UNESCO Memory of the World Programme activities

Slave Trade Archives

The Slave Trade Archives project was launched in 1999 with the aim of improving access to, and safeguarding of, original documents related to the transatlantic slave trade and slavery throughout the world. Eleven projects were implemented in national archives and museums in African, Latin American and Caribbean countries to upgrade their facilities and services in order to ensure adequate preservation of original records, to obtain copies in appropriate formats of records and other documents pertaining to the slave trade and slavery.

Slovakia - Basagic’s Collection of Islamic Manuscripts in the University Library of Bratislava

The collection contains unique manuscripts and essential works of medieval Islamic scholarly literature between the 12th and the 19th century, and prints from two centuries, starting from 1729. The 284 manuscript volumes and 365 printed volumes portray the development of Islamic civilisation from its commencement to the beginning of 20th century. The collection comprises Arabic, Persian and Turkish works and rare Serbian and Croatian texts written in Arabic script.

In order to adequately protect the original documents and so to preserve them for the next generations and, at the same time, to enable the public to use them, the library has digitised the collection and published samples of illustrations, calligraphic art, and manuscript bindings, together with bibliographic records of individual titles in the original oriental language and in English.

Global Priority Africa

This year, a special focus is placed on Africa during International Museum Day. It is essential to raise public awareness about the often overlooked value of African heritage, and in particular its intangible heritage.

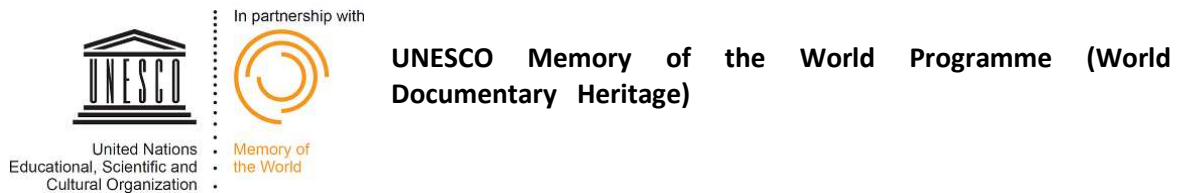
This special focus is also part of a global movement to protect African cultural heritage, in particular against illicit traffic, to promote it through local or international exhibitions and to encourage tourism. It is a global issue as much for education as for capacity building.

More than ever, it is important for cultural organisations to be advocates of intercultural dialogue. You could participate in this special event for example by:

- ◉ Partnering with an equivalent African organisation;
- ◉ Organising exhibition exchanges;
- ◉ Developing twin programmes between cities;
- ◉ Organising cultural activities related to Africa: traditional dance or music programmes, meetings with African cultural professionals, inviting African artists.

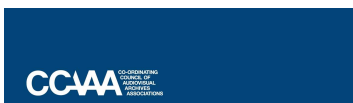
Official institutional partners

The topic of conserving and transmitting collective memory does not only affect museums. For the first time ever, ICOM has therefore initiated close institutional partnerships with cultural organisations that share ICOM's missions and feel concerned by these questions.



The world is facing a catastrophe of losing millions of text and print items including books, manuscripts, newspapers, photographs and historic records as well as millions of films, audio and video tapes and discs, not to mention the growing digital heritage accessible online or shared through other means.

These documents are the core of the memory of humanity, and their loss would leave the global community without the ability to understand the past or build the future. Their protection is assured under the Memory of the World Programme, which seeks to safeguard priceless documentary heritage from all corners of the world, from the dawn of history to contemporary times, including audio, visual and anecdotal memory. It contains the diversity of multi-dimensional events that have influenced human beings in personal and profound ways and should be disseminated to future generations.



Co-ordinating Council of Audiovisual Archives Associations (CCAAA)

CCAAA represents the interests of worldwide professional archive organisations with interests in audiovisual materials including films, broadcast television and radio, and audio recordings of all kinds. Although predominantly working in the public sector, CCAAA reflects a broad range of interests across the broadcast media, arts, heritage, education and information sectors. The professional archivists that CCAAA ultimately represents work in institutions such as archives, libraries and museums at national and local level, university teaching and research departments, and broadcasting organisations.



