

## SATURDAY, 7 NOVEMBER 2015

04.00 pm **NEMO GENERAL ASSEMBLY**  
at West Bohemian Museum

05.30 pm END OF GENERAL ASSEMBLY

07.00 pm **EXHIBITION & DINNER**  
at "DEPO2015"

## SUNDAY, 8 NOVEMBER 2015

09.30 am – 12.30 pm **GUIDED TOURS THROUGH MUSEUMS AND PILSEN**

- Sightseeing Tour through Pilsen City
- West Bohemian Museum: Exhibition Baroque in West Bohemia
- West Bohemian Museum: Exhibition Ladislav Sutnar - Applied Work
- Pilsen Museum Tour: West Bohemian Museum, The Puppet Museum, The Diocesan Museum

**Meeting point** for the guided tours is the Info box of Pilsen 2015 on the main square close to the St. Bartholomew Cathedral.

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NOVINY  
týdeník pro kritické myšlení



Network of European  
Museum Organisations

## RE-VISITING THE EDUCATIONAL VALUE OF MUSEUMS – CONNECTING TO AUDIENCES

Education is a well-developed field in museums, still museums have to work with and respond to ever-changing needs and demands from society. Who are their audiences, what are their needs and how can museums better connect to them?

The conference offers an international view on the state of art on museums' commitment in the educational field and new approaches to building and attracting new and diverse audiences. Next to successful European projects, approaches from museums in the United States, Asia and Ibero-America will be discussed with museum leaders and decision-makers on European level.

*The 23rd NEMO Annual Conference 2015 is held under the auspices of:*

**Bohuslav Sobotka** Prime Minister of the Czech Republic  
**Daniel Herman** Minister of Culture of the Czech Republic  
**Kateřina Valachová** Minister of Education Youth and Sports of the Czech Republic  
**Václav Šlajs** President of The Pilsen Region (Governor)  
**Martin Zrzavecký** Mayor of the City of Pilsen

## 23rd NEMO Annual Conference

5–7 November 2015  
Pilsen, Czech Republic

RE-VISITING THE EDUCATIONAL  
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## THURSDAY, 5 NOVEMBER 2015

**07.30 pm** MUSIC EVENING, WELCOME DRINK & DINNER  
at Hotel Continental

## FRIDAY, 6 NOVEMBER 2015

**09.00 am** CONFERENCE REGISTRATION  
at Mešt'anská Beseda

**10.00 am** OPENING AND WELCOME

**David Vuillaume** Chairman NEMO  
**Jaroslav Fidrmuc** Deputy Minister, General, Vocational and Further Education section Ministry of Education, Youth and Sports, Czech Republic  
**Ondřej Dostál** 2nd Vice-Chairman of Czech Association of Museums and Galleries  
**Jiří Sulženko** Programme Director, Pilsen 2015

**10.40 am** FOCUS ON CZECH REPUBLIC

Close Encounters of the Third Kind: Curators, Students & Educators in the Czech Museumlandscape. "Touch the 20th Century" -Project.  
**Pavel Douša** Project Leader

## FRIDAY, 6 NOVEMBER 2015

**11.00 am** RE-VISITING THE EDUCATIONAL VALUE OF MUSEUMS – CONNECTING TO AUDIENCES

Introduction & Moderation:  
**Margherita Sani** Istituto Beni Culturali, Regione Emilia-Romagna Italy

Opening Lecture  
**Kalle Kallio** Director Finnish Labour Museum, Finland

**12.00 pm** LUNCH

**01.30 pm** DIFFERENT PROJECTS AND INITIATIVES FROM THE EDUCATIONAL SECTOR AND ENGAGING WITH AUDIENCES

Nordic & Baltic Regions: Learning at Museums - where do we stand?  
**Henrik Zipsane** Director, Jamtli Foundation, Sweden

Denmark: The Learning Museum Project  
**Tine Seligmann** Head of Educational Department, Museum of Contemporary Art, Roskilde

Poland: Kulturanek - Contemporary Art TV for Children  
**Leszek Karczewski** Head of Educational Department, Muzeum Sztuki, Łódź

Are we failing? Considerations on the role museums may currently have in education  
**Maria Vlachou** Executive Director, Acceso Cultura

The position of the EU: potential & opportunities for museums in the education sector  
**Michel Magnier** Director Unit "Culture and Creativity", DG Education and Culture, European Commission

**03.15 pm** COFFEE BREAK

## FRIDAY, 6 NOVEMBER 2015

**03.45 pm** AUDIENCES AND EDUCATION BEYOND EUROPE

Introduction & Moderation:  
**Siebe Weide** General Director, Netherlands Museums Association

The role of education in US museums and the "Magnetic Museums" Initiative  
**Madeline Vadkerty** American Alliance of Museums, USA

Pioneering museums in the educational sector in Ibero-America: Premio Educación  
**Clara Camacho** Ibermuseos

Training museum educators in Asia and Europe  
**Fionnuala Croke** Chair, ASEMUS – Asia Europe Museum Network

**05.00 pm** WRAP-UP  
**David Vuillaume** Chairman NEMO

**05.15 pm** COFFEE BREAK

**05.45 pm** INTERVIEW WITH A EUROPEAN MUSEUM LEADER  
**Wim Pijbes** Director, Rijksmuseum, The Netherlands

**06.30 pm** END OF CONFERENCE

**06.45 pm** TOUR THROUGH PILSENER URQUELL BREWERY

**07.30 pm** DINNER  
Restaurant Na Spilce

## SATURDAY, 7 NOVEMBER 2015

**09.30 am – 12.30 pm** WORKING GROUP SESSIONS

THE LEARNING MUSEUM (LEM)

MUSEUMS AND CREATIVE INDUSTRIES

MUSEUMS AND INTELLECTUAL PROPERTY RIGHTS (IPR)

ALTERNATIVE PROGRAMME  
Guided Tours through Museums and Pilsen

**12.30 pm** LUNCH  
at West Bohemian Museum

**02.00 – 03.30 pm** WORKSHOPS

"HOW TO BECOME A PROFESSIONAL AUDIENCE DEVELOPER?"

Alessandra Gariboldi, ADESTE Training Course

"HOW TO ALIGN MUSEUMS FOR EFFECTIVE ADVOCACY: THE US MODEL"

Madeline Vadkerty, American Alliance of Museums

"HOW TO CREATE A INCLUSIVE, DYNAMIC AND LOCALLY CONNECTED MUSEUM EVENT?"

Diane Drubay, We Are Museums Conference and Buzzeum