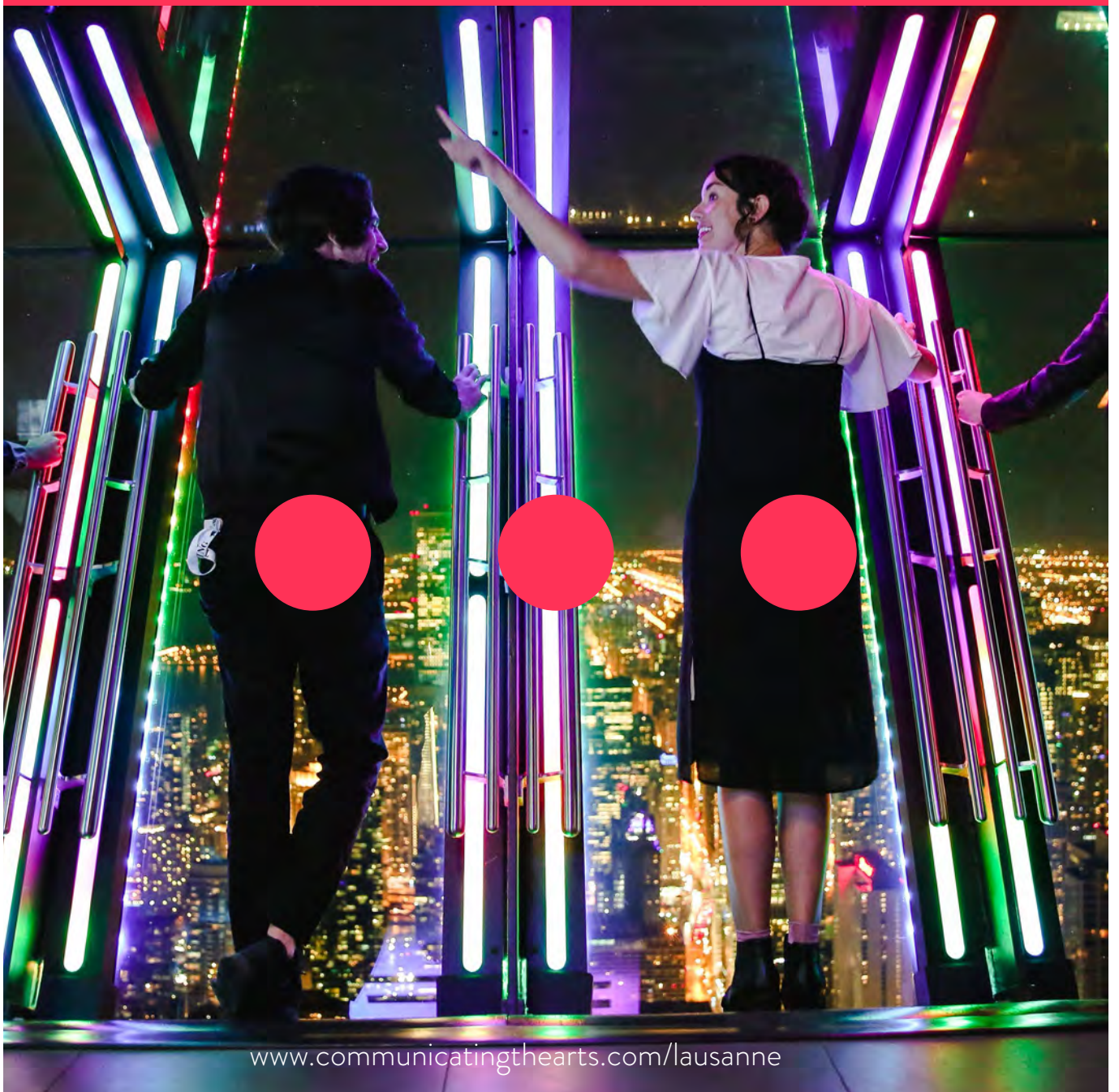


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**COMMUNICATING
THE ARTS 25
LAUSANNE
22-24 JUNE 2020**
...

