



2014 ICOM INTERNATIONAL COMMITTEE  
FOR EXHIBITIONS AND EXCHANGE  
ANNUAL CONFERENCE:

New Museums, New Partners and New  
Incentives in Exhibition Making and  
Exchange

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Conference Survey Report

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## BACKGROUND

The 2014 ICOM International Committee for Exhibitions and Exchange conference was held on September 23-27, 2014 in Finland. The programme included a 4-day tour through the cities of Helsinki, Espoo, Tampere and Mänttä, with conference sessions taking place in some of Finland's most prominent museums and exhibition centers.

The 2014 ICEE conference theme *New Museums, New Partners and New Incentives in Exhibition Making and Exchange* encouraged the participation of smaller and medium sized museums in the development of international exhibition networks. The conference included the participation of 143 museums professionals, private sector representatives, guest speakers, ICEE Board members and students from all over the world.

The conference had the following goals:

- To encourage discussion and innovative thinking and determine new ways of collaborating in order to broaden the scope of international exhibition exchange, making it accessible to museums with smaller resources.
- To encourage discussion and innovative thinking into the cross-disciplinary methods of exhibition design, focusing on Theatre and Cinema as a source of inspiration in exhibition development.

## SURVEY METHODOLOGY

The ICEE Board was tasked with undertaking a Web-based survey to obtain feedback from the attendees regarding the event. Some of the tasks included:

- Designing the survey using surveymonkey.com
- Sending attendees invitations (1) and reminders (3)
- Collecting survey responses and tracking progress
- Downloading data from the Website
- Analyzing survey results:
  - Graphics and visual charts to display key performance results
  - Statistical tests to determine whether responses of the attendees are universally held or sensitive to the attendees' background.
  - Categorizing comments highlighting attendees' feelings on various issues
- Suggesting improvements

This document reports on evaluation data gathered from conference attendees and provides results from the Web-based survey.

The 2014 ICEE conference evaluation survey was divided into nine sections as follows:

1. Overall Satisfaction
2. Conference Programme
3. Day 1: Wednesday, September 23, 2014. (Helsinki) Involving New Museums and New Partners in International Exhibition Exchange
4. Marketplace of Exhibitions and Ideas

5. Day 2: Thursday, September 24, 2014. (Tampere) Cross-Sector Museum Collaborations and Co-Operative Projects
6. Day 3: Friday, September 25, 2014 (Mäntä). Theatre and Cinema as Muses and Incentives for Exhibition Development
7. Day 4: Saturday, September 26, 2014 (Helsinki). Optional Program
8. Background Information of Respondents
9. 2015 ICEE Conference

Following the conference, an email was sent to all registered attendees inviting them to respond to a Web-based survey, resulting in a total response rate of 52% (74 responses) of the total attendee list of 143 participants. Attendees were asked to rate various aspects of the conference organization and technical content using numerical scores. Performance-related responses were rated on a 5-point Likert-type scale as follows:

1= *Strongly Agree or Very Satisfied*

2= *Agree or Satisfied*

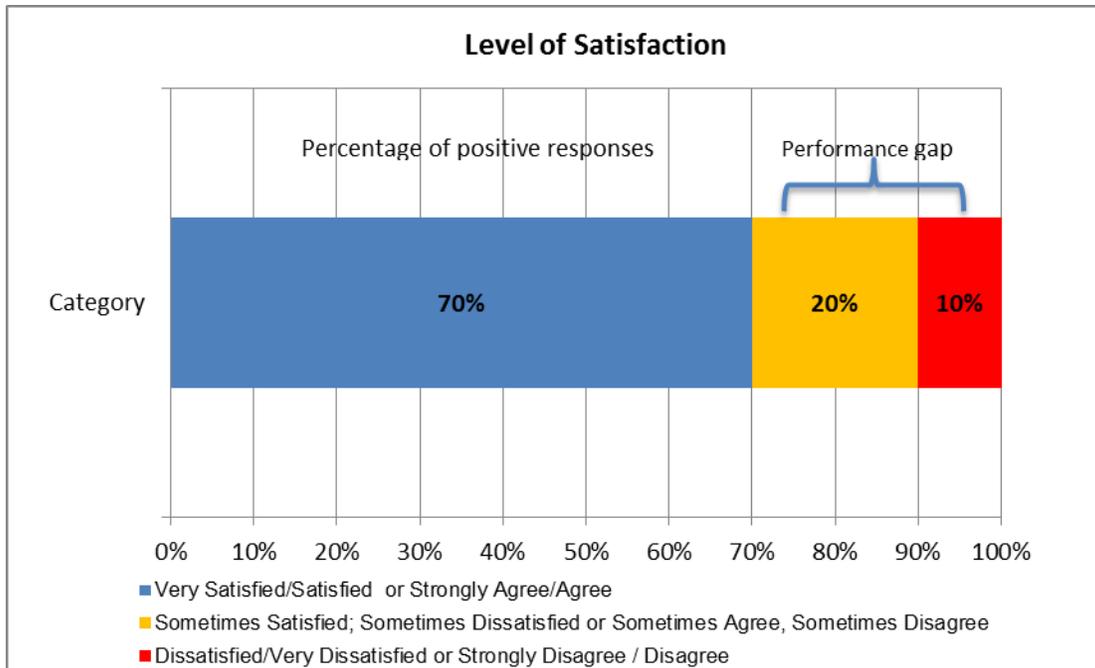
3= *Sometimes Agree/Sometimes Disagree or Sometimes Satisfied/Sometimes Dissatisfied*

4= *Disagree or Dissatisfied*

5= *Strongly Disagree or Very Dissatisfied*

The survey contained space for open-ended comments both in direct reference to specific questions and for general comments at the end of the survey. The responses were entered into a database. The data was then queried, summarized, and analyzed primarily by questions. A statistical test was used to determine whether the attendees' responses regarding their overall experience were sensitive to the respondents' background (museum professionals, private sector representatives, guest speakers, and students). As a result, no statistically significant differences were found.

The following charts provide summaries of data analyzed in this report. Positive responses are represented by blue bars that combine *Strongly Agree* and *Agree*, or *Very Satisfied* and *Satisfied* responses. Yellow bars show neutral responses under *Sometimes Agree/Sometimes Disagree*, or *Sometimes Satisfied/Sometimes Dissatisfied*. Red bars merge negative responses under *Disagree* and *Strongly Disagree*, or *Dissatisfied* and *Very Dissatisfied*



All percentages<sup>1</sup> reported in this document are based upon actual responses. Missing (no response), Not Applicable, and *I Don't Know* responses are not included in this report. The analysis of the survey results, recommendations, and suggestions for improvements are based on the percent of positive responses with a minimum goal of 70%. The full scale is included below:

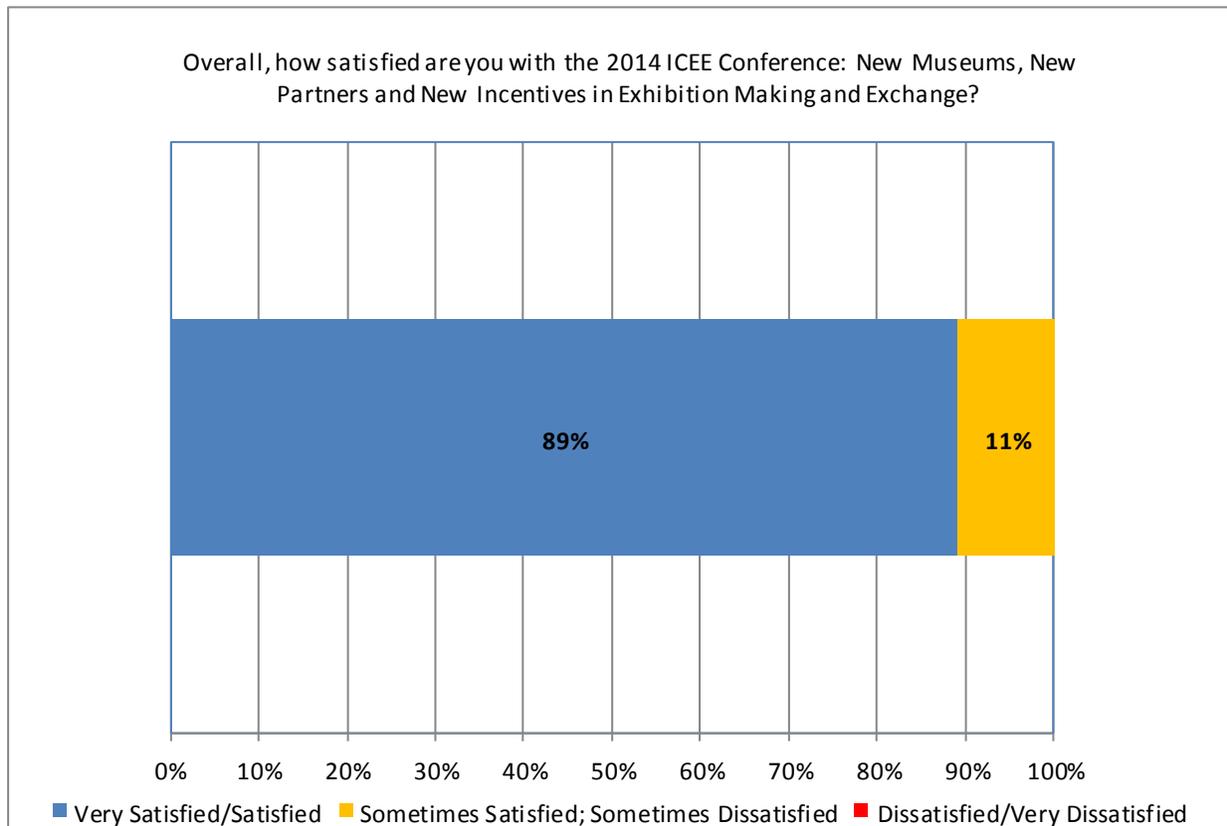
| Percent of Positive Responses | Description                |
|-------------------------------|----------------------------|
| 90% – 100%                    | Excellent                  |
| 80% – 89%                     | Very Good                  |
| 70% – 79%                     | <b>Good (Minimum Goal)</b> |
| 60% – 69%                     | Average                    |
| 50% – 59%                     | Fair                       |
| 40 – 49                       | Marginal                   |
| 0 – 39                        | Poor                       |

<sup>1</sup> Percentages have been adjusted to exclude missing observations and N/A responses. In addition, due to rounding totals may not add to 100%.

## OVERALL SATISFACTION

Generally, attendees were highly satisfied with the 2014 ICEE Conference. The chart below summarizes their responses in regard to their overall satisfaction with the conference. The percentage of positive responses is 89% which included feedback from *Very Satisfied* and *Satisfied* response categories.

Answers from different background groups (museum professional, private sector representative, guest speaker, student, other) were not statistically significantly different from the total group of attendees. These ratings along with the several positive comments reflect a high level of satisfaction with the conference.