The International Council on Archives (ICA) is a worldwide non-governmental organisation, with about 1,500 institutional and individual members in over 190 countries and territories. National Archives services play a prominent part in ICA, together with professional records management and archival associations, other archival institutions and individuals. With its combination of geographical branches and sections focusing on different professional interests, ICA has developed an organisational structure enabling international co-operation in the area of archives. It strives to build a better understanding across societies while respecting linguistic and cultural diversity. It acts as the voice of archive institutions and professionals on the global stage. ICA promotes the central role of recordkeeping and archives in protecting the rights of individuals and states, and in supporting democracy and good governance, through working for the effective management of archives from the moment of their creation, the permanent preservation of archives as the documented memory of nations and societies, and the widest possible public access to that memory.

ICA also provides a forum for professional discussion across political divides. Over 60 years ICA has produced a wide range of important publications, most of which are still invaluable works of reference for practicing archivists today. It plays a key role in the development of major standards in the intellectual management of archives, enabling archivists to play a full part in emerging online information networks. Its business plan is underpinned by a rich professional programme including more than 40 projects and a wide range of professional conferences throughout the world.



The International Council on Monuments and Sites is a global NGO with more than 10,000 cultural heritage professionals present in over 100 countries, and 28 International Scientific Committees. Through the cross-disciplinary exchange of its members, it fosters improved heritage conservation standards and techniques for all forms of cultural properties: buildings, historic towns, cultural landscapes, archaeological sites, etc. – tangible expressions of the collective memory of humankind. An advisory body to UNESCO, it actively takes part in the implementation of the World Heritage Convention.

In working for the conservation of monuments and sites world-wide, ICOMOS and its members strive to ensure the survival of these unique repositories of global memory. As embodiments of human development and history, heritage places reflect humanity's achievements as well as its darkest moments. ICOMOS is dedicated to safeguarding both tangible and intangible values of the world's monuments, which are linked to broader issues of cultural identity, human rights, and collective memory. It is thus with a deep sense of common cause that ICOMOS supports ICOM's effort to promote the theme of *Memory* on International Museum Day 2011.



International Federation of
Library Associations and Institutions

International Federation of Library Associations (IFLA)

IFLA (www.ifla.org) supports the important role of libraries in preserving the written memory of the world, whether on paper or in digital form, and in making it accessible for our generation and for generations to come.

International examples of Digital Libraries are the *World Digital Library* and *Europeana*. IFLA embraces these memory initiatives. In its strategic development for 2010-2015 IFLA aims to provide an international network of experts and to bring expertise in the field of standardisation.

The IFLA *Digital Libraries Manifesto* is an advocacy tool for building digital libraries and the safeguarding of the world's digital memory. The IFLA/CDNL Alliance on Digital Strategies is IFLA's core activity, which focuses on standardisation and digital strategies.

IFLA holds the secretariat of the LAMMS Coordinating Council, through which NGOs of libraries, archives, museums and monuments and sites enhance cooperation in fields of common interest, such as the development of the Global Digital Library initiatives.

Information to ICOM Committees and partners

As a regional coordinator, you represent a link between your cultural organisations. Your role is to encourage these organisations to celebrate all together International Museum Day.

If International Museum Day's popularity is growing, it is thanks to you!

You can, for example, as ICOM Brazil did in 2010:

- ◉ Spread information about IMD among your members.
- ◉ Collect activities related to International Museum Day through the country.
- ◉ Print booklets for your members, relating all activities registered in a special site.
- ◉ Provide texts and models for banners and flyers.
- ◉ Call your members to register their activities (for example until March) to release then a global activity brochure for IMD 2011 in your country.

