

2016 ICEE CONFERENCE

REPORT



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Chairman of the ICEE Board
11/1/2016

Table of Contents

| | | |
|------|--|----|
| 1. | Executive Summary | 2 |
| 2. | Introduction..... | 2 |
| 2.1 | Call for Papers | 3 |
| 2.2 | Partnerships and Collaborations for the 2016 Conference..... | 4 |
| 2.3 | izi.TRAVEL Grant Contest..... | 5 |
| 3. | ICEE Board Elections..... | 6 |
| 4. | 2016 ICEE Post Conference Satisfaction Survey..... | 9 |
| 4.1 | Survey Methodology | 9 |
| 4.2 | Overall Satisfaction | 12 |
| 4.3 | Conference Programme | 13 |
| 4.4 | Day One: Monday, July 4th, 2016 | 15 |
| 4.5 | Day Two: Tuesday, July 5th, 2016 | 16 |
| 4.6 | Day Three: Wednesday, July 6th, 2016 | 18 |
| 4.7 | Day Four: Thursday, July 7th, 2016 | 22 |
| 4.8 | Suggestions for Improvement..... | 23 |
| 4.9 | Background Information of Survey Respondents | 23 |
| 4.10 | 2017 ICEE Conference (San Juan-Puerto Rico)..... | 28 |

1. Executive Summary

The report that follows is a summary of the activities related to the 2016 ICEE Annual Conference including the findings from the post-conference satisfaction survey conducted in August 2016. The report also includes references to the 2014 and the 2015 ICEE post-conference satisfaction survey results.

The 2016 ICEE conference was a success, according to the participants who completed a Web-based survey evaluation after the event. There was significant evidence in the survey results and written comments that the participants were highly satisfied with the event, and valued the content provided through different sessions. Each aspect of the conference improved or closely maintained results from previous post-conference survey results conducted in 2014 and 2015.

As a result of the analysis, several suggestions have emerged to improve future conferences. Among the general recommendations, the ICEE should increase networking opportunities resulting from general sessions, market place of exhibitions, and additional activities. Regarding keynote presentations as well as, general sessions and panels, the planning for future conferences should consider adding group activities such as breakout sessions, and/or round table discussions where participants can have smaller conversations. Additional suggestions for the marketplace of exhibitions and ideas include the need to group the exhibitions into categories and present them in different days throughout the conference.

2. Introduction

The 2016 ICEE Conference was held on July 4-7, 2016 in Milano, Italy, during the 24th ICOM General Conference. Through the theme of this year's ICEE conference, *Communicating, Connecting and Innovating with Style*, we invited conference participants to think about their work in exhibitions through the eyes of the design world, exploring the ways museums communicate, connect with audiences and plan for dynamic and engaging visitor experiences.

The 2016 programme included keynote presentations, sessions, panels, discussions, the ever-popular Marketplace of exhibitions, behind the scenes tours of Milan museums and cultural heritage sites, as well as special networking opportunities with ICOM-MPR. A joint afternoon program was developed in partnership with MUDEC Museo delle Culture.

The conference attracted over 110 participants from 32 different countries. All [conference presentations](http://network.icom.museum/icee/conferences/past-conferences/2016-milan-communicating-connecting-and-innovating-with-style/milan-icee-2016-presentations/#c18165)¹ have now been uploaded to the ICEE website.

¹ <http://network.icom.museum/icee/conferences/past-conferences/2016-milan-communicating-connecting-and-innovating-with-style/milan-icee-2016-presentations/#c18165>

2.1 Call for Papers

The call for papers for the 2016 ICEE Conference was a complete success. The invitation to submit proposals was actively promoted through newsletters sent out to the ICEE membership as well as through our Website and social media channels including Facebook, Twitter and LinkedIn. We invited conference proposals to explore the following topics and sub/themes:

Communicating in Style

- In this information age, Museums must communicate with impact and clarity, simplifying messages and using innovative tools to effectively transmit big ideas in exhibitions. How do Museums tell stories that make an impact? How do we communicate big ideas through design and visitor experience?

Connecting with Audiences in Style

- A deep understanding of the needs and motivations of visitors is at the heart of developing meaningful museum experiences and exhibitions. Museums are tailoring their content in an effort to create authentic experiences that touch visitors on a personal level and keep them coming back. How do we connect our goals and the needs of our audience? How do we involve our audience and community in our work? What are some best practices for creating meaningful audience engagement?

Innovating with Style

- Museums constantly need to innovate and experiment in order to remain relevant. Museums look to the realm of fashion and design for inspiration and vision. What role can design play in shaping the way we think about exhibitions and museum experiences? What are some new ideas and emerging trends in fashion, restaurants, retail, theater etc. that inspire exhibitions, communications, design and visitor experience in museums?

As a result, the ICEE content development team received 41 conference paper and case study proposals from 20 countries. The review and selection process was based on several criteria including, the relevance to the conference theme, geographical representation, affiliation, and number of papers vs. number of case studies. The final selection included 12 proposals and two keynote presentations that created a comprehensive and balanced programme for the 2016 conference.