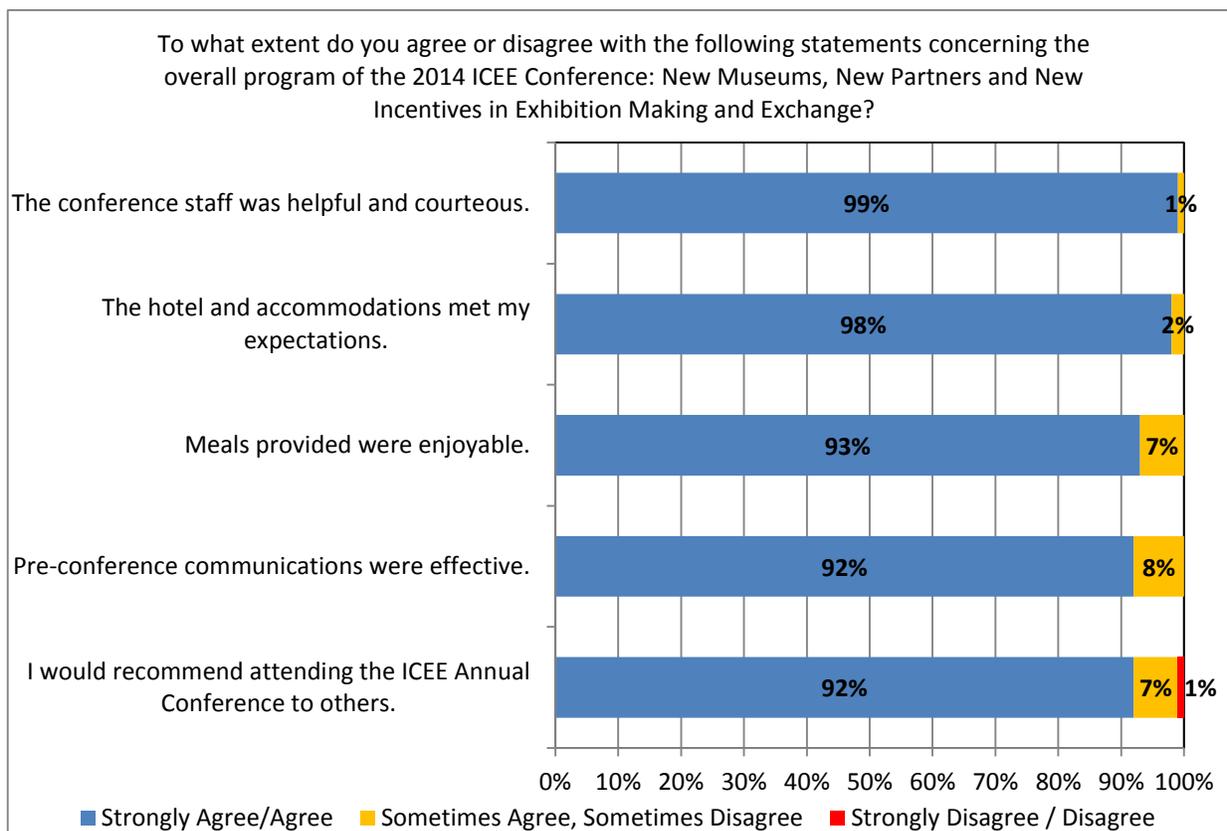
Typical comments included:

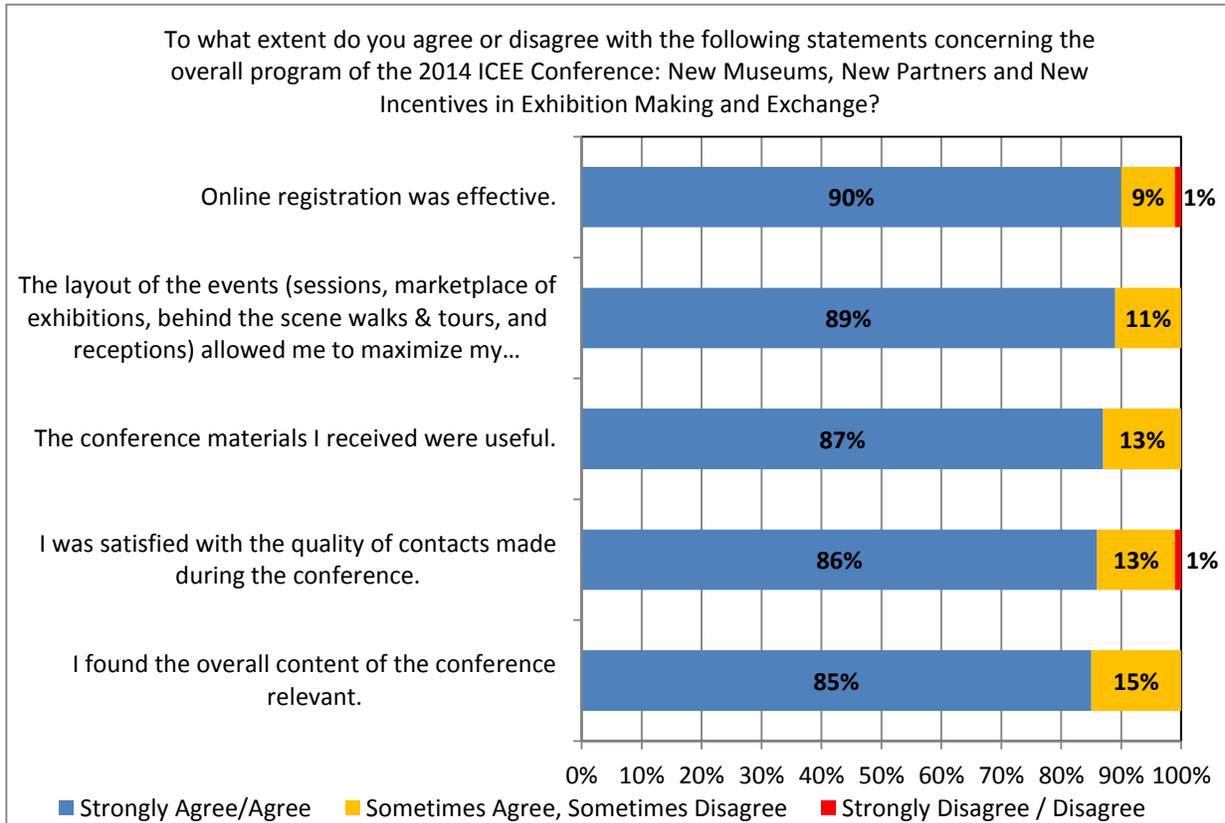
- *“You met all expectations I had before the conference”.*
- *“Even better? Impossible!”.*
- *“A very pleasing meeting”.*
- *“The speeches were excellent. However, I’d have hoped some more representatives of small scale museums with limited funds to tell their initiatives and experiences in exhibition making”.*

## CONFERENCE PROGRAMME

Feedback from participants indicates a high level of satisfaction with all aspects of the 2014 ICEE Conference Programme. All components of the Programme received ratings over 80% of satisfaction including conference staff (99%), hotel and accommodations (98%), layout of the events (89%), quality of contacts made during the conference (86%), and content relevance (85%), among others.

One of the most important information collected from post-conference surveys is whether attendees would recommend the conference to others. In that regard, the statement “*I would recommend attending the ICEE Annual Conference to others*” received one of the highest scores (92%) throughout the survey. The following two charts show the satisfaction level with all components of the conference programme:



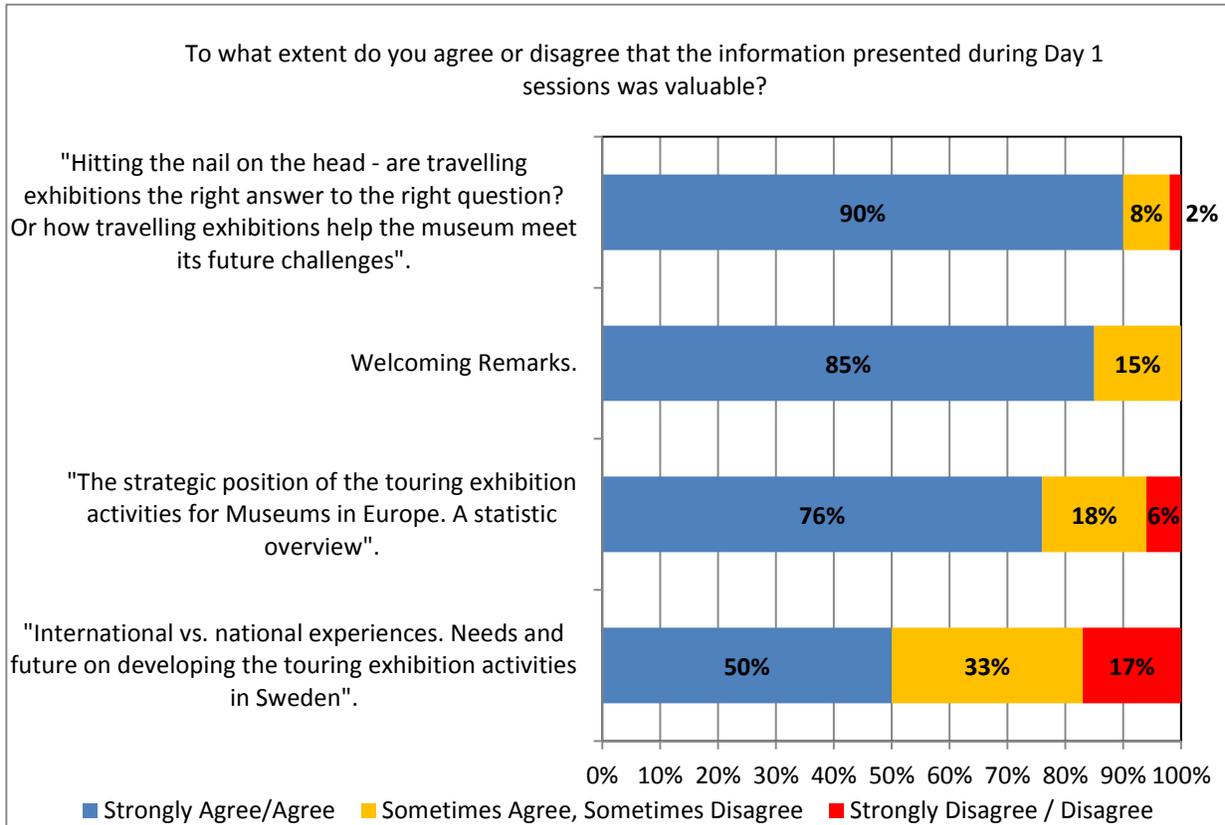


Typical comments included:

- “It was my first experience with ICEE and I was really satisfied about the programme”.
- “I think there should be more keynote conferences (one per day for example) with great specialists and thinkers of museography”.
- “Organize not only presentations, lectures and speeches, but also workshops in smaller groups and feedback to all the audience”.
- “It would be great if we can get presentation materials on the conference day”.