More than a simple coordinator, you have an active role in International Museum Day. You can contact equivalent cultural organisations to build institutional partnerships and organise a broader IMD together. This partnership would lead to a greater communication impact for your organisation and for International Museum Day. It would help to build a strong network within the cultural community. You can develop partnerships with staff committees and associations and organise twinning projects. You could also be partner of an equivalent African organisation³. For example, an ICOM National Committee could form a partnership with an IFLA National Committee.

³ You can find some examples of activities from page 15 to page 17.

Information to Museums

International Museum Day can be part of a broader national or regional programme or the occasion to realise projects in the pipeline. You can contact equivalent cultural organisations to build institutional partnerships and organise a broader IMD together. A partnership will lead to a greater communication impact for your museum, your region and for International Museum Day. It would help to build a strong network within the museum community⁴.

You could:

- ◉ Develop partnerships with learning institutes (developing activities and activity programmes together), cultural associations and other museums. You can also develop partnerships with equivalent African museum.
- ◉ Practice exhibition exchanges between your partners and your museum.
- ◉ Hold common press conferences.
- ◉ Coordinate your activity programmes: common tickets, roundtables, openings on the same day, joint visits.
- ◉ Share internet links and use social networks.
- ◉ Publish the advertisement of your partners' events and ask them to publish yours.

It might be sensible to cooperate with the **UNESCO Memory of the World Programme** (World Documentary Heritage), as its mission comes very close to the theme of the International Museum Day 2011. You are therefore encouraged to register your museum and the cultural pieces you keep in the Memory of the World programme.

You can also build a partnership with **Friends of Museums associations** and organise joint programmes.

⁴ You can find some examples of activities from page 12 to page 17.

The European Night of Museums

For the first time, ICOM will patronize the European Night of Museums event which announces International Museum Day in the spirit of a Museum week Day & Night.

The European Night of Museums was created in 2005 by the French Ministry of Culture and Communication. During a late-night opening, visitors can discover, for free, museums' collections and all the special events organised for the festival. The Night of Museums aims to make museums more accessible to the general public and in particular to a new younger public and to federate a network of European museums around a common festive and friendly event.

In 2010, more than 3,000 European museums in 40 different countries participated in the Night of Museums.

The Council of Europe and UNESCO are patronizing the Night of Museum and the French Federation of Friends of Museums and the French *Réunion des Musées nationaux* (RMN) are institutional partners of the event.

This festival announces International Museum Day. Both events are complementary and should be organised in parallel.

Find financial partners

You can benefit from three different kinds of sponsorship:

- ⑥ **Financial support:** financial aid for the everyday functioning of the structure or for a special event such as International Museum Day. This support can come from companies or public administrations.
- ⑥ **Sponsorship in kind:** a company can provide you with products for your event, for example, for a reception, or it can publish your advertisements.
- ⑥ **Skill sponsorship:** a company can make its staff available for you, for example the communications department. This kind of sponsorship is growing in particular for educational programmes.

To build efficient sponsorships, these few steps are important to follow:

1. The first step is to make a budget and **identify your needs**. If you want to find sponsors, you will need to create a **brochure** with a presentation of your organisation, your activity programme and a precise provisional budget. Your project will have a stronger impact if you **imagine from the beginning social or educative programmes**. Be ambitious but stay realistic!
2. You need then to analyse the sponsorships you already have for your everyday functioning or for past events. You could then ask to these companies or public administrations whether they would like to get involved in the organisation of your International Museum Day.
3. Otherwise, you will need to search for other companies interested in investing in culture and in catching the same specific public as you.
4. Companies want more and more to get involved from the beginning in the organisation of your activity programme. For an occasional sponsorship to become regular, you need to build a real partnership with the company. It is then recommended to **designate a single representative** from your organisation to speak to the company.
5. You have to **offer interesting compensations and build a special partnership** adapted to the company. A partnership is efficient when you can **create an interaction based on common values** with the company. Don't forget that the company is also sponsoring you to have a positive impact on its corporate image!