2.2 Partnerships and Collaborations for the 2016 Conference

The ICEE developed a network of strategic partnerships and collaborations for the 2016 annual conference aimed to create sponsorships, synergies, and win-win situations. The list of partners and collaborators include:

- ICOM General Conference
- Museo delle Culture Milano – Italy
- Museo Nazionale Scienza E Tecnologia Leonardo Da Vinci, Milano – Italy
- Pirelli HangarBicocca, Milano – Italy
- Izi.Travel, Amsterdam – The Netherlands
- MuseumPartners, Innsbruck – Austria
- Canadian Museum of History, Gatineau – Canada
- Musée d'Art et d'Histoire de Genève, Geneva – Switzerland
- Smithsonian Institution Traveling Exhibition Service, SITES, Washington DC – USA
- Triennale Design Museum, Milan, Italy
- ICOM International Committee for Marketing and Public Relations (MPR)

The ICEE Board expresses sincere gratitude to our partner institutions, corporate sponsors, and collaborators for their generous support to the 2016 ICEE Annual Conference. The Committee also expresses its sincere gratitude to the keynote speakers, session speakers, panelists, and marketplace presenters for their important contribution to the conference.

**Thank you
To our
partners
institutions,
sponsors, and
collaborators!**

ICOM international
council
of museums

**MUSEO
NAZIONALE
SCIENZA
E TECNOLOGIA
LEONARDO
DA VINCI**

Pirelli HangarBicocca

izi. TRAVEL
the storytelling platform



Smithsonian Institution
Traveling Exhibition Service



Triennale di Milano

MuseumsPartner
www.museumspartner.com



**CANADIAN MUSEUM OF HISTORY
MUSÉE CANADIEN DE L'HISTOIRE**



**MUSÉES D'ART
ET D'HISTOIRE
DE GENÈVE**



VILLE DE
GENÈVE

MPR

2.3 izi.TRAVEL Grant Contest

For second year, the ICEE partnered with izi.TRAVEL, a free audio guide platform, to provide opportunities for ICOM members to attend and participate in the ICEE annual conference. izi.TRAVEL is a global storytelling platform that allows any museum to create an indoor or outdoor audio guide in the form of mobile or web app free of charge. In addition to the travel grant contest, izi.travel organized a storytelling workshop as part of the conference programme. The aim of the competition was to motivate museum and heritage experts to express their creativity and vision on what good content is, by creating audio guides using the izi.TRAVEL platform. A jury consisting of representatives from both ICEE board and izi.TRAVEL rated the guides. The top 4 tours received free registrations to the ICOM conference in Milan, with additional coverage for travel and accommodation expenses. The winners of the audio guide creation contest were:

- Marianna Manucharyan, Senior Researcher, Museum of the Armenian State Pedagogical University, Armenia.
- Linda Apiyo Mboya, Senior Researcher, Nairobi National Museum, National Museums of Kenya.
- Rania Mohamed, Curator, Cairo Egyptian Museum, Egypt.
- Josefina Pichardo, Museo de la Altagracia, Dominican Republic.

A selection of their testimonials is included below:

| | | |
|--|---|--|
| Marianna Manucharyan | Rania Mohamed | Linda Apiyo Mboya |
| Senior Researcher | Curator | Senior Researcher |
| Museum of the Armenian State University | Cairo Egyptian Museum | Nairobi National Museum National Museums of Kenya |
| ARMENIA | EGYPT | KENYA |
| <i>My participation in the conference was the impetus for me to create new audio guides. It was very important for me to participate at the conference as the winner of the IZI. TRAVEL contest, and represent my country.</i> | <i>Why I choose this exhibit for the audio guide project? Mummies are a very interested subject for the major of the museum visitors; I found it needs to be renovated and the objects need to (be) rearranged to clarify the steps of mummification.</i> | <i>The conference was a worthy gathering of international delegates, and presented an excellent global perspective on community engagement. All sessions were relevant particularly the in keynote speakers and I am grateful for being able to listen to such a diverse range of high quality speakers.</i> |

I appreciate ICOM and, particularly, ICEE and IZI. TRAVEL for this great experience, as in the framework of my participation of the conference I met and talked not only with ICEE members, but also with the members of a number of other (ICOM) committees for further cooperation. I would like to talk to much more colleagues, but unfortunately, there are only 24 hours in a day.

This is the chance for working on an international standard that we deeply need in the Egyptian museums; participating in this competition is really a challenge for working internationally; meeting other participants is a kind of networking for more experience from other cultures and other perspectives. At the beginning, I was interested in this project of storytelling because our objects have many stories beyond them and this is the chance to explore those stories through this interactive service which is the audio guide application.

The conference offered me a learning experience and a moment to be more critical of the current museological trends on the issue of redefining heritage (...) Most of the sessions I attended showed how museums are struggling with their role as institutions in a social cultural contemporary setting. How do museums as contact zones reflect on the needs of the local communities in a more sustainable way? (...) On a personal level I found this conference stimulating and enriching and it exceeded my expectations. The passion of the participants was evident professionally, it was extremely rewarding with an appreciation of significant practical experiences, which may have application locally.