## **DAY 1: WEDNESDAY, SEPTEMBER 23, 2014 (HELSINKI) Involving New Museums and New Partners in International Exhibition Exchange**

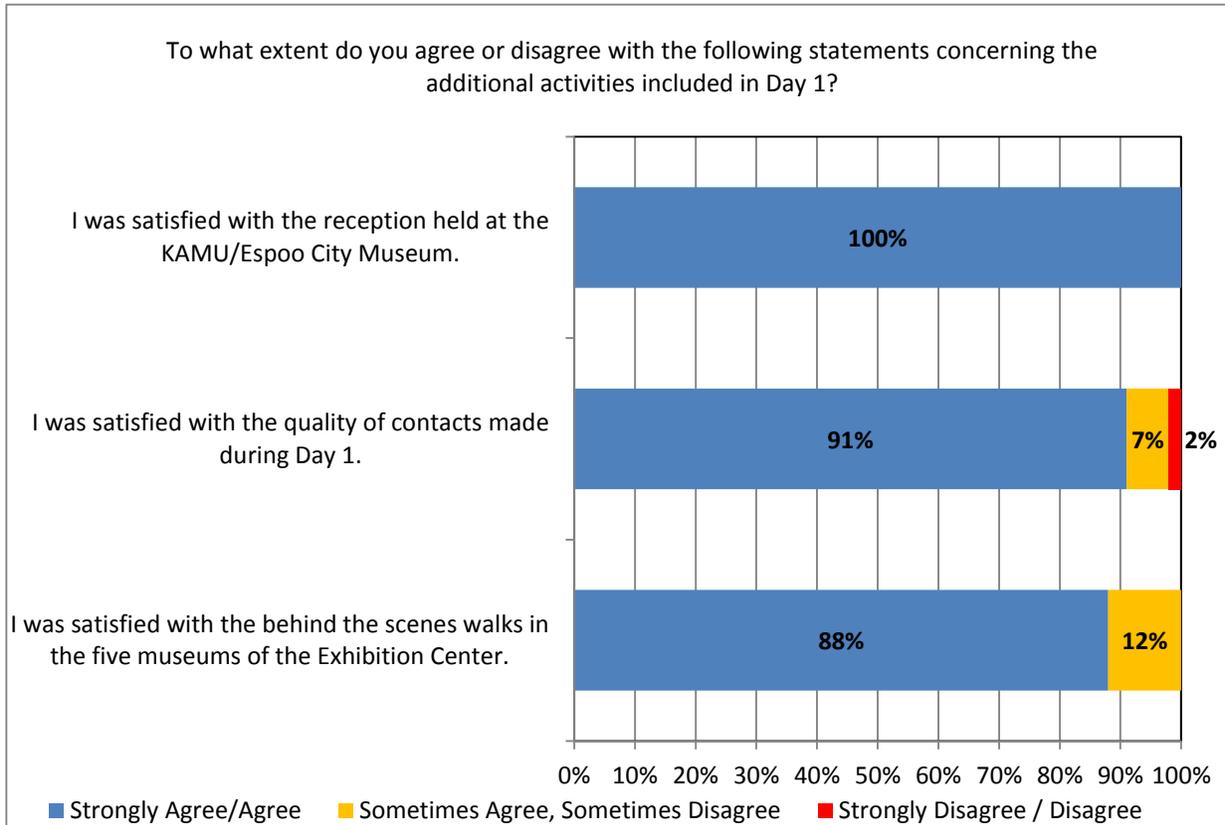
Mostly all sessions included in Day 1: *Involving New Museums and New Partners in International Exhibition Exchange* received high scores. *Hitting the Nail on the Head* obtained the highest level of satisfaction on the agenda for Day 1 (90%), followed by *Welcoming Remarks* (85%), and *The Strategic Position of the Touring Exhibition Activities for Museums in Europe* (76%). However, attendees expressed a low level of satisfaction with the session *International vs. National Experiences* (50%). The following chart presents all scores in detail:



Typical comments on specific sessions included:

- *"Hitting the nail on the head is the best session. I found it extremely beneficial".*
- *"The keynote lecture (Hitting the nail on the head - are travelling exhibitions the right answers to the right questions?) was very inspirational because of the personality of the speaker and the questions he raised".*
- *"Although the subject of the lecture of the second speaker (The strategic position of the touring exhibition activities for Museums in Europe) was very interesting, the lecture itself was a bit too detailed for me, giving so many numbers for so many museums that it was difficult to filter out conclusions".*
- *"The 'International vs National Experiences' talk was perhaps the least successful. He was very nice but a room full of museum professionals probably knew what he was talking about already since they live with it day to day".*
- *The session took a very commercial aspect, and was not enough centered on new or small museums".*

Survey respondents expressed a high level of satisfaction with the additional activities included in Day 1. The reception held at the KAMU/Espoo City Museum received the highest score (100%), followed by another high score (88%) obtained by the behind the scenes walks in the five museums of the exhibition center. The quality of contacts made during Day 1 received a very high rating (91%). Feedback from participants suggested the need to increase the participation of small/new museums. The following chart illustrates all scores:



Typical comments included:

- *“I visited the contemporary art museum which was at the moment closed. So nothing to see”.*
- *“Lack of small or new museums representation in the participants”.*

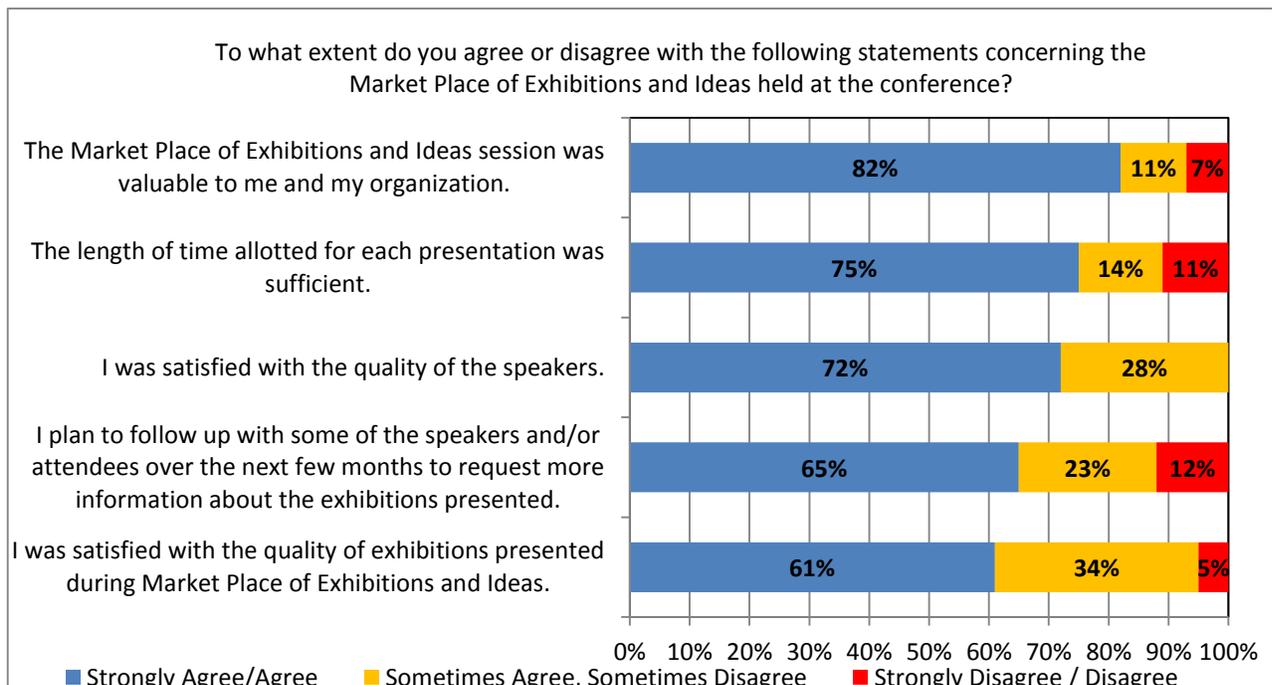
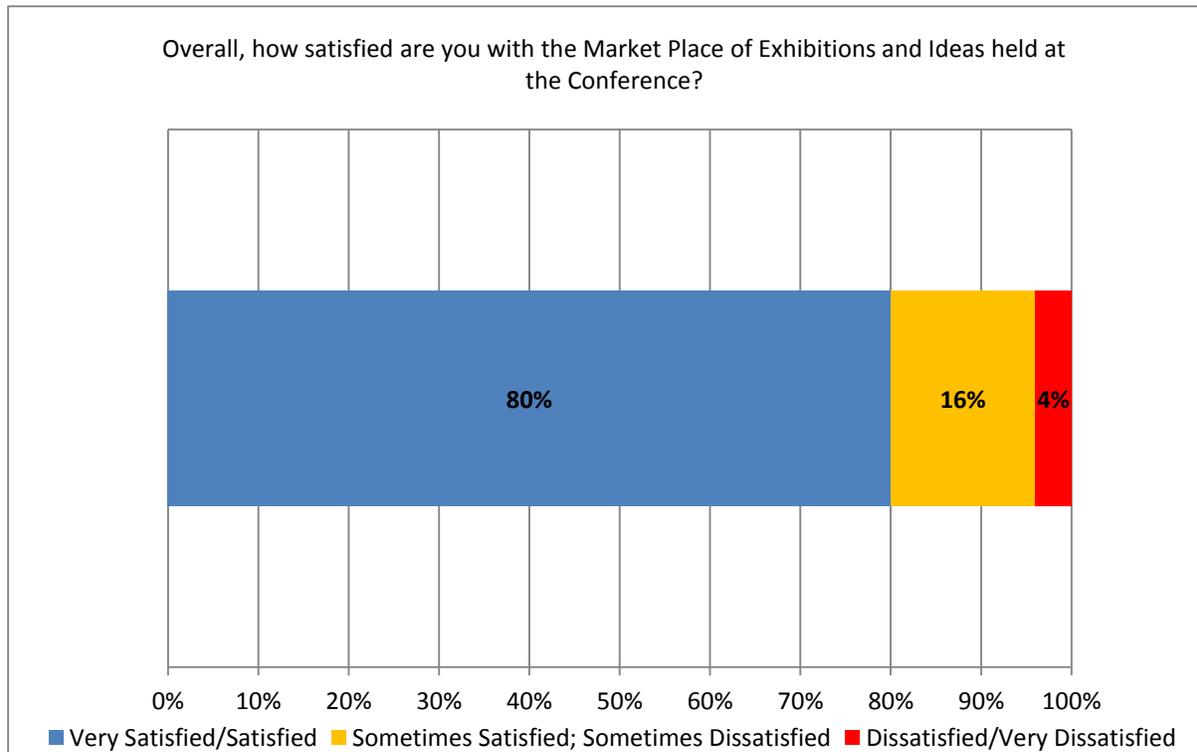
## MARKETPLACE OF EXHIBITIONS AND IDEAS

One of the focuses of the ICEE Annual Conference is the Market Place for Exhibitions and Ideas where participants have the opportunity to present their touring exhibitions projects through 10-minute presentations. This year, the Market Place of Exhibitions promoted exhibitions projects developed by museums and touring organizations in Australia, Austria, France, Germany, Italy, Japan, Russia, Switzerland, United Kingdom, and USA.