For example:

- ◉ You can offer to the company the possibility to attend your events or to have a stand during your International Museum Day.
 - ◉ You can involve its staff in the organisation of the events and invite them and their family to participate in your activity programme. The staff's children could for example participate in the educational programme.
 - ◉ If you have various sponsors, it could be a good idea to organise a reception for networking purposes.
 - ◉ You can publish the company's advertisements in your brochure or publications, put their logo on your poster and add a link to their website on your website.
6. Finally, you need to **evaluate the impact of your partnership** for your organisation and for the company. Apart from International Museum Day, an efficient sponsorship is a long-term partnership between your organisation and the company.

Raise public awareness

International Museum Day 2011 should direct public attention to the basics of our collective memory, to the fragility of its carriers, and heed the importance and meaning of their contents.

All International Museum Day 2011 participants are therefore encouraged to invite their national, regional or local political actors and lobbies to participate in their conferences, roundtables and other activity programmes. On this occasion, you could point out the importance of conservation and research – and therefore funds – for the transmission of collective memory. Special issues of digital items can also be addressed.

An active communications policy is also essential to raise public awareness about the fragility of the collective heritage. Your projects need press visibility!

Press relations

Effective promotion

Communicating and promoting the event are the keys to success!

To strengthen the impact of this communications campaign, International Museum Day participants, and especially ICOM Committees, are requested to circulate the information to their press contacts.

Key principle: **The circulation of information from ICOM to its members and from its members to ICOM.**

We therefore ask you to provide us with all information that could be useful in preparing an attractive press package that would encourage journalists to write about the museums that are celebrating International Museum Day. Please send us any information on the IMD mini-website 2011.

Press Relations principles

What information do you want to spread? To whom? When? Why?

Media receive a lot of press releases. Your event must be original in order to distinguish it from others. Common activities with other cultural organisations will have a better impact on the media and will show that International Museum Day is a regional and international event. By cooperating with other museums, the cost of advertising will also be inferior.

You could:

- ◉ Develop a schedule for contacting journalists (monthly and weekly, four months in advance) based on the media type; key media like radio and TV (from a week to a few days before the event).
- ◉ Update your press file. Don't forget press agencies.
- ◉ Call key journalists. Don't send too many e-mails. Don't hesitate to contact the journalists you already know personally to ask them to spread your events information.
- ◉ Provide key figures, concrete examples, photos and contacts for interviews. Try to be simple, complicated programmes are almost never mentioned in the media.
- ◉ Try to create partnerships with key magazines through competitions, special sections... You could ask them if they would like to sponsor the cost of your advertisement.

Print and web communication tools

Posters, stickers, bookmarks, postcards/e-cards, pins and badges, stamps, banners, other goodies. Leaflets, free document distribution. Advertising on the museum's or town/village's website.

Social networking tools (Facebook, Twitter...), blogs.

Media campaign

Circulating press releases, organising press conferences, press visits.

Radio, TV and newspaper presence. Media partnerships.

Inviting journalists personally to take part in your events.

School newspapers, staff reviews and, most of all, free newspapers are also important because they reach a broad public interested in local activities.

How to promote my programme to reach my target public

You need to use the most appropriate communication tools to target your public.

To attract the attention of a family, you might for example spread the event information in schools. For young people, internet and, in particular, social networks are more appropriate.

Examples of communications tools:

- ◉ Publish an invitation card or a flyer alone or with associated organisations. You can specify your programme and include practical information such as a map.
- ◉ Spread information within your network to promote involvement and visibility.
- ◉ Publish advertisements in buses, streets, train stations, etc.
- ◉ Advertise your event thanks to tourist promotion tools such as an event calendar or tourist offices.
- ◉ Publish your advertisement in various media.
- ◉ Create stickers, promotional gifts, competitions, vouchers.
- ◉ Send an invitation card to regular visitors or to a specific public such as a school class. It can be useful to distribute the invitation in the places where your target public goes (schools, tourist offices, train stations, hotels, etc.)