3. ICEE Board Elections

Four members of the ICEE board retired during the 2016 Annual Conference in Milano after they successfully completed their second term at the board. The outgoing board members include: Carina Jaatinen (ICEE Chair), Head of Exhibitions, Espoo City Museum, Helsinki, Finland; Isabel Salgado (ICEE Treasurer), Director of the Exhibitions Department, Cultural Area, La Caixa Foundation, Barcelona, Spain; Marlies Kleiterp, Head of Exhibitions, Hermitage Amsterdam, Amsterdam, Netherlands; and Christoph Lind, Head of Exhibitions, Reiss-Engelhorn-Museen, Mannheim, Germany.



The 2013-2016 ICEE Board

Subsequently, 4 new board members were elected, as well as a new ICEE board chair. Elections were conducted by ballot during the ICEE Business Meeting which was held on Wednesday, July 6th, 2016.

The 4 newly elected board members are Amanda Mayne, International Engagement Manager, The British Museum, London, UK; Lourdes Ramos, Executive Director, Museo de Arte de Puerto Rico, San Juan, Puerto Rico; Hillary Spencer, Assistant Director of Global Business Development, American Museum of Natural History, New York, USA; and Hanneke Kik, Senior Project Manager, Travelling Exhibitions and Fundraising, National Museum of Antiquities, Leiden, Netherlands. In addition, Antonio Rodriguez of Washington D.C., USA, was elected as Chairman of the Board. Antonio is a senior-level consultant with more than 20 years of experience in museums, traveling exhibitions, and partnership development.

Following the 2016 ICEE Annual Conference, the new board of the ICEE voted on the establishment of an ICEE Advisory Committee. This advisory group is composed of up to three former ICEE board members who bring a unique set of expertise, skills, and professional networks that complement the knowledge, skills, and networks of current ICEE Board Members.

The creation of the ICEE Advisory committee is based on the need to retain the knowledge and expertise of outgoing ICEE Board Members after they leave or end their working terms. The members of the Advisory Committee provide advice, guidance and support to the current ICEE Board on specific topics and issues related to ICEE activities including the planning, promotion, and general organization of the ICEE annual conferences, as well as the implementation of new programs, projects and activities. The ICEE Board appointed former ICEE Chair and Member of ICOM Executive Council, Carina Jaatinen, former ICEE Treasurer Isabel Salgado, and former Board Member Marlies Kleiterp as the inaugural members of the ICEE Advisory Committee. The full list of the ICEE Board Members including the Advisory Board is presented below:

ICEE Board (2016-2019)

- Antonio Rodríguez
Chairman of the Board
Consultant, Traveling Exhibitions, International Programs, Strategic Partnerships & Alliances. Washington D.C., USA.
- Anne-Marie Raymond
Secretary
Advisor, Strategic Initiatives, Canadian Museum of History. Gatineau, Canada.
- Hillary Spencer
Treasurer
Assistant Director of Global Business Development, American Museum of Natural History. New York, USA.
- Yousef Khacho
Head of Exhibitions, Qatar Olympic and Sports Museum, Qatar Museums. Doha, Qatar.

- Hanneke Kik
Senior Project Manager, Travelling Exhibitions and Fundraising, National Museum of Antiquities. Leiden, the Netherlands.
- Amanda Mayne
International Engagement Manager, the British Museum. London, United Kingdom.
- Gevorg Orbelyan
Deputy Director, Yerevan History Museum. Yerevan, Armenia.
- Lourdes Ramos
Executive Director, Museo de Arte de Puerto Rico. San Juan, Puerto Rico.
- Petra Rotthoff
Director of Exhibitions, MuseumsPartner. Elsdorf, Germany.
- Laura Zani
Fund-raising and International Relations Advisor, Museum of Art and History of Geneva. Geneva, Switzerland.

ICEE Advisory Committee (2016-2017)

- Carina Jaatinen (former ICEE Chair and Member of ICOM Executive Council)
Head of Exhibitions, Espoo City Museum. Helsinki, Finland.
- Isabel Salgado (former ICEE Treasurer)
Director of the Exhibitions Department, Cultural Area, La Caixa Foundation, Barcelona, Spain.
- Marlies Kleiterp (former ICEE Board member)
Head of Exhibitions, Hermitage Amsterdam, the Netherlands.



The 2016-2019 ICEE Board including the ICEE Advisory Committee

4. 2016 ICEE Post Conference Satisfaction Survey

The ICEE started conducting post-conference satisfaction surveys in 2014 as a way to obtain feedback from the attendees regarding the event. Every year, we relate survey results with feedback from previous year as a way to compare historical data and monitor progress. The survey results also suggest opportunities for improvements that we take into account in our planning for future conferences.

