

- INTERNATIONAL MUSEUM DAY •
- JOURNÉE INTERNATIONALE DES MUSÉES •
- DÍA INTERNACIONAL DE LOS MUSEOS •

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# Museums:

How to prepare your International  
Museum Day 2012

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# International Museum Day

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## What is International Museum Day?

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”.

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

## A little bit of history

### **Museum Crusade**

Before officially creating International Museum Day, ICOM already gathered the international museum community for an event called *Museum Crusade*...

### **The 1977 Resolution**

The museum community expresses its wish to create an event, prompting the official birth of International Museum Day. A resolution is adopted in 1977, during the ICOM General Assembly in Moscow.

### **International expansion**

From America to Oceania to Africa, Europe and Asia, this international event proves its popularity.

### **Uniting the museum community on one theme**

As the event unites more and more museums, and to increasingly favour diversity in unity, ICOM suggests a theme for the first time in 1992: *Museums and Environment*.

### **Creation of a universal identity**

In 1997, ICOM launches the first official poster of the event on the theme of fighting illicit traffic in cultural goods. The poster is adapted by 28 countries.

### **Strengthening communication**

2011 marks a turning point for the event and new elements are introduced: institutional partners, a slogan, website, and communications kit. For the first time, ICOM is a patron of the *European Night of Museums*, which announces International Museum Day.

**In 2012, International Museum Day will celebrate its 35<sup>th</sup> anniversary.**

### The theme

Each year, the ICOM Advisory Committee proposes a theme that can be interpreted by museums to increase their stakes at the core of society.

The suggested theme for 2012 is ***Museums in a Changing World. New challenges, New inspirations.***

Today, the world is changing faster than ever. New technology delivers new ideas, gigabytes of information, news of an increasingly unstable climate, all shared by social media. Modern museums must compete for an audible voice against the furious pace of this background.

*Museums in a Changing World. New challenges, new inspirations* is recognition that institutions are faced with interpreting, and existing in, a field that is becoming increasingly fluid. Each may face a unique set of goals, interests and audiences. But the necessity to thrive in the face of these changes is something that binds all institutions, large and small. Thus, IMD 2012 is as much about museums growing and shaping their future, as it is about displaying and interpreting issues like climate change and new electronic media.

To assist you in connecting meaningfully with the theme, here are five topics on which you can build your specific programming. The topics are:

- **The role of museums in a “new” society.** Museums face unique challenges related to their social, political and ecological environment. They play a key role in development through education and democratisation, while also serving as witnesses of the past and guardians of humanity’s treasures for future generations.
- **Environmental sustainability.** Museums are constantly developing and refining what they do to reduce their draw on environmental resources. As such, they are well placed advocates for environmental sustainability, as well as being examples of best practice.
- **Using the past to build the future.** Museums ensure they are the intergenerational guardians of the world’s heritage and create an ongoing link to the past thanks to universal messages.
- **New media.** Museums rapidly learn to use some of the new communication opportunities associated with new media and show a strong ability to react in this respect.
- **Innovation.** To respond to the social changes and adapt to their visitors’ expectations, museums innovate.

## Your role

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To ensure International Museum Day fulfils its ambitions, we need your help!

You are the ambassadors of International Museum Day. You can make of this day a success thanks to the activities you will be organising and by promoting and communicating this event.

You can create a museum activity programme for IMD 2012 that will integrate a wider programme existing at a national or regional level or that can be an opportunity to give concrete expression to on-going projects.

To plan International Museum Day efficiently, you can:

- ◉ **Use the graphic materials provided to create an activity programme on IMD theme** that will attract the public around special activities.
- ◉ **Use the celebration to find funds and build institutional partnerships** to organise a broader IMD all together.
- ◉ **Implement partnerships** with schools, associations, other museums to attract new visitors.
- ◉ **Spread information** about IMD among the public through the communications media, by organising a press conference for instance or by communicating press releases to your journalist contacts.

## How to organise your International Museum Day

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International Museum Day mainly catches the attention of museum professionals around the world. We hope that you will reference the IMD general principles and to the list of activities organised by museums in the past, be they original or conventional, with limited budget or broad-based activities, and that you will be stimulated to organise new events for IMD 2012.

### How to create your activity programme

Your museum will benefit from International Museum Day by raising public awareness and by attracting new visitors. To meet this goal, it is helpful to plan and develop a marketing strategy. To do this, you have to decide on a methodology, and answer the following questions: Where? When? How?

Some questions to ask before planning International Museum Day:

○ **What is our objective?**

To reach a new public? To attract various types of visitors? To enhance the museum's image? To highlight our belonging to the museum community?

○ **What type of public are we targeting?**

Regular visitors? A new public? Socially-disadvantaged persons?

Specific public: children, teenagers, senior citizens, handicapped persons, etc.

○ **Do we have potential partners?**

Another museum, a commercial activity on the same day?

○ **How does the museum want to position itself?**

As an innovative museum? As a socially involved museum? As a dynamic museum? As a museum that remains in contact with its public?