Press Relations schedule

14th October 2010: Publication of the first ICOM press release to announce the launch of the International Museum Day 2011 campaign⁵.

November 2010:

- ◉ **Launch of the International Museum Day mini-website** during the ICOM General Conference in Shanghai.
- ◉ **IMD workshop** on 10th November, from 1pm to 2pm, during the General Conference in Shanghai: presentation of the new tools and the poster. If you wish to participate in this workshop, please let us know by sending an e-mail to nadine.amorim@icom.museum
- ◉ **International Museum Day 2011 official poster available** in various languages.

December 2010:

- ◉ **Second ICOM press release** to announce the launch of the IMD 2011 mini-website
- ◉ **Contact learning institutes** to build educational programmes together.
- ◉ **Contact institutional partners.**
- ◉ **Contact sponsors** and present a brochure of your International Museum Day.

January 2011: Launch a press relations campaign: send a press release to your contacts announcing the agenda: presentation, poster, link to the IMD website, date chosen to celebrate the event this year (a day, a weekend, a week or even a month). Reminder of a few elements from IMD 2010.

February 2011: Third ICOM press release on IMD.

March 2011: Reinforce press campaign. Send a press release with more concrete elements: partnerships, tours.

Mid-April 2011: ICOM press kit with IMD 2011 activities around the world.

May 2010: Final elements of campaign. Propose event lists, reminder of practical information. Send press invitations.

⁵ You can find this press release on the next page.



PRESS RELEASE

Paris, 14 October 2010:

Launch of International Museum Day 2011 'Objects tell your story'

The worldwide community of museums will celebrate International Museum Day around May 18, 2011. **Museum and Memory** is the **theme** of International Museum Day 2011. Museums store memory and tell stories. They have numerous objects in their collections that are basic to the memory of the communities we live in. These objects are the expressions of our natural and cultural heritage. Many of them are fragile, some endangered and they need special care and conservation. International Museum Day 2011 will be an occasion for visitors to discover and rediscover individual and collective memory.

Memory is a preoccupation for organisations beyond the museum community. ICOM has therefore initiated close **institutional partnerships** with the UNESCO Memory of the World Programme (World Documentary Heritage), the Co-ordinating Council of Audiovisual Archives Associations (CCAAA), the International Council on Archives (ICA), the International Council on Monuments and Sites (ICOMOS) and the International Federation of Library Associations (IFLA).

IMD 2011 will focus on the **African continent** whose cultural contribution to the world is often unknown and deserves to be promoted.

The **International Council of Museums (ICOM)** established **International Museum Day** in 1977 to encourage public awareness on the role of museums in the development of society. Momentum has been rising unabated ever since. In 2010, International Museum Day garnered record-breaking participation with almost 30,000 museums hosting events in more than 95 countries.

Download the official poster on ICOM's website:

<http://icom.museum>

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ICOM in short

Created in 1946, ICOM (International Council of Museums) is an international non-governmental organisation maintaining formal relations with UNESCO. Within the United Nations, ICOM has a consultative status with the Economic and Social Council. ICOM is the only international organisation representing museums and museum professionals on a global level.

ICOM is:

- A diplomatic forum made up of representatives from 137 countries and territories
- Standards of excellence for museums including ethics (*ICOM Code of Ethics for Museums*)
- A unique international network of more than 30,000 museum professionals around the world
- A think-tank composed by 31 International Committees which represent museums' specialties
- Missions of international public service notably in the fight against illicit traffic of cultural property and emergency programmes in case of natural disasters or armed conflicts.

For all questions concerning the world museum community and for interview requests with ICOM's Director General, please contact the press office:

Press contact: Nadine AMORIM – Tel. + 33 1 47 34 91 63 – nadine.amorim@icom.museum

Contact information

For more information, you can contact **ICOM General Secretariat**:

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*Have a great
International Museum Day 2011!*