4.1 Survey Methodology

Following the 2016 conference, 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
 - 97 attendees received invitations to participate
 - 55 valid responses received as of Monday Aug 29, 2016
 - Response rate of 57%
- 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

The 2016 ICEE conference evaluation survey was divided into nine sections as follows:

1. Overall Satisfaction
2. Conference Programme
3. Day 1: Monday, July 4th, 2016
 - Welcoming Remarks and Keynote Presentation I
 - Session 1: Communicating in Style
4. Day 2: Tuesday, July 5th, 2016
 - Session 2: Innovating with Style
 - Session 3: Connecting with Audiences in Style
5. Day 3: Wednesday, July 6th, 2016
 - Keynote Presentation II
 - ICEE Business Meeting
 - izi.Travel Storytelling Workshop
 - Marketplace of Exhibitions and Ideas
6. Thursday, July 7th, 2016

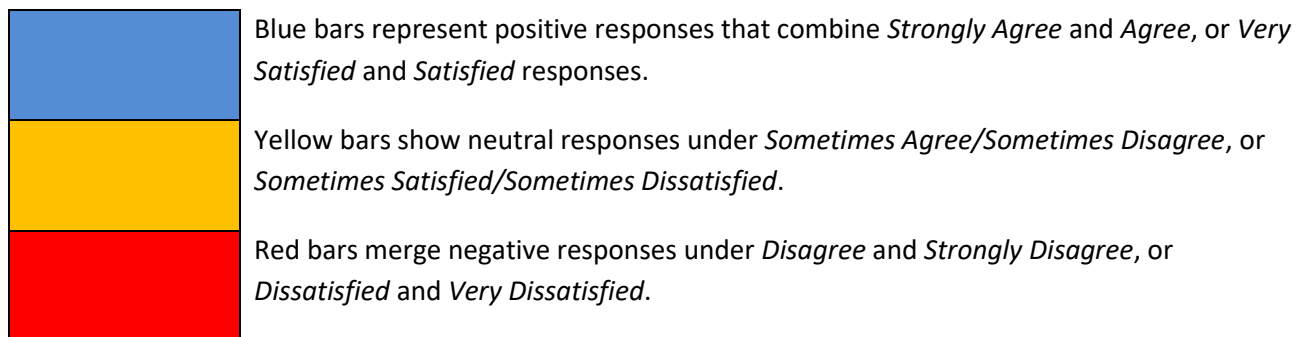
- Offsite Visits and Tours
- 7. Suggestions for Improvement
- 8. Background Information of Respondents
- 9. 2017 ICEE Conference

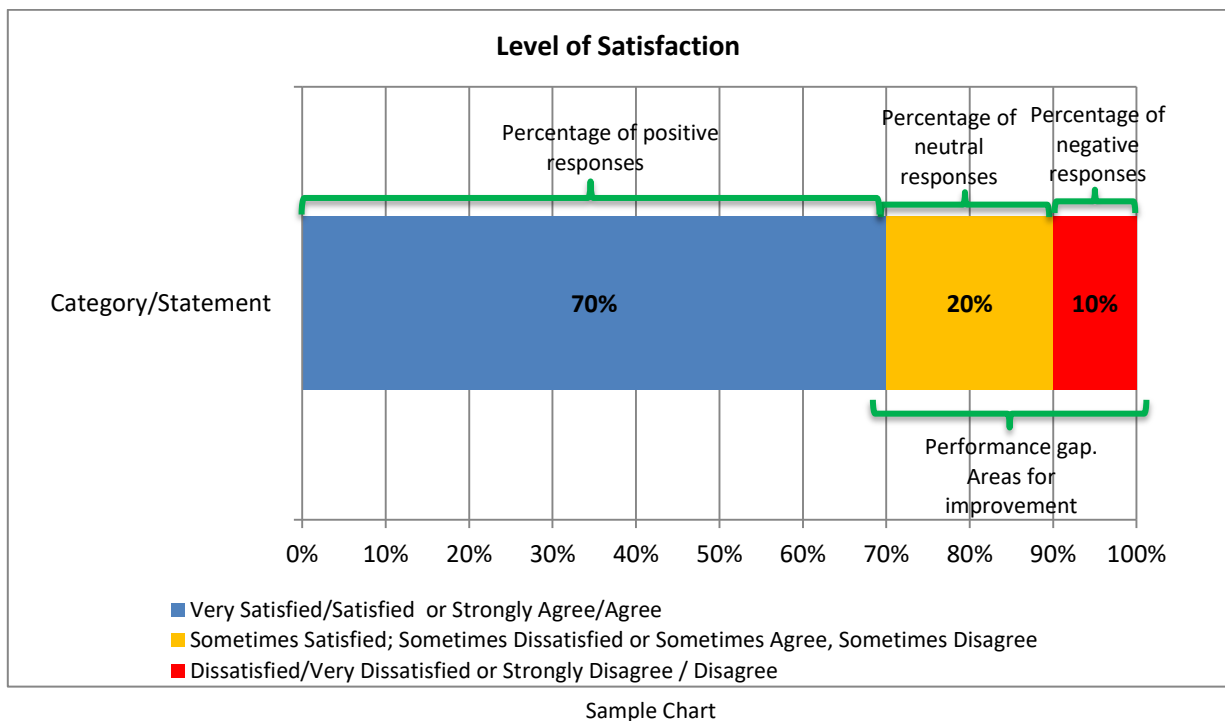
Following the conference, an email was sent to all registered attendees inviting them to respond to a Web-based survey, resulting in a total response rate of 57% (55 responses) of the total attendee list of 97 participants. Attendees were asked to rate various aspects of the conference organization and technical content using numerical scores. Performance-related responses were rated on a 5-point Likert-type scale as follows:

| Numerical Score | Response Category |
|-----------------|--|
| 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 chart provides a visual sample of the data analyzed in this report:





All percentages² 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 improvement 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% | Good (Minimum Goal) |
| 60% – 69% | Average |
| 50% – 59% | Fair |
| 40% – 49% | Marginal |
| 0% – 39% | Poor |

² Percentages have been adjusted to exclude missing observations and N/A responses. In addition, due to rounding totals may not add to 100%.