○ **What are our human and financial resources?**

Do we have a particular budget for this event? Can we form a team dedicated to the organisation of this event?

○ **Do we need further financial resources? Where would they come from? What could we provide by ourselves?**

You should then follow six important steps:

- 1. Target the specific public you want to reach**
- 2. Develop institutional partnerships and sponsorships**
- 3. Develop a precise budget**
- 4. Create an unexpected 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 next International Museum Day. *How many visitors came to the museum? Did you build effective partnerships? Did you publish enough advertisements?*

## Create your activity programme

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It is best to define your activity programme in relation to the theme suggested for International Museum Day 2012: ***Museums in a Changing World. New challenges, new inspirations.***

Museums are constantly working to facilitate access for their public and to increase the number of their visitors. International Museum Day is the time to honour this public. A wide range of special activities exists but you should firstly define your **target public**:

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

### Examples of activities

To celebrate International Museum Day 2012, you might 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.
- Special 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, workshops (for instance, to raise awareness of waste sorting and recycling with the help of eco-ambassadors).
- Inaugurations, openings of new spaces. Visits of storage areas or study collections, display of newly restored collections.
- Special cultural activities such as concerts, theatre or dance programmes, artistic performances, film projections, etc.  
You might organise particular activities out of step with usual museum events.
- Activities based on interaction using, for example, social networks, internet workshops, multimedia workshops, internet tours, virtual visits.
- Games, competitions, election of Miss or Mister Museum.
- Organising an all-day activity programme, even activities in the evening or during the night. Giving the opportunity to visitors to eat on site or offering the possibility to spend the night in the museum.



- ⦿ Organising an all-day programme with an opportunity to have lunch. Planning activities that can interest different generations, in places that can be reached by different means of transportation.

## Children

Your museum is encouraged to create educational programmes as it can raise young generations' awareness of the role of museums in society. To do so, it could be useful to contact schools and decide together on a pedagogical programme suitable for the theme *Museums in a Changing World*.

You could, for example:

- ⦿ Create a learning package (educational cards, brochures, tools for activities...)
- ⦿ Organise activity workshops such as role-plays, competitions, treasure hunt
- ⦿ Create a visiting programme adapted to children
- ⦿ Mounting an exhibition in partnership with young people to teach them about climate change. Organise twin programmes between museums and a learning institute.

## Examples of activities in relation with *Museums in a Changing World*

You can raise visitors' awareness of the specificity of museum activities related to innovation and sustainable development.

- ⦿ For example: raising your visitors' awareness of waste sorting and recycling with the help of eco-ambassadors.
- ⦿ Making objects out of recycled materials.
- ⦿ Organising quizzes, competitions, games regarding the amount of carbon dioxide produced.
- ⦿ Organising museum visit tours.

## IMD communications tools

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### Official poster and its variations (flyers, postcards, entry ticket, badge, web banner)

#### 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 problems faced by museums. And for the first time this year, the scope of the tools has grown: in addition to the poster, you can also download a web banner, flyers and a picture adapted to postcard size.

You can print the IMD poster in A4 or A3 format using a regular colour printer, or arrange professional printing in 60x40 format.

#### Translation

In 2011, thanks to you, the poster was translated into 37 languages. This year, assistance from the ICOM Committees will allow us to provide you with the poster and additional tools such as a flyer, a postcard and a web banner of International Museum Day 2012 in your own language.

Download the IMD poster, flyer, postcard and web banner from the International Museum Day website: <http://imd2012.icom.museum>

#### Customise your poster

We are providing a version of the poster that contains a blank space at the left bottom where you can easily insert information about your museum, your partners and the activities you are planning to organise. Nevertheless, the official logos must not be removed. Ask for the *In design* version.



## International Museum Day 2012 website

For the second consecutive year, International Museum Day has a dedicated website to complement the ICOM website.

The International Museum Day 2012 website address is:

<http://imd2012.icom.museum>

On the IMD 2012 website:

- ◉ More details will be provided about IMD, the theme and ICOM partners for 2012.
- ◉ A calendar of activities, press releases and news about IMD will be published.

NOTE: This year, it is up to your committee to send your activity programmes to ICOM General Secretariat so that we can publish them online on IMD 2012 website.

- ◉ You will be able to download the IMD 2012 communications kit (poster, flyer, banner, etc.).
- ◉ Exclusive information will be made available to the press.

### **Schedule reminder:**

17 October, 2011: launch of International Museum Day 2012 official website.

17 April, 2012: Deadline for the submission of your activity programmes to your committee.

## Find financial partners

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The more funds you source, the more events you will be able to organise for International Museum Day, which is why we encourage you to find financial partners.

### You can benefit from three different kinds of sponsorship:

- **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.
- **Sponsorship in-kind:** a company can provide you with products for your event, for example for a reception, or it can publish your advertisements.
- **Skills sponsorship:** a company can make its staff available to you, for example the communications department. This kind of sponsorship is on the rise in particular for educational programmes.