In general, attendees were very satisfied with the Market Place of Exhibitions and ideas. The two charts below summarize their responses regarding this important section of the conference. The overall satisfaction level was very high (80%). Also, the value the Market Place provided to them and their organizations also obtained a high score (82%), followed by the length of time allotted to each presentation (75%), and the quality of the speakers (72%).

Survey respondents expressed a medium or low level of satisfaction with the possibility of following-up with some of the speakers after the conference to request more information about the exhibition project presented (65%). The quality of the exhibitions presented obtained a low score (61%).

Feedback and open-ended comments from participants reveal the need to increase the quality of the exhibitions, to include exhibitions for smaller museums, allow time after the presentations for immediate follow-up, and to include printed information about the exhibitions presented.



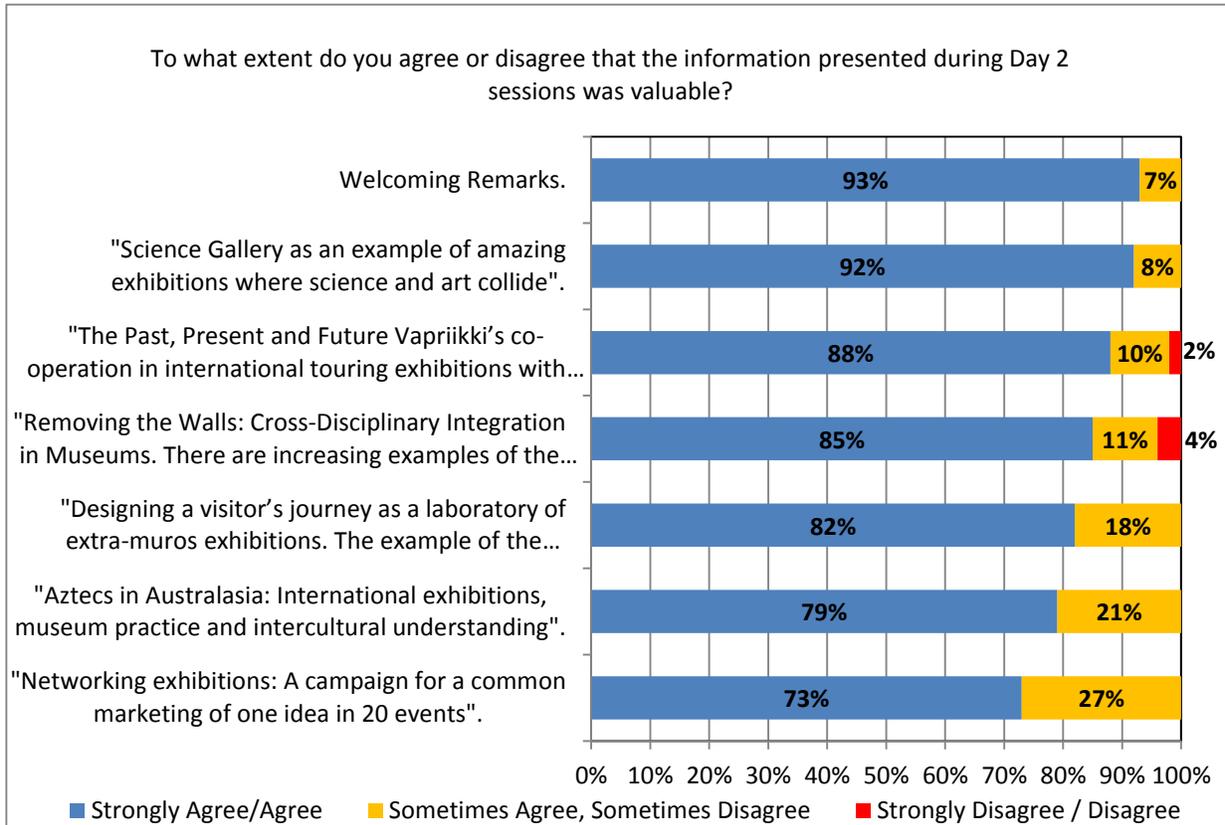
Typical comments included:

- *“The market place was very well organised and I was impressed with the speakers, who overall were perfectly in their timing!”*
- *“I think it works perfectly in this form, so no need to change it!”*
- *“The range of exhibitions 'available' was possibly too wide in scope; but nonetheless it was interesting to see what is happening”.*
- *“With some exceptions, there were mostly commercial exhibitions without collections. Certainly not the target for museums”.*
- *“Inevitably everyone was quite rushed. Perhaps a longer time or less people? (The range was very wide and not applicable to many institutions)”.*
- *“Allow time afterwards for immediate follow-up; maybe coffee, afternoon tea rather than scheduling another event right away”.*
- *“Market place of exhibitions for the smaller museums with limited resources”.*
- *“It would be nice to hear about smaller travelling exhibitions, too”.*

## **DAY 2: THURSDAY, SEPTEMBER 24, 2014 (TAMPERE) Cross-Sector Museum Collaborations and Co-Operative Projects**

Overall, attendees expressed their high level of satisfaction with all sessions included in Day 2 *Cross-Sector Museum Collaborations and Co-Operative Projects*. The following chart presents all scores obtained by specific sessions. The *Welcoming Remarks* words received the highest score (93%), followed by *Science Gallery as an Example of Amazing Exhibitions* (92%), *The Past, Present and Future Vapriikki's Co-operation* (88%), *Removing the Walls: Cross-Disciplinary Integration in Museums* (85%), *Designing a Visitor's Journey as a Laboratory of Extra-Muros Exhibitions* (82%), *Aztecs in Australasia* (79%), and *Networking exhibitions* (73%).

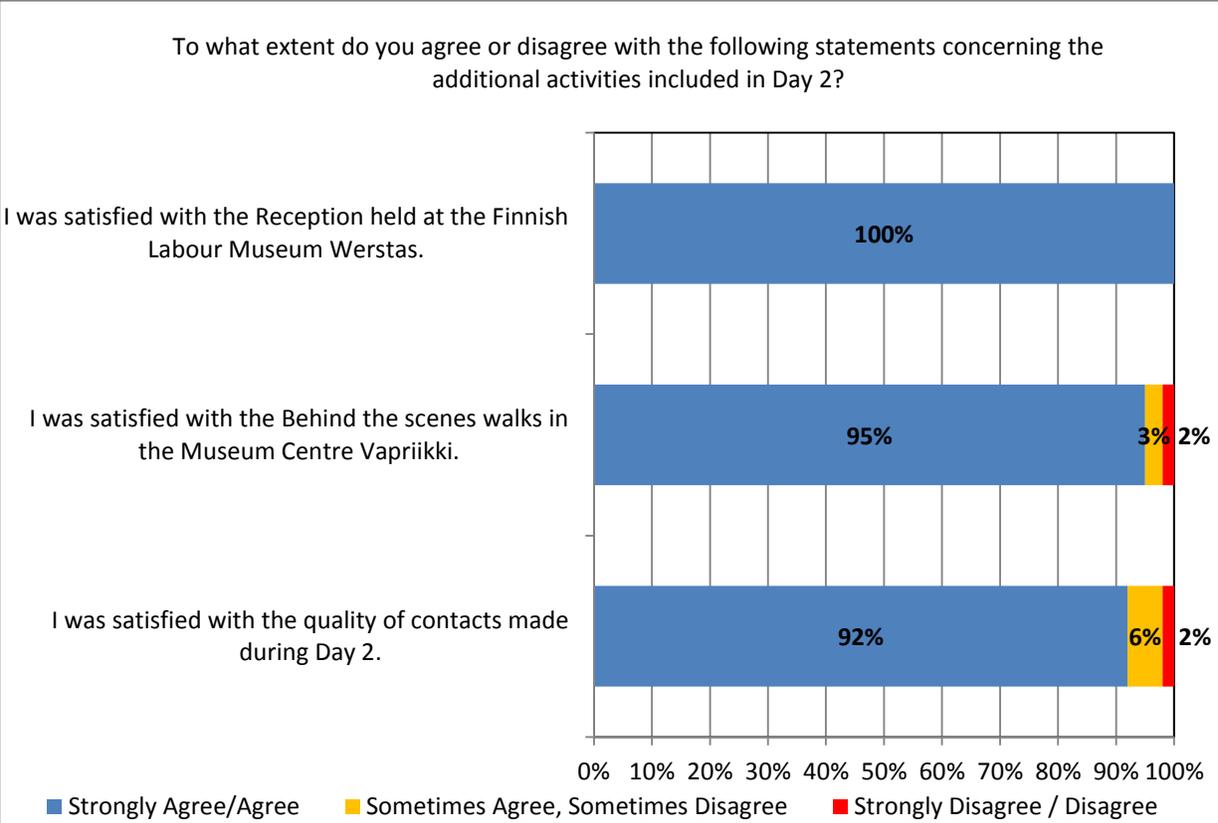
Additional feedback and typical comments from survey respondents reiterated the high level of satisfaction with the sessions *Science Gallery as an Example of Amazing Exhibitions*, and *Aztecs in Australasia*.



Typical comments on specific sessions included:

- *"The lecture of Michael John Gorman (Science Gallery as an Example of Amazing Exhibitions) was a very pleasant surprise, really interesting and inspiring".*
- *"The information in the lecture of Lee Davidson (Aztecs in Australasia) was undoubtedly very interesting for first-time ICEE attendants, to see that we all cope with the same problems in travelling exhibitions".*

Survey respondents expressed a high level of satisfaction with the additional activities included in Day 2. The reception held at the Finnish Labour Museum Werstas received the highest score (100%), followed by the Behind the Scenes walks in the Museum Centre Vapriikki (95%). The quality of contacts made during Day 2 received also a very high rating (92%). Typical comments from participants suggested the need to improve the *Behind the Ccenes* experience making it more technical and avoiding a general visitor experience. The following chart illustrates all scores.

