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

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
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

“The EXPERIENCE
3 DAYS OF IMMERSIVE LEARNING, DEBATE AND EXCHANGE

“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**

**Communicating the Arts 23**

MONTREAL
8-10 OCTOBER 2019

**Communicating the Arts 24**

SYDNEY
12-14 NOVEMBER 2019

**Cultures Business 10**

SYDNEY
20-21 NOVEMBER 2019

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**Theme: Inclusivity**

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

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**Theme: Leadership**

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

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**Theme: The Art of Fundraising**

Host venue: Australian National Maritime Museum

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**Register today at communicatingthearts.com/lausanne**

For enquiries and sponsorship opportunities contact:

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Communicating the Arts is staged by Agenda, communication agency for the arts.
20 years of promoting innovation and best practice

21 global cities

22 conferences held across Europe, North America & Asia Pacific

800 expert speakers

250 delegates at each conference

16500 professionals in our global network