### To develop efficient sponsorship, it is important to follow the following steps:

1. The first step is to develop 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 **conceive social or educational programmes from the beginning**. Be ambitious but stay realistic!
2. You then need to analyse the sponsorships you already have for your everyday functioning or for past events. You could ask companies or public administrations whether they would like to get involved in the organisation of your International Museum Day.
3. You will need to search for other companies interested in investing in culture and in attracting the same specific public as you. As a museum you could try to build partnerships with local companies, who could be interested in the impact of IMD in your city or region.
4. Companies increasingly want 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 that you **designate a single representative** from your organisation to speak to the company.
5. You need to **offer attractive compensation and build a special partnership** adapted to the company. A partnership is effective when you can **create 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 insert their logo in all the communications tools created for the event and in particular in the poster. You could also insert information about the partner in the press kit and press releases.
  - You can organise a press conference with your partners for the launch of International Museum Day.
  - You can offer the company the possibility of attending your events or to have a stand during your International Museum Day.
  - You can involve the company's staff in the organisation of the events and invite them and their family to participate in your activity programme.
  - If you have a number of 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, insert their logo on your poster and add a link to their website on your website.
6. Finally, you need to **evaluate the impact of the partnership** for your organisation and for the company. Aside from International Museum Day, efficient sponsorship is a long-term partnership between your organisation and the company.

## Media relations

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### Effective promotion

Communicating and promoting the event are the keys to success! To strengthen the impact of the communications campaign for International Museum Day 2012, we ask you to circulate the information to your press contacts (journalists).

### Press relations principles

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

Journalists 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 stronger 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. Do not forget press agencies.
- Call key journalists. Do not send too many e-mails. Do not hesitate to contact the journalists you already know personally to ask them to circulate information on your events.
- Provide key figures, concrete examples, photos and contacts for interviews. Try to keep it simple: complicated programmes are almost never mentioned in the media.
- Try to create partnerships with key magazines through competitions, special sections, etc. You could ask them if they would like to sponsor the cost of your advertisement on selected media.
- Organise a press conference to announce International Museum Day activities, or invite journalists to attend these activities.
- Remember to contact all types of media - radio, television, national newspaper, university newspaper, professional journals and free newspapers. Remain coherent with your objectives and target when choosing the media you are going to contact.



Paris, 2 November, 2011:

## PRESS RELEASE

### Launch of International Museum Day 2012 Museums in a Changing World. New challenges, New inspirations.

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The worldwide community of museums will celebrate the 35<sup>th</sup> anniversary of International Museum Day around **18 May, 2012**.

In 2012, ***Museums in a Changing World. New Challenges, new inspirations*** is the **theme** of International Museum Day. Today, the world is changing faster than ever. New technology delivers new ideas, gigabytes of information, news of an increasingly unstable climate.

International Museum Day will allow its visitors to wonder about the role of museums in our new society, in the era of new media, and to discover and rediscover how museums are looking to the future in terms of sustainable development.

The **International Council of Museums (ICOM)** established **International Museum Day** in 1977 to encourage public awareness of the role of museums in the development of society. Momentum has been rising unabated ever since. In 2011, International Museum Day garnered record-breaking participation with almost 30,000 museums hosting events in more than 120 countries.

Visit the International Museum Day 2012 official website

<http://imd2012.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 of 31 International Committees, which represent museums' specialties
- Missions of international public service notably in the fight against illicit traffic in cultural property and emergency programmes in the 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:**

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## The European Night of Museums

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**For the second year, ICOM will patronize the *European Night of Museums*, an event which announces International Museum Day in the spirit of an all-day and all-night museum week. The European Night of Museums will be celebrated on 19 May, 2012.**

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 2011, more than 4,000 European museums in 40 different countries participated in the *Night of Museums*.

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

## Rio Earth Summit

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The world is facing a mounting crisis. In recent years we have experienced a global financial recession, a food crisis, volatile oil prices, accelerating ecosystem degradation and an increasing number of climate-induced extreme weather events. These multiple and inter-related crises call into question the ability of a growing human population to live peacefully and sustainably on this planet, and demand the urgent attention of governments and citizens around the world.

Earth Summit gathers the world's leaders every 10 years to define the means to stimulate sustainable development, at world level.

The first Summit was held in Stockholm, Sweden, in 1972 and gave birth to the United Nations Conference on Environment and Development (UNCED). Since then, Earth Summit has been organised in Nairobi, Kenya; Rio de Janeiro, Brazil; and finally in Johannesburg, South Africa.

This conference will emphasise world cooperation, in order to demonstrate the collective capacity to manage global problems such as global warming. It will review the commitments made by the States in terms of sustainable development.

Twenty years after the Summit of Rio held in 1992, the next one, called Rio+20 will take place from 4 to 6 June 2012. This new Summit will allow an assessment of the implemented actions and the setting of new objectives for the next 10 years.

It will focus on two themes: green economy and the institutional framework for sustainable development.

For more information:

<http://www.earthsummit2012.org>

## Contact information

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

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Have a great  
International Museum Day 2012!