4.2 Overall Satisfaction

Generally, attendees were highly satisfied with the 2016 ICEE Conference. The chart below summarizes their responses in regard to the overall satisfaction with the conference. The percentage of positive responses is 91% which combines answers from *Very Satisfied* and *Satisfied* response categories. This rating along with the several positive comments reflects a high level of satisfaction with the conference.

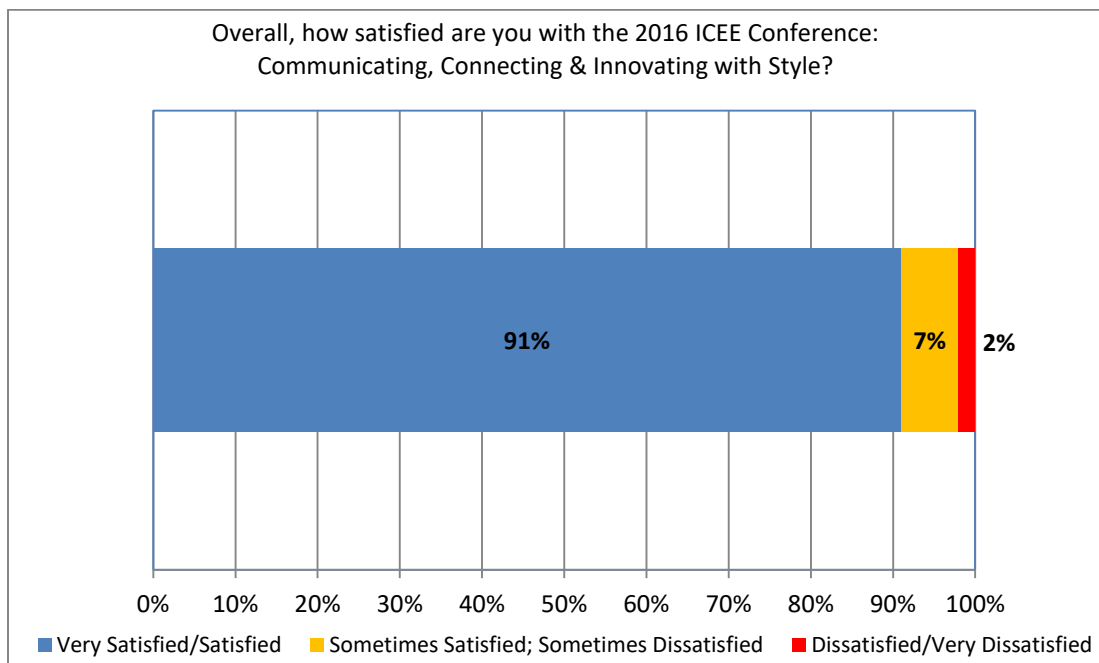


Chart 1: Overall Satisfaction

Typical comments included:

- *A very well organised, informative, inspiring and friendly conference.*
- *The quality of the lectures was really high this year, my compliments! And the moderators did a really good job as well.*
- *Make it last longer!*



Answers from different background groups (museum professionals, private sector representatives, guest speakers, students, other) were not statistically significant different from the total group of attendees.

The 2016 overall results indicated the highest level of satisfaction with the conference since 2014. The overall satisfaction in 2016 improved for third year in a row, compared to 88% satisfaction level obtained in 2015, and 89% in 2014, as illustrated in the following chart:

