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Croatie
Hrvatska

INTERCOM ICOM
international
committee for museum
management

ICLM ICOM
international
committee for
literary museums

ICOM international
council
of museums
Southeast Europe

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council
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Bosnia Herzegovina



museum reputation as a leadership tool

INTERNATIONAL
MUSEUM FORUM WITH
TRAINING WORKSHOP

19 — 21 MAY 2025 | ZADAR — CROATIA

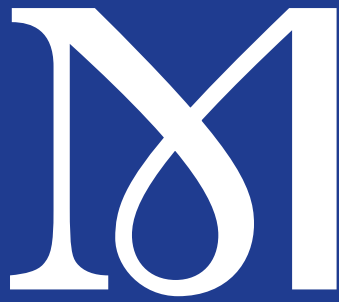
SAREC 2025
special
project
grant



ICOM international
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MAS MUZEJ
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Museums as important social infrastructure must nourish a community-cantered approach in their work. It is a two-way corridor for mutual interaction taking into account current issues that should be addressed in museums. Besides providing informal education and cultural programs as a vital source for social and economic advancement, a museum's role is also to enhance well-being and individual enrichment. In a stressful environment of Anthropocene and time of great uncertainty, museums are more than ever requested to empower people and enrich communities. They serve as a “community platform” providing inclusive support for all citizens and their neighbourhoods. The international forum will address concepts of inclusivity and relevance in boosting museum reputation and in building a trusted museum brand.

The forum will offer presentations and panels with several distinguished speakers coming from the USA, Italy, Bosnia and Herzegovina and Croatia. The special focus is cast on local communities facing overtourism and workforce migrations and how museums address these issues.

The training program will focus on reputation building and trust and how museums can build a narrative advocating a friendly eco-system in their environment. In order to achieve the goal, museums have to implement a healthy and inclusive approach in building their reputation.

Participants will have the opportunity to take part in training delivered by the experts in marketing, branding and museum studies.

INTERNATIONAL MUSEUM FORUM WITH TRAINING WORKSHOP

MUSEUM REPUTATION AS A LEADERSHIP TOOL

19 — 21 MAY 2025 | ZADAR — CROATIA

PROGRAM

19 MAY 2025

VENUE: Rector's Palace Zadar

8.30 Registration of Participants

9.00 Welcome by hosts:

Vesna SABOLIĆ, director, Narodni muzej Zadar
Dina BUŠIĆ, Head for Culture, City of Zadar
Željka MODRIĆ SURINA, president of ICOM Croatia

9.30 Introducing panel – WHAT ARE CHALLENGES FOR MUSEUM REPUTATION?

Moderation: Željka MODRIĆ SURINA, ICOM Croatia

Hrvoje MANENICA, Museum of Ancient Glass
Darko BABIĆ, ICOM Croatia
Alma LEKA, ICOM Bosnia Herzegovina
Adriano RIGOLI, ICLCM

10.30 Coffee break

11.00 WORKSHOP FOR PARTICIPANTS led by James HEATON, President, Tronvig Group;
Member, ICOM-MPR; NYC, USA: "Reputation with Purpose: Branding as a Leadership
Tool for Museums in a Changing Europe"

13.00 Coffee break

13.30 Jadran ANTOLOVIĆ, Hadrian: MENTIMETER SURVEY ON MUSEUM REPUTATION

Survey on the spot after the inputs from conference participants

15.30 Afternoon onsite visit: Guided visit to the Museum of Ancient Glass

20 MAY 2025

VENUE: Rector's Palace Zadar

8.30 Registration of Participants

9.00 PRESENTATIONS ON CURRENT TRENDS ADDRESSING THE PUBLIC TRUST AND MUSEUM REPUTATION

Pietro Luigi GENOVESI, Head of MUVEAcademy Department, Venetian Museums: Training activities developed by Venetian Museums

Goranka HORJAN, INTERCOM Chair : "Museums and Trust" report from the AAM 2025 Conference in Los Angeles

Dina BUŠIĆ, Head for Culture, City of Zadar: The City Policy for Museums

Tatjana VLAHOVIĆ, Iva MIHOČI: Croatian Natural History Museum, Zagreb: Renovated Museum and Scientific Reputation

10.30 Discussion with audience

Moderation: Hrvoje MANENICA, Museum of Ancient Glass

11.30 Coffee break

12.00—16.30 Training program in museums in Zadar - Concept of hospitality and respect towards visitors with on site welcoming attitude survey

Regional Museum Zadar

Archeological Museum Zadar

Centre for Underwater Archeology, Exhibition space St. Nicholas

Evening event: Opening of the exhibition at the Museum of Ancient Glass

21 MAY 2025

VENUE: "Museum of Nin Antiquities" Department, Archeological Museum Zadar

8.00 Departure from Zadar

8.30 Registration of Participants

9.00 Welcome by hosts: Vladimir KUSIK, Head of "Museum of Nin Antiquities" Department, Archeological Museum Zadar

Good practice examples how to activate communities in museum work – examples from local museums

Moderation: Majda DADIĆ, "Museum of Nin Antiquities" Department, Archeological Museum Zadar

10.30 Market of Ideas = Small group discussions (with refreshments)

VENUE: Heritage Museum Benkovac

12.30 Registration of participants

Welcome by: Marin ĆURKOVIĆ, director

Case study of the museum revitalisation process

Moderator: Darko BABIĆ, ICOM Croatia – in dialogue with active community museums

Analysis of results on spot

15.00 Market of Ideas = Small group discussions (with refreshments)

Why to attend?

The International Museum Forum with the training program directly helps professionals who work in museums and interpretation centres to focus on the reputation of their institutions. The program is open to museum staff, leaders and curators and professional staff from interpretation centres. The program contributes to the recognition, evaluation and encouragement of excellence through educational interactive workshops for museum professionals.

How to attend?

Registration open for museum professionals, interpretation center leaders, municipality and tourist board leaders.

Please fill in the form available [HERE](#) and send it to register via the email:

goranka.horjan@gmail.com

secretary.intercom@icom.museum

Important note!

The participation is free of charge but participants bear their own costs for participation.