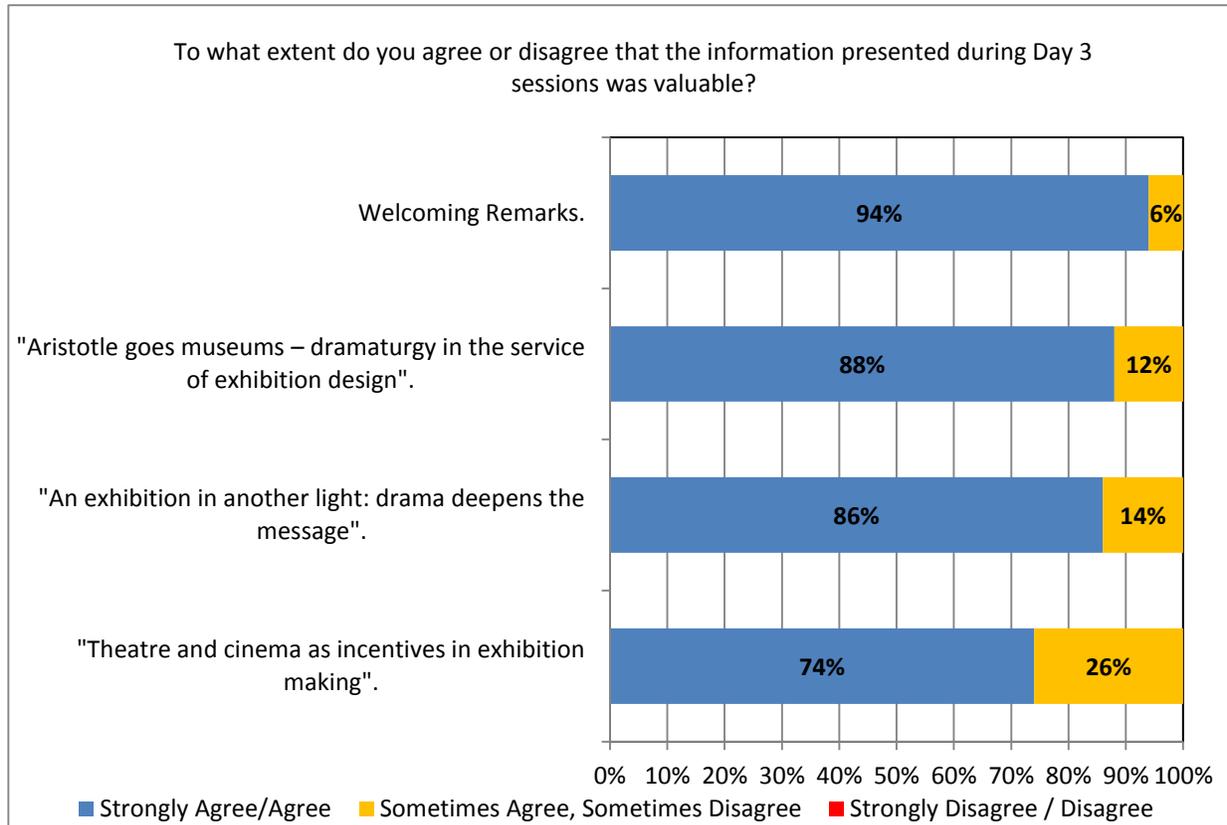


Typical general comments included:

- *“Not really a “behind the scene” tour but more a tour in the exhibitions, more like general visitors activity”.*

**DAY 3: FRIDAY, SEPTEMBER 25, 2014 (MÄNTTÄ)**  
**Theatre and Cinema as Muses and Incentives for Exhibition Development**

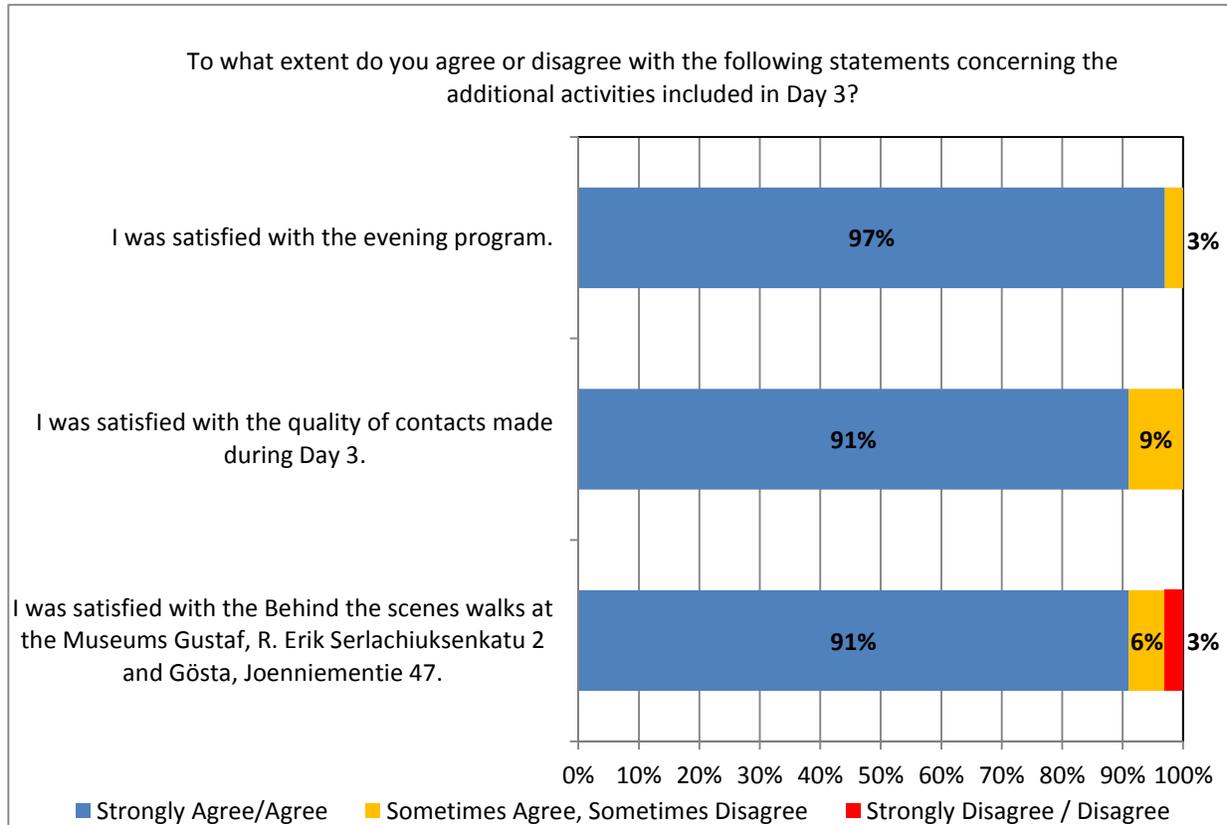
All sessions included in Day 3 *Theatre and Cinema as Muses and Incentives for Exhibition Development* received high scores from survey respondents. The *Welcoming Remarks* obtained the highest mark (94%), followed by *Aristotle Goes Museums* (88%), *An Exhibition in Another Light* (86%), and *Theatre and Cinema as Incentives in Exhibition Making* (74%). These ratings along with the several positive comments from the additional activities reflect a high level of satisfaction with Day 3 of the conference.



Typical comments on specific sessions included:

- *"I was expecting more about the introduction of theatre and cinema in an exhibition, some practicalities".*

Attendees indicated a high level of satisfaction with the additional activities included in Day 3, specifically the *Evening Program* which obtained (97%) of satisfaction, followed by the *Behind the Scenes Walks* (91%). The quality of contacts made during Day 3 received also a very high rating (91%). All these scores are presented in the following chart:

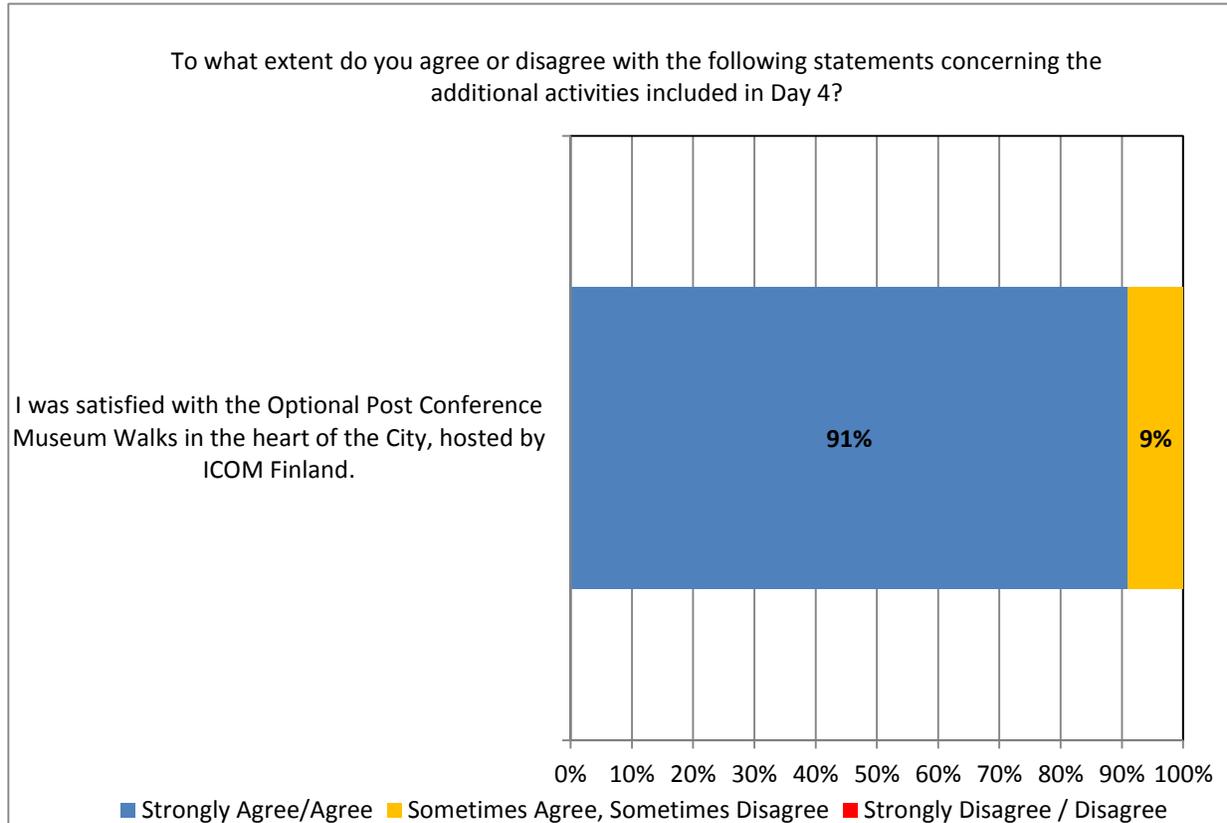


Typical comments included:

- *“The Social programme of the 3rd day was extraordinary fantastic”.*
- *“The evening program was excellent. A great way to end the conference”.*
- *“I had an excellent time in Mänttä!”.*

## DAY 4: SATURDAY, SEPTEMBER 26, 2014 (HELSINKI) Optional Program

Feedback from survey respondents indicated a high level of satisfaction (91%) with the optional program during Day 4. The following chart summarizes their responses as follows:



Typical comments include:

- *"I went on the island walk. The guides were so friendly and accommodating".*
- *"It was a great afternoon".*

## CONCLUSION

The 2014 ICEE conference was a success, according to the participants who completed a Web-based survey evaluation after the event. Overall, the conference met the goal of encouraging discussion and innovative thinking and to determine new ways of collaborating in order to widen the scope for international exhibition exchange, making it accessible to museums with smaller resources.