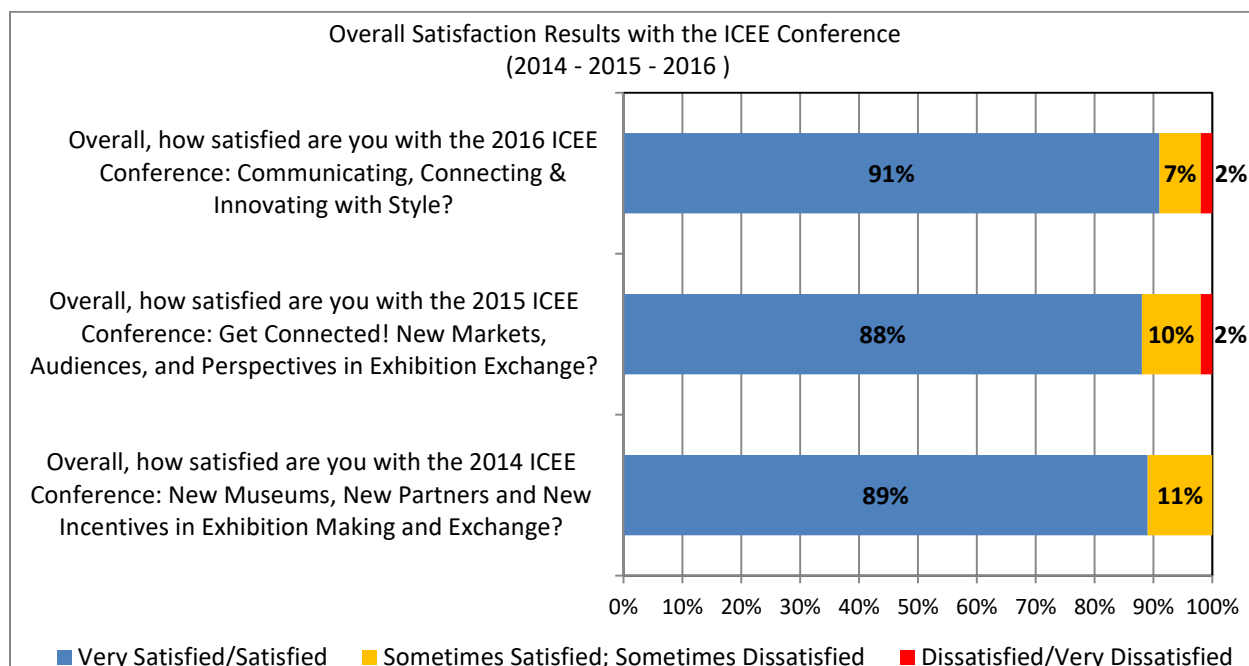


Chart 2: Overall Satisfaction
(Historical comparison between 2014, 2015, and 2016 post-conference survey results)

4.3 Conference Programme

Feedback from participants indicates a high level of satisfaction with all aspects of the 2016 ICEE Conference Programme. All components of the 2016 programme received ratings over 80% of satisfaction including conference staff (100%), content relevance (94%), layout of the events (88%), quality of contacts made during the conference (86%), coffee breaks (87%), and conference materials (84%).

One of the most important pieces of 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 (98%) throughout the survey. The following chart presents the satisfaction level with all components of the 2016 conference programme:

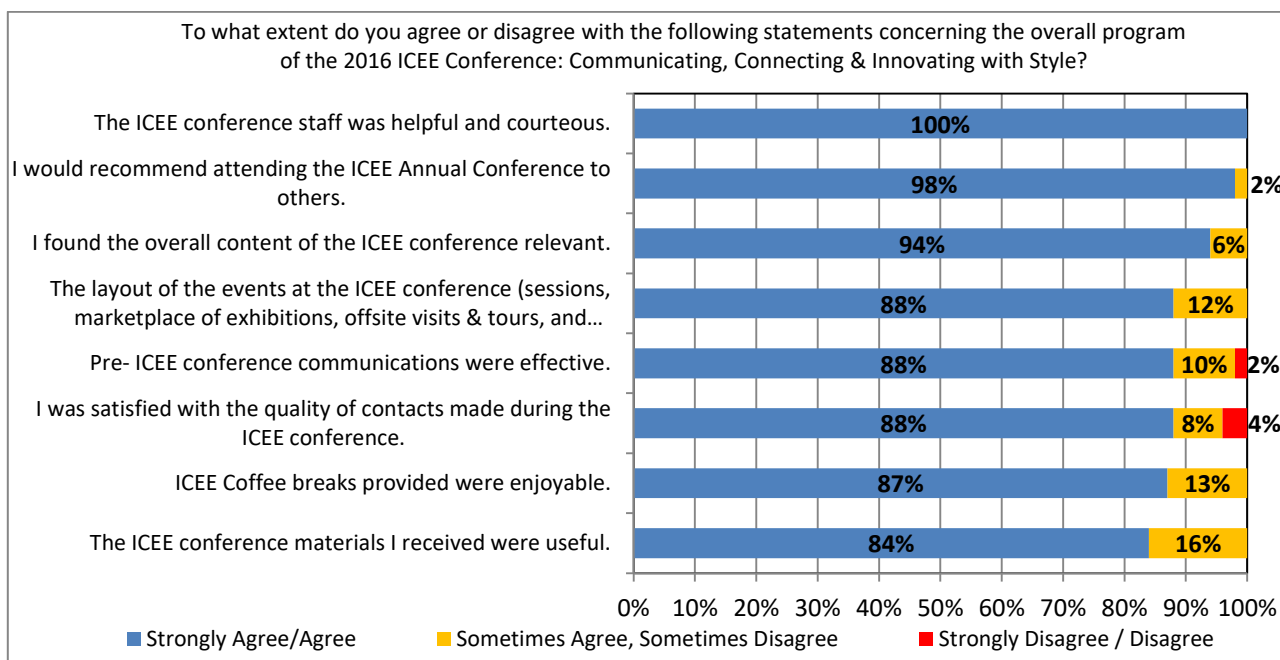


Chart 3: Level of Satisfaction with Conference Programme

Conference Key Indicators

Some the key indicators/metrics to measure success during the ICEE conference are conference staff performance, quality of contacts made during the event, relevance of conference content, and recommending the conference to others. Each indicator improved in 2016 or closely maintained results from 2015 and 2014 survey results as presented in the chart below:

