I N V I T A T I O N T O P A R T I C I P A T E

GLOBAL DIRECTORS FORUM ON

DIGITAL STRATEGY FOR MUSEUMS

Wednesday 30 November at 12.30 UTC

Recent research by ICOM's INTERCOM has revealed that many museum leaders have an urgent need to strengthen their understanding of the digital arena. INTERCOM'S survey of over 900 museum leaders worldwide, revealed that they lacked sufficient knowledge of the strategic issues relating to the impact of digital on their institutions.

To address the opportunities and challenges of digital in museums, INTERCOM, in collaboration with Fundacion Typa from Argentina, have organised an **online Digital Strategy Director's Forum** designed to help you, as a museum leader to think strategically about how to implement digital activities across your organisation. This Global Forum is organised through the ICOM INTERCOM Solidarity Project 'LEADERSHIP ALERT – CAPACITY BUILDING FOR FUTURE MUSEUM SCENARIOS'.

**Online Digital Strategy Director's Forum**

The Digital Strategy Director's Forum will be led by Conxa Roda, a thought leader in the use of digital technology for visitor-centred cultural organisations (see biography attached). Conxa will explore what mind-set changes and structural changes are necessary for museums to make the most of their digital opportunities. Using case studies and examples from museums small and large, she will address the world of digital post-Covid; setting the digital strategy; audiences and digital; content and technology and infrastructure. The goal of the forum is to provide actionable insights for museum leaders on the high-level “institution-shaping” opportunities and challenges their institutions face in the digital space.

The Forum is aimed at Senior Museum Directors, Museum Leaders and Senior Curators from museums across the world. It is an opportunity to learn from each other and discuss strategies, ideas and solutions amongst your peer museum leaders. So be ready be inspired and challenged to think anew about the strategy and structure for digital engagement.

**Participant Outcomes:**

* An understanding of the skill set required for digital engagement
* Challenged thinking
* Practical advice

**The Digital Strategy Director's Forum is free to participate in and will take place at 12.30 UTC on Wednesday 30 November 2022.**

**The format for the Digital Strategy Director's Forum**

The Forum will take place online. Conxa Roda's Keynote address will be followed by two breakout groups to enable participants to discuss two themes in smaller groups.

Each group will then feedback to the plenary group.

Welcome and introduction 5 minutes

Conxa Roda - Prerecorded presentation 35 minutes

Breakout room 1 (Digital Strategy) 15 minutes

Feedback in Plenary 8 minutes

Breakout room 2 (Organisations and Technology) 15 minutes

Feedback in Plenary 8 minutes

Closing words 4 minutes

We hope to see you at the Forum on Wednesday 30th November!

Yours sincerely,



Goranka Horjan

Chair, ICOM INTERCOM

Please fill in the participation form on the next page and send it to: [museos@typa.org.ar](mailto:museos@typa.org.ar)

GLOBAL MUSEUM DIRECTORS FORUM ON

DIGITAL STRATEGY

PARTICIPANTS APPLICATION FORM

|  |  |
| --- | --- |
| **Name:** |  |
| **Job Title:** |  |
| **Email address:** |  |
| **Museum:** |  |
| **Size of Museum:** |  |
| **Number of visitors per year:** |  |
| **Number of staff:** |  |
| **Number of objects:** |  |
| **Approximate annual budget in USD:** |  |
| **Approximate % of annual budget from government** |  |
| **Level of English:** Basic/intermediate/advanced |  |

**Please fill in the form above and email it with a photograph to** [museos@typa.org.ar](mailto:museos@typa.org.ar) **for the participant's list which will be circulated to all participants prior to the forum.**

**By sending back this form, you give permission for your email address to be shared with all participants and the forum organisers, Fundacion Typa.**

**DIGITAL STRATEGY THEMES** [please tick the themes that you are most interested in]

|  |  |
| --- | --- |
| **THEME** | **√** |
| Setting the Digital Strategy |  |
| Digital and Audiences |  |
| Digital and Content |  |
| Digital and Organisation Structure |  |
| Technology and Infrastructure |  |
| [ ] Your own theme or question |  |

**Conxa Roda Biography**

**Co-Director of Digital Strategy for Cultural Organisations, Universitat Obert de Catalynya and Museu Nacional d'Art de Catalunya**

A philologist, Conxa is also Co-director of the specialization course on Digital Strategy for Cultural Organizations, UOC (Universitat Oberta de Catalunya) and Museu Nacional d'Art de Catalunya, co-director of the International Congress of Museums and Digital Strategies ClMED22 and teacher in master's degrees at various universities. She has been Director of Strategy, Innovation and Digital Transformation at the Museu Nacional d'Art de Catalunya (2012–2019), Head of digital projects at the Museu Picasso (2006–2011) and previously Director of Communication at the Barcelona Institute of Culture.

Conxa was previously Professor of the Digital Communication module for museum professionals of Latin America, organized by Fundación TyPA, Argentina (2013-2018). She was co-director and initiator of the Postgraduate Diploma in Museum Management, Universitat Pompeu Fabra (2010-2015). Advisor of the Europeana Content Strategy committee (2016–17). Expert member of the Virtual Multimodal Museum (ViMM) of the European Horizon 2020 program. Jury of the Museums and the Web Award (2011–2020). Member of the scientific committee of REMED \_Network of Museums and Digital Strategies (2021–22).