There was significant evidence in the survey results and written comments that the participants were highly satisfied with the event, and appreciated the value of content provided through different sessions.

For a large group of the participants (69%), it was a first exposure to ICEE annual conferences. There was also evidence that a significant number of the participants (78%) identified themselves as museums professionals. The solid participation of both newcomers and museum professionals reinforces the need to include basic and specialized content, but also suggests the importance of innovation regarding topics and speaker selection, presentation content, knowledge exchange, and networking opportunities.

## SUGGESTIONS FOR IMPROVEMENT

Even though the purpose of the conference was met, there is room for improvement. All aspects of the conference ranked below 70% satisfaction point are target for improvements. Based on the data and analysis conducted for the evaluation of the 2014 ICEE Conference, the following recommendations are being made:

### General Recommendations:

- Share summary of survey results with all participants.
- Continue using conference's general structure, which includes general sessions; market place of exhibitions and ideas, and behind the scenes walks.
- Increase networking opportunities resulting from general sessions, market place of exhibitions, and additional activities.
- Continue using the professional services of a conference planner to guarantee high quality conference management.
- Brainstorm about ways to improve the quality of exhibitions presented during the market place of exhibitions and ideas, which received the lowest score throughout the entire survey.
- Create a color identification system in the programme to easily associate sessions and exhibitions projects with different categories, for example: art (red), history (blue) science (green), small museums (brown), among others.
- Consider all reasons that might prevent participants from attending the 2015 ICEE conference in South Africa.

**Conference Content:**

- Consider making accessible to all participants the highest ranked presentations during the conference:
  - *Hitting the Nail on the Head, are travelling exhibitions the right answers to the right questions?* (Day 1).
  - *Science Gallery as an Example of Amazing Exhibitions where Science and Art Collide* (Day 2).
  - *Aristotle Goes Museums, Dramaturgy in the Service of Exhibition Design* (Day 3).
- Consider including content related to new and small museums with limited resources.

**General Sessions & Panel Sessions:**

- Invite high level speakers, researchers, experts and/or specialists in the museums field.
- Prepare specific sessions for small and medium size museums.
- Include a summary of the presentations in the conference materials that participants receive at the beginning of the conference.
- Topic suggestions for new sessions:
  - Financial models for touring exhibitions.
  - Touring exhibitions strategies for small museums.
  - Marketing/exhibition management.
  - Fundraising/sponsorship and strategic partnerships for touring exhibitions.
  - Technology and exhibition design for touring exhibitions.
  - Statistic review of the exhibition exchanges between countries.

**Market Place of Exhibitions and Ideas:**

- Improve mechanisms to guarantee the high quality of the exhibitions presented.
- Add time for networking right after the presentations rather than scheduling another event right away.
- Ensure the inclusion of exhibition projects targeting small and medium size museums with limited resources.
- Include printed information about the exhibitions presented (size, participation fee, availability, contact information, etc.).
- Include ideas for new exhibitions or exhibitions under developing that are looking for partners.

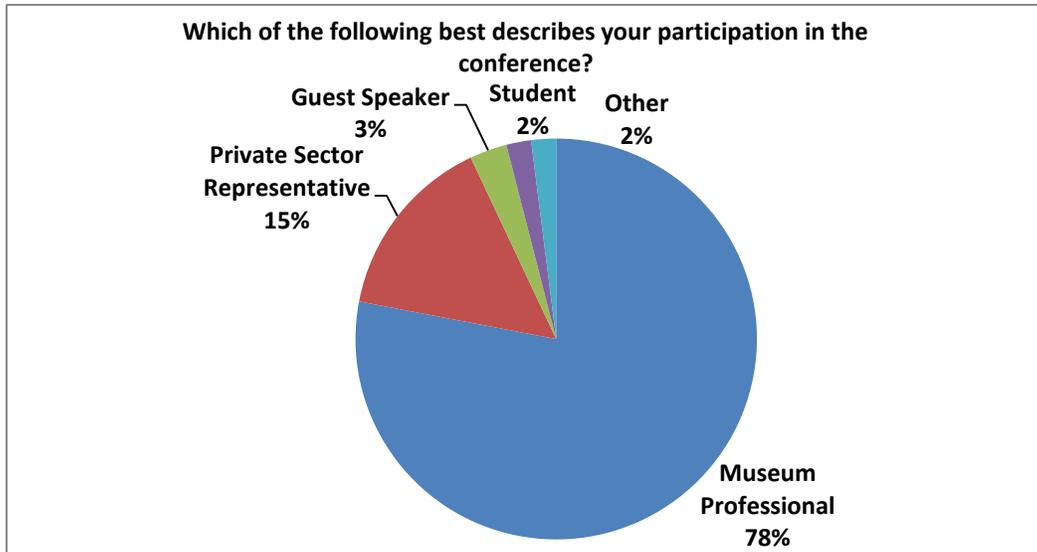
### **Additional Activities:**

- Ensure all *Behind the Scenes* activities include technical information regarding exhibition development, production, and installation.
- Consider including workshops for small groups as part of the programme.
- Follow-up with all participants that expressed interest in becoming members of the ICEE
  - Paola Matossi L'Orsa, [paola.matossi@museoegizio.it](mailto:paola.matossi@museoegizio.it)
  - Dirk Vermaelen, [dirk.vermaelen@europalia.eu](mailto:dirk.vermaelen@europalia.eu)
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## BACKGROUND INFORMATION OF RESPONDENTS

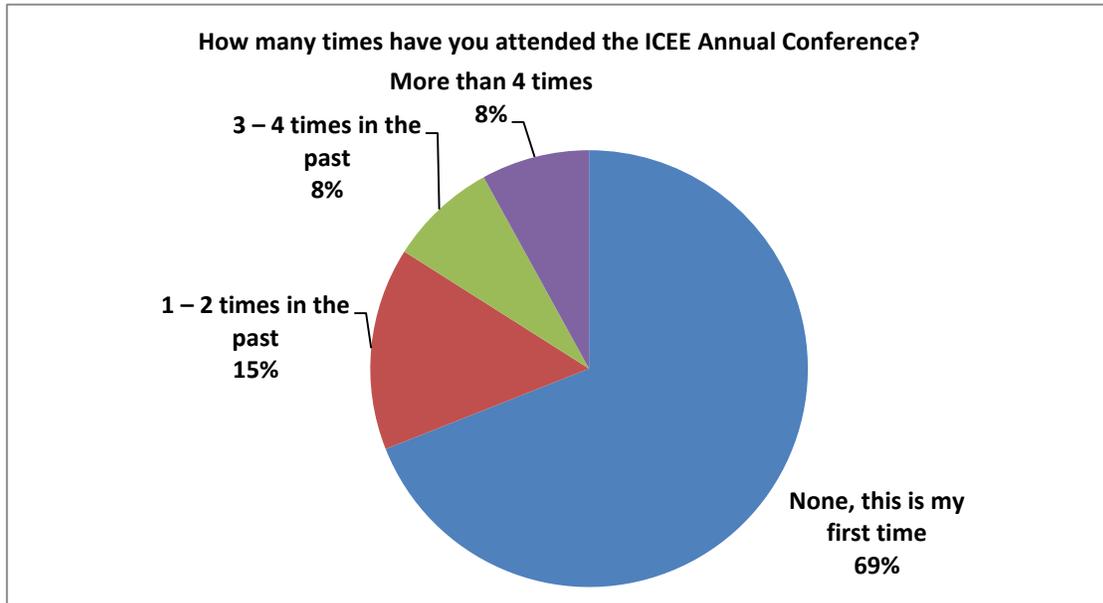
### Which of the following best describes your participation in the conference?

The 2014 ICEE Conference included the participation of museums professionals, private sector representatives, guest speakers, ICEE Board members and students from all over the world. Museums professionals represent 78% of the total number of attendees, followed by 15% participants representing the private sector. Guest speakers, students and others represent a very small percentage of the total number of participants. The following chart presents the numerical distribution in details:



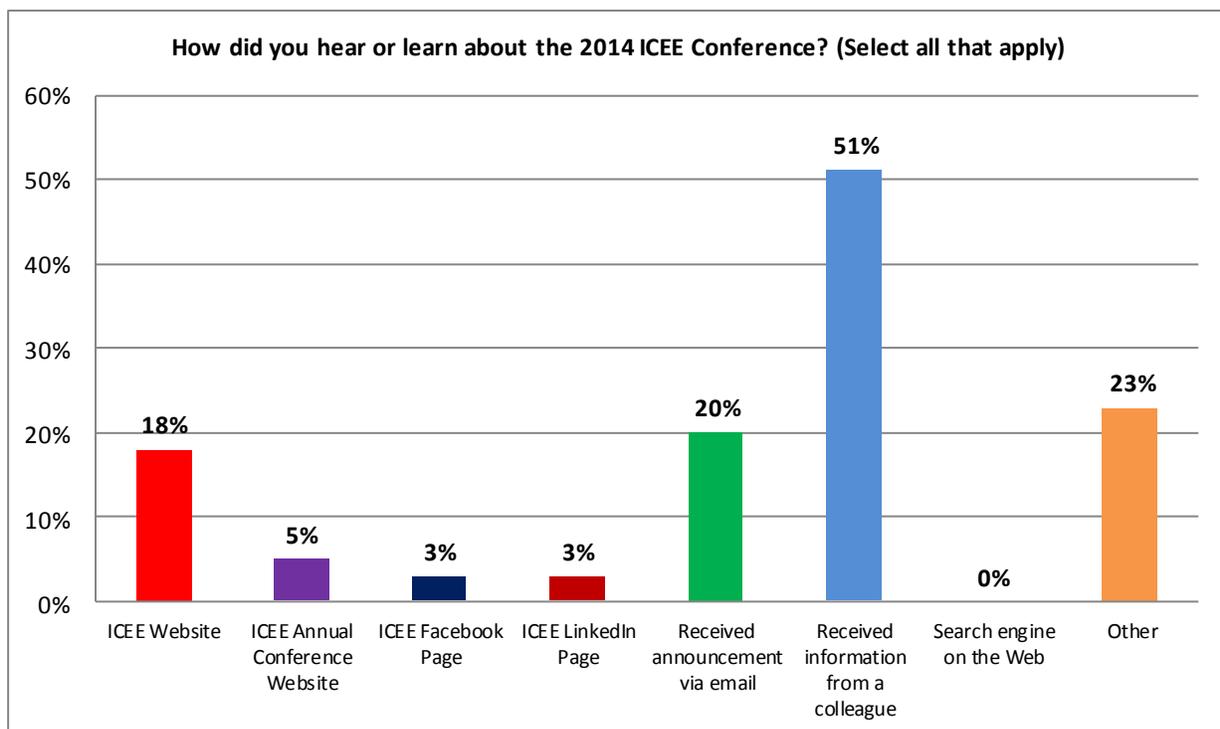
### How many times have you attended the ICEE Annual Conference?