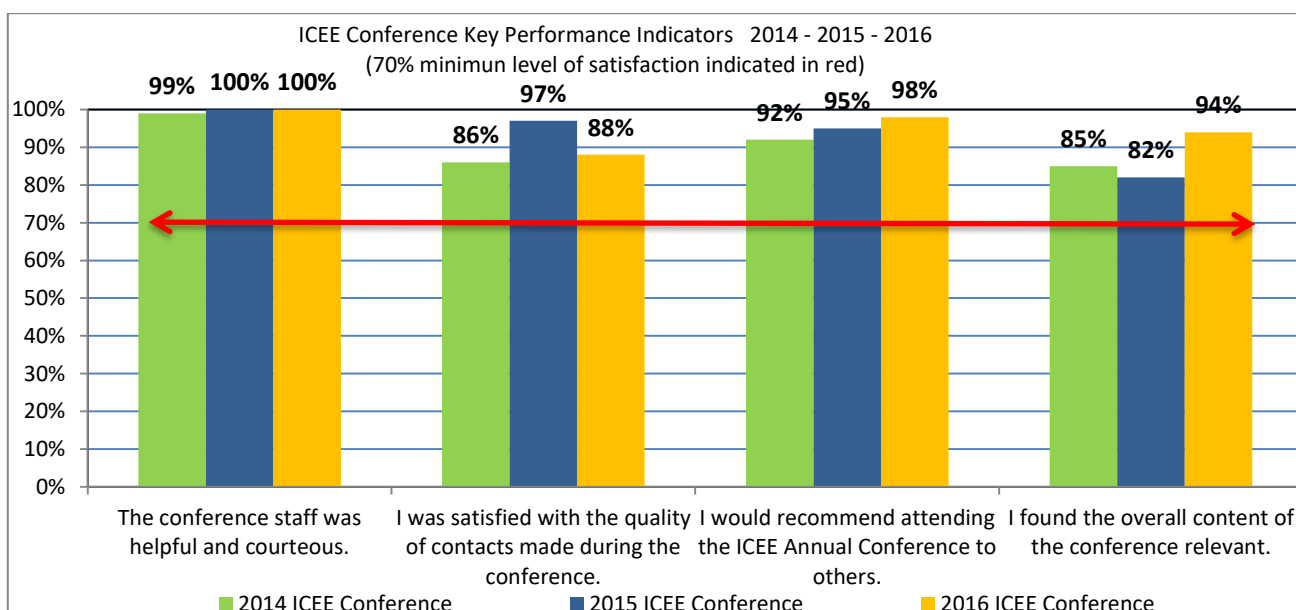
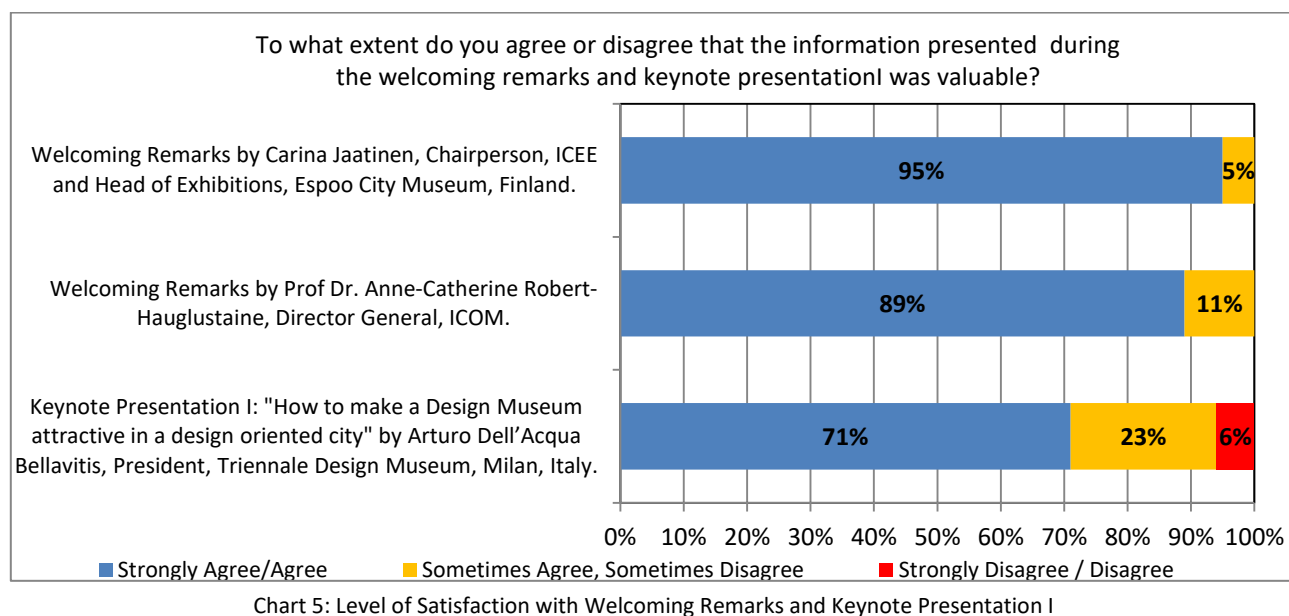