The international
conference for
cultural leaders



www.communicatingthearts.com/lausanne



**COMMUNICATING
THE ARTS** ADVANCES
GLOBAL THINKING
AND BEST PRACTICE
IN THE PROMOTION
OF ARTS AND
CULTURE.



OUR MISSION

BRINGING CULTURAL LEADERS TOGETHER

The arts and culture are vital to the health and prosperity of our societies, and it is more important than ever that we understand audiences and develop new ways to engage them. At Communicating the Arts, we believe that sharing ideas and experiences is key to realising our collective potential, and that cultural institutions of all kinds have something to learn from each other.

Communicating the Arts Lausanne is the 25th edition of the conference. It will bring together 300 cultural leaders, senior arts professionals and innovators for three days of immersive learning, masterclasses and visits.

Participants come from museums, heritage organisations, visual and performing arts to explore emerging strategies and international best practice in communications, learning and audience engagement.

“For everybody who works in the arts to get together to talk, share ideas, experiences and problems. It is a hugely important platform.”

-
Will Gompertz,
Arts Editor, BBC





OUR NETWORK

300 DELEGATES FROM A GLOBAL NETWORK OF ARTS PROFESSIONALS

Communicating the Arts Lausanne delegates are leaders and decision makers in their fields – from CEOs and directors, through to heads of department. The core community is drawn from communications, audience, public engagement, visitor experience, learning and digital teams.

Participants come from Europe, the Americas, Asia Pacific and the Middle East, and represent a broad range of cultural organisations – from museums, historic houses and heritage attractions, art galleries, opera houses, ballet and dance companies, theatres and beyond.

They are drawn from institutions large and small, public and private, old and new – but they are united by a desire to develop their knowledge and skills, and to help their organisations thrive in a changing world.



“Everybody here is top of their field. They are all the best of the best.”

–
John Giurini, Assistant Director for Public Affairs, J. Paul Getty Museum





THE EXPERIENCE

3 DAYS OF IMMERSIVE LEARNING, DEBATE AND EXCHANGE

Communicating the Arts Lausanne is the 25th edition of the conference.

The conference will take place from 22-24 June in the city's best cultural venues. PLATEFORME 10, the new city district, will be the main host of the conference with events, workshops and tours taking place in many institutions across the city.

The unique cultural hub, made of the Cantonal Museum of Fine Art (mcb-a), the Musée de l'Elysée and the mudac as well as the Félix Vallotton and Toms Pauli foundations, makes an excellent host for Communicating the Arts.

Communicating the Arts Lausanne features:

- keynotes and plenary sessions from leading experts and innovators
- panel discussions exploring the biggest challenges and opportunities for the sector
- case studies offering in-depth learning from key successes – and failures
- group and one-to-one learning opportunities
- tours, social events and networking opportunities

“A dynamic setting to make connections – you come away with a true appreciation of the creativity and passion at the heart of the industry.”

– Casey Lynn, Director, Business Development, Ralph Applebaum Associates



FORTHCOMING CONFERENCES

2019



Theme: Inclusivity

Host venues: Montreal Museum of Fine Arts, Grands Ballets Canadiens and Concordia University



Theme: Leadership

Host venues: Australian National Maritime Museum, Art Gallery of New South Wales and Sydney Living Museums



Theme: The Art of Fundraising

Host venue: Australian National Maritime Museum

REGISTRATION AND CONTACT

JOIN THE CONVERSATION



Register today at communicatingthearts.com/lausanne

For enquiries and sponsorship opportunities contact:

Janine Kersten
Project Manager
T: +49 30 26 03 03 81
E: janine@communicatingthearts.com

Communicating the Arts is staged by Agenda, communication agency for the arts.

COMMUNICATING
THE ARTS ●●●

20

years of promoting
innovation and
best practice



21

global cities

22

conferences held
across Europe, North
America & Asia Pacific



8000

expert
speakers

250

delegates at
each conference



16500

professionals
in our global network