The chart below shows the attendees' responses broken down by the number of times they have attended the ICEE conference. It shows, for example, that 69% of the respondents attended this event for the first time, which suggests the need to include, every year, introductory information related to the traveling field.



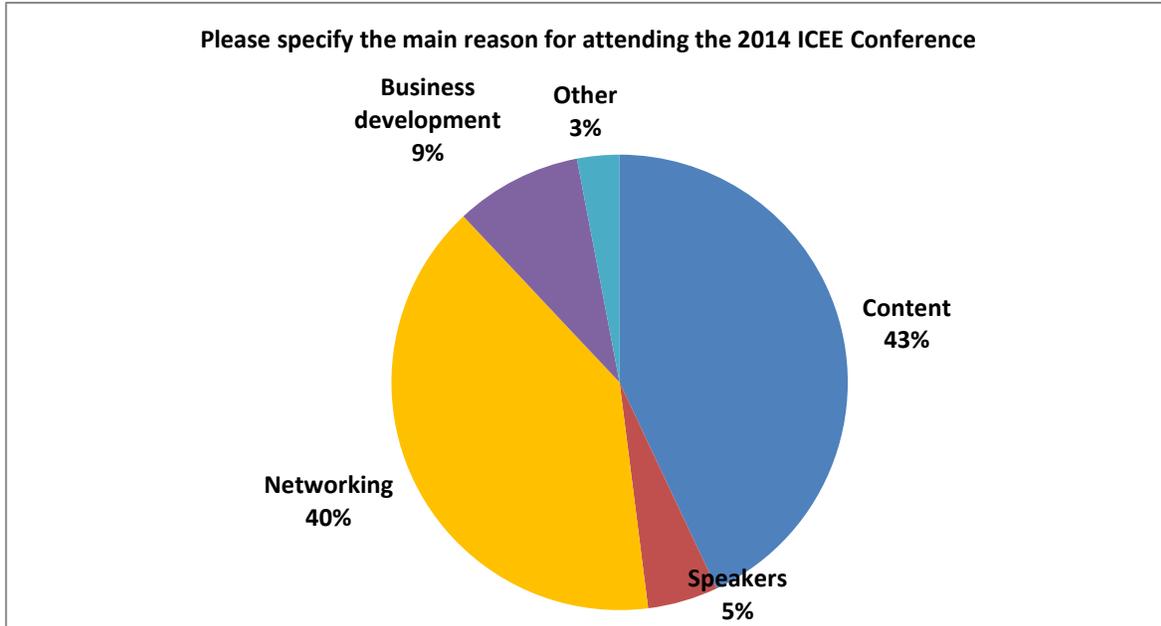
**How did you hear or learn about the 2014 ICEE Conference?**

Promoting the ICEE conference and increasing the participation on international attendees are some of the most important tasks for the current ICEE Board. The following chart summarizes how participants did learn about the conference. According to these results, *receiving information from a colleague* was the most effective way to promote the 2014 conference, followed by *Other* which included word of mouth, ICOM newsletter, and information from ICEE Board Members.



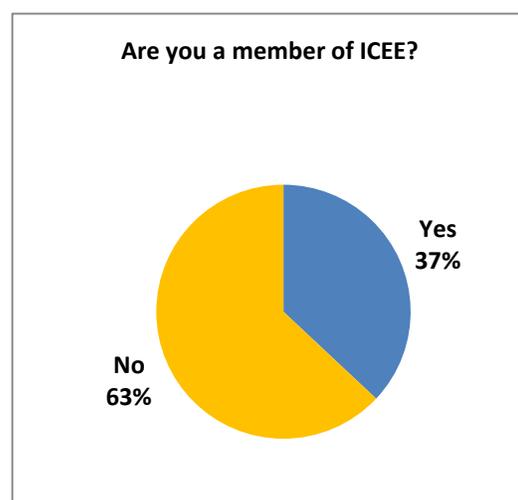
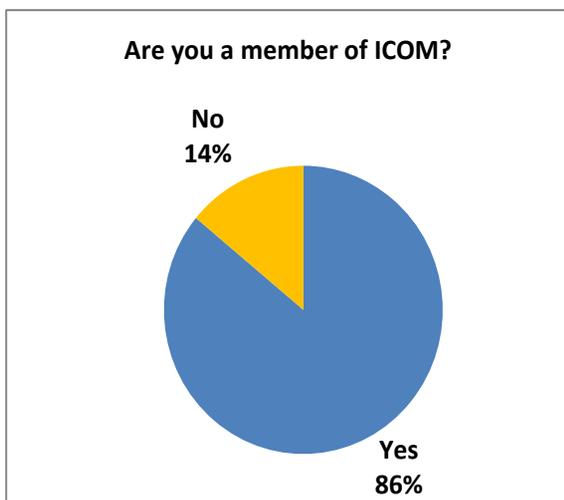
### Please specify the main reason for attending the 2014 ICEE Conference

Networking was identified as the main reason for attending the 2014 ICEE Conference, followed by conference content and business development. These results reiterated the need to maintain or improve current networking opportunities throughout the conference programme.



### ICOM – ICEE Membership

86% of participants of the 2014 ICEE conference are current members of ICOM which reiterated the need to promote the ICEE conference through ICOM Website and newsletter. Only 37% of attendees are ICEE members which indicate that the annual conference represents an opportunity to recruit new members through incentives such as a reduction in conference registration fees.



## 2015 ICEE CONFERENCE

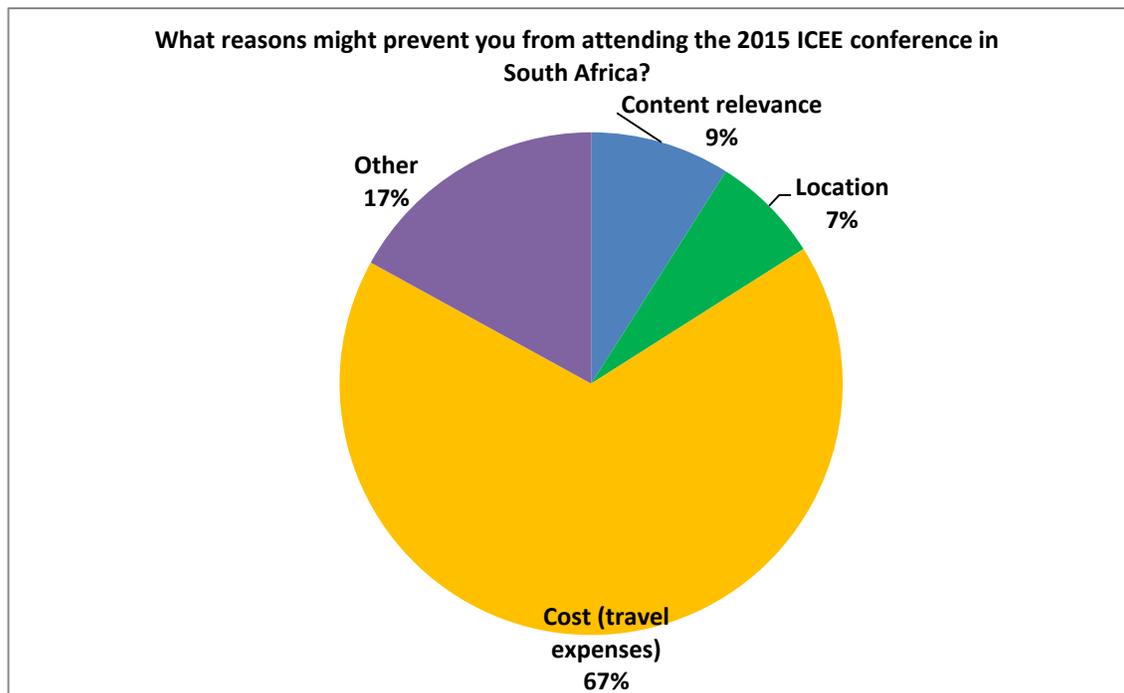
### What future locations would you suggest for the ICEE Annual Conference?

Attendees suggested a wide range of potential locations for future ICEE conferences including:

- Asia
- Australia
- Canada
- Japan
- Italy
- Near East
- The Netherlands (Leiden and Amsterdam combined)
- New Zealand
- North Africa
- Russia
- Singapore
- South Africa (Capetown)
- Spain (Barcelona)
- United Kingdom (Oxford, York, or London)

51% of respondents indicated they are interested in attending the 2015 ICEE Conference in South Africa. 20% are not interested, and 29% said *I do not know yet*. Sharing the 2014 Conference survey results with those who are undecided will help increase participation.

*Travel expenses* were rated as the main reason that might prevent attendees from participating in the 2015 conference in South Africa. *Other* reasons included crime and personal safety, health risks, security issues, remote location, and timing among others. The following graph presents the numerical distribution:



## **APPENDIX: SURVEY COMMENTS (BY QUESTIONS)**

### **OVERALL SATISFACTION**

#### **Q1 Overall, how satisfied are you with the 2014 ICEE Conference: New Museums, New Partners and New Incentives in Exhibition Making and Exchange?**

- A very pleasing meeting.
- Various kinds of museums represented.
- I think there should be more keynote conferences (one per day for example) with great specialists and thinkers of museography.
- Even better? Impossible!
- A bit more interaction in the presentation set-ups.
- The range of exhibitions 'available' was possibly too wide in scope; but nonetheless it was interesting to see what is happening.
- I think the keynote speakers' presentations should be vetted as to content, a little bit more.
- The speeches were excellent. However, I'd have hoped some more representatives of small scale museums with limited funds to tell their initiatives and experiences in exhibition making.
- It would be great if we can get presentation materials on the conference day.

### **DAY 1: WEDNESDAY, SEPTEMBER 23, 2014 (HELSINKI)**

#### **Involving New Museums and New Partners in International Exhibition Exchange**

#### **Q4 To what extent do you agree or disagree that the information presented during Day 1 sessions was valuable?**

- Hitting the nail on the head is the best session. I found it extremely beneficial.
- It's difficult to say agree or not, since I may not have agreed with the content but thought it was interesting to hear.
- The 'International vs National Experiences' talk was perhaps the least successful. He was very nice but a room full of museum professionals probably knew what he was talking about already since they live with it day to day. But that only comes from my perspective and the few other people I spoke with; for others it may have been new information.
- The session took a very commercial aspect, and was not enough centered on new or small museums.
- The keynote lecture (Hitting the nail on the head - are travelling exhibitions the right answers to the right questions?) was very inspirational because of the personality of the speaker and the questions he raised.

- The second and third speaker had the problem that they had to compete with that. Although the subject of the lecture of the second speaker (The strategic position of the touring exhibition activities for Museums in Europe) was very interesting, the lecture itself was a bit too detailed for me, giving so many numbers for so many museums that it was difficult to filter out conclusions.
- The third lecture (International vs. national experiences) was again an interesting topic, but I had the idea that the speaker found it a difficult subject and did not entirely know what he wanted to convey.

**Q8 To what extent do you agree or disagree with the following statements concerning the additional activities included in Day 1?**

- I visited the contemporary art museum which was at the moment closed. So nothing to see.
- Lack of small or new museums representation in the participants.

## **MARKETPLACE OF EXHIBITIONS AND IDEAS**

**Q7 To what extent do you agree or disagree with the following statements concerning the Market Place of Exhibitions and Ideas held at the conference?**

- It can be shorter presentations. 5 min it's enough.
- 10 minutes / speaker was too short, may be 15 minutes next time? Some speakers had to talk too rapidly.
- With some exceptions, there were mostly commercial exhibitions without collections. Certainly not the target for museums.
- The market place was very well organised and I was impressed with the speakers, who overall were perfectly in their timing!

## **DAY 2: THURSDAY, SEPTEMBER 24, 2014 (TAMPERE)**

### **Cross-Sector Museum Collaborations and Co-Operative Projects**

**Q10 To what extent do you agree or disagree that the information presented during Day 2 sessions was valuable**

- I could not attend the last two sessions.
- The presentations should be longer in order to get further information for each.
- The lecture of Michael John Gorman (*Example of Amazing Exhibitions*) was a very pleasant surprise, really interesting and inspiring.
- The information in the lecture of Lee Davidson (*Aztecs in Australasia*) was undoubtedly very interesting for first-time ICEE attendants, to see that we all cope with the same problems in travelling exhibitions.

**Q11 To what extent do you agree or disagree with the following statements concerning the additional activities included in Day 2?**

- Not really a "behind the scene" tour but more a tour in the exhibitions, more like general visitors activity.

### **DAY 3: FRIDAY, SEPTEMBER 25, 2014 (MÄNTTÄ)**

#### **Theatre and Cinema as Muses and Incentives for Exhibition Development**

**Q13 To what extent do you agree or disagree that the information presented during Day 3 sessions was valuable.**

- I was expecting more about the introduction of theatre and cinema in an exhibition, some practicalities.

**Q14 To what extent do you agree or disagree with the following statements concerning the additional activities included in Day 3?**

- The Social programme of the 3rd day was extraordinary fantastic.
- The evening program was excellent. A great way to end the conference.
- I had an excellent time in Mänttä!

### **DAY 4: SATURDAY, SEPTEMBER 26, 2014 (HELSINKI)**

#### **Optional Program**

**Q16 To what extent do you agree or disagree with the following statements concerning the additional activities included in Day 4: Optional Program.**

- I went on the island walk. The guides were so friendly and accommodating. It was a great afternoon.

### **SUGGESTIONS FOR IMPROVEMENT**

**Q17 What topics/sessions would have been helpful to you but were not included in the programme?**

- Due to the many locations I slightly missed a general 'leaflet and information'-table, as that is usually a great place for making new contacts. But that's really splitting hairs!
- It was my first experience with ICEE and I was really satisfied about the programme.
- Organize not only presentations, lectures and speeches, but also workshops in smaller groups and feedback to all the audience.
- You met all expectations I had before the conference.

- Managing entire exhibition packages including shipping and insurance.
- Practical information about traveling exhibitions and prices.
- Case studies about a concrete Exhibition Project developed between the different parties.
- Difference in touring natural history versus art museums exhibitions.
- Smaller museums - their possibilities to take part in travelling exhibition producing/loaning.
- More about financial models with some examples.
- More presentations about projects involving cinemas and theater in museum field.
- Meeting for small museums and low budget exhibitions.
- More theoretical approaches (let us think about exhibition making).
- Art work/exhibition security from a good company providing their services.
- AV technologies currently available for displays.
- As a Museum Technician/Art Handler, I think it would be interesting to present some technical aspects of installation. I've worked in museums for nearly 20 years and moving to Helsinki showed me some hardware I'd never seen before. Likewise, I managed to introduce some things here that no one in Finland had used. That sharing of knowledge and 'tools' is very helpful!
- The topic of new and small museums was not covered in my opinion. Creating a parallel network among museum professionals who are not the V&A or commercial companies was a missed opportunity.
- Fundraising, Sponsorship, Loan fees.
- Statistic review of the exhibition exchanges between countries.
- Have more opportunities to talk to the presenter in the market place section about the exhibitions tour my museum.
- It would be great if the conference got the education program for the exhibition.

**Q18 How can we improve the general sessions & panel discussions?**

- It could be helpful to give more time to each single presentation. Sometimes 10 minutes it wasn't enough.
- This year I came to the ICEE very unprepared due to a busy spell at work. Because of that, it would have been of use to me to have a short introduction (max. 5 minutes) on the topic of that day and how it fits in with the general topic. That would have given some more coherence to each day for me.
- Maybe have a more specific topic per day.
- All was well.
- More time for discussion and panels.

- Invite high level speakers, great specialists of museography.

It is very interesting and necessary to hear all members practical experiences, but we also need the words of the museum intellectuals and researchers who write on these subjects and explore them more deeply.

- Organize at least one lecture where there would be more time for debates after. Also there should be more museum representatives in proportion to independent professionals and private companies.
- Invite PR specialists.
- To have access to some of presentations run in ICEE by speakers.
- Some interaction in the layouts would be good. Also the seating of the rooms could be more suitable for dialogue and interaction.
- Smaller groups? For example at the same time discuss about the same theme in the smaller group (museum, exhibition organization >10 employee, 10-20 employee, etc.).
- I think by inviting more speakers, who had long experience in the field related to the content of the conference, but from different work environments.
- It would have been interesting to know in every case the price of the travelling exhibition (or average price / institution).
- Provide the participants in advance with the text of the Key Note speech.
- It would be great having a moderator leading a session with 1 or 2 presenters rather than just presenting Q&A.

**Q19 How can we improve the Market Place of Exhibitions and Ideas?**

- Knowing in advance the list of participants could be useful to organize ideas and to optimize contacts.
- I think it works perfectly in this form, so no need to change it!
- Increase the level of quality of some presentations. Sometimes, it was a topic too specific to meet all the audience.
- Excellent.
- There should be a link (WEB) to the offers, also more direct contact to the members.
- Each speaker should not present more than two projects in a 5 min time, which would make it more qualitative. Sometimes you have a strange feeling.
- Inviting a marketing specialist.
- There could be more written information available about the exhibitions in question.
- Can Market Place of Exhibitions be really like a market place?

- Liked the short sessions very much as we got a lot of information in a short time.
- Having more projects, perhaps using two days instead of one, and increase the time of the presentation.
- More ideas and lesser exhibitions.
- Inevitably everyone was quite rushed. Perhaps a longer time or less people? (The range was very wide and not applicable to many institutions).
- Allow time afterwards for immediate follow-up; maybe coffee, afternoon tea rather than scheduling another event right away.
- Market place of exhibitions for the smaller museums with limited resources.
- It would be nice to hear about smaller travelling exhibitions, too.
- It would be useful during the discussion to have not only questions related to the topic, but also the comments of the most experienced specialists attending the Market Place.
- Would it be in future also possible to represent ideas for joint exhibition and look for partners around ideas which would be developed further together? Now the Market Place was more for of already existing international large scale travelling exhibitions.
- Well, it is hard to tell on this paper.
- Have another section to talk to the presenters about their exhibits in details.

**Q20 What future locations would you suggest for the ICEE Annual Conference?**

- South Africa.
- I appreciated the South Africa proposal but I will appreciate an European location too.
- Leiden and Amsterdam (combined), Australia or New Zealand, Japan, Italy, Spain, North Africa, Near East (when it is safe), Russia etcetera.
- As ICEE is definitely international, I recommend changing continents. This is why I think South Africa is a good destination. For instance, how they use museums to gather different people together and inspire dialogues is definitely a global problematic.
- Japan, Canada, New Zealand.
- Singapore.
- Any location is good as long as the conferences are high level so that you can justify more easily your trip.
- September is not a very good moment (many exhibitions are opening it is difficult to stay away too long).
- Kaapstad (Cape Town) sounded good.

- UK, York, or London.
- South Africa (Capetown), or England/ London, or Spain/ Barcelona.
- Ashmolean museum, Oxford. It has (2013) many special exhibitions at the same time in same locality. And the museum it-self is very carefully organized with modern-style exhibitions.
- Germany, Italy, Spain, Great Britain.
- Asian region.

**Q21 Which of the following best describes your participation in the conference? Other (please specify)**

- Designer

**Q23 How did you hear or learn about the 2014 ICEE Conference? Other (please specify)**

- My company attends every year.
- Word of mouth.
- ICEE board member.
- ICOM-Finland.
- Artissima.
- Word of mouth (ICOM).
- ICOM.
- ICOM website.
- ICEE board member.
- Regular contacts with board members.
- Colleague in another institution.
- Personal note.
- ICOM Newsletter.
- At the Rio conference 2013.
- Board member.

**Q24 Please specify the main reason for attending the 2014 ICEE Conference. Other (please specify)**

- I was invited to speak.
- Hosting in Espoo City Museum.

**Q27 Would you like to become a member of ICEE? If you are interested in having us contact you to follow-up on your interest in becoming a member of the ICEE, please provide your contact information (name and email)**

- Paola Matossi L'Orsa  
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- The institution I work for is a member of ICOM and I think ICEE

- Kim Hyun Seok  
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**Q29 What reasons might prevent you from attending the 2015 ICEE conference in South Africa? Other (please specify)**

- None.
- None I can think of.
- Epidemics.
- It is difficult for me to come each year (budget, time available).
- Date.
- Health risks, Security issues, Natural disasters.
- Timing.
- Sept - Oct. are busy periods for museums or organizations involved in temporary exhibitions. I myself could not attend a conference either month in 2015.
- Too far away: flights + conference would take too many days.
- Exhibitions are not actually part of my work field, so our museum will send some other person there.
- Crime and personal safety.

**Q30 Which topics/sessions would you like to see at next year's conference?**

- The difference in museum presentations all over the world when not travelling a turnkey exhibition, how to adapt to different audiences? I'll have to think a bit more on other topics, I know I thought of other subjects!

For more information about this document please contact:

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