Chart 4: Conference Key indicators
(Historical comparison between 2014, 2015, and 2016 post-conference survey results)

4.4 Day One (Monday, July 4th, 2016)

All sessions included in Day 1 received scores above the 70% minimum level of satisfaction. The highest level of satisfaction was obtained by “Welcoming Remarks” (95%). The lowest level of satisfaction during Day 1 was given to Keynote Presentation I: “How to make a Design Museum attractive in a design oriented city” (71%). The following chart presents all scores in detail:



Regarding Session 1: *Communicating in Style*, “Introduction to Session 1” received (94%), followed by the presentations “Exploring History Through a Life-size Graphic Novel: The Making of Deadly Skies—Air War, 1914–1918”; and “A history of the world in 100 objects: tailoring content for audiences at home and abroad”. Both presentations received high ratings (91%). The following chart presents all scores in detail:

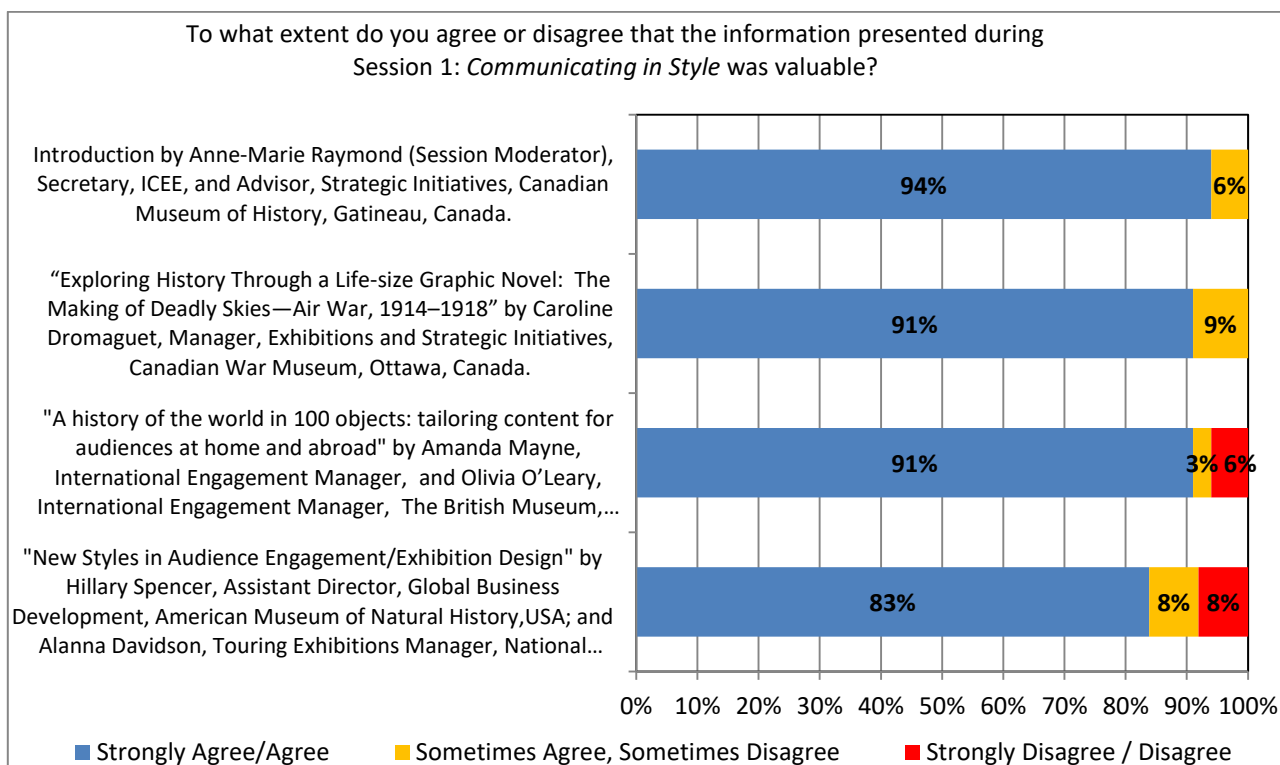


Chart 6: Level of Satisfaction with Session 1: Communicating in Style

Typical comments on Welcoming Remarks, Keynote Presentation I, and Session 1 included:

Typical comments included:

- *I found these presentations very informative and educative.*
- *I really enjoyed the British Museum presentation!*
- *In general I thought the content was great and really useful.*
- *Quite often the speakers speak about very obvious things for exhibition makers or off topic. The best speeches tend to walk us through successful and exciting new exhibition projects, such as Caroline's speech about the Deadly Skies exhibit.*



4.5 Day Two (Tuesday, July 5th, 2016)

Overall, attendees expressed their high level of satisfaction with all sessions included in Day 2. Regarding Session 2: *Innovating with Style*, "Introduction to Session 2" received a high rating (97%), followed by

"Inspired by Fashion: Thinking Outside the Box to Deliver Powerful Temporary Exhibitions" (90%). All scores are presented in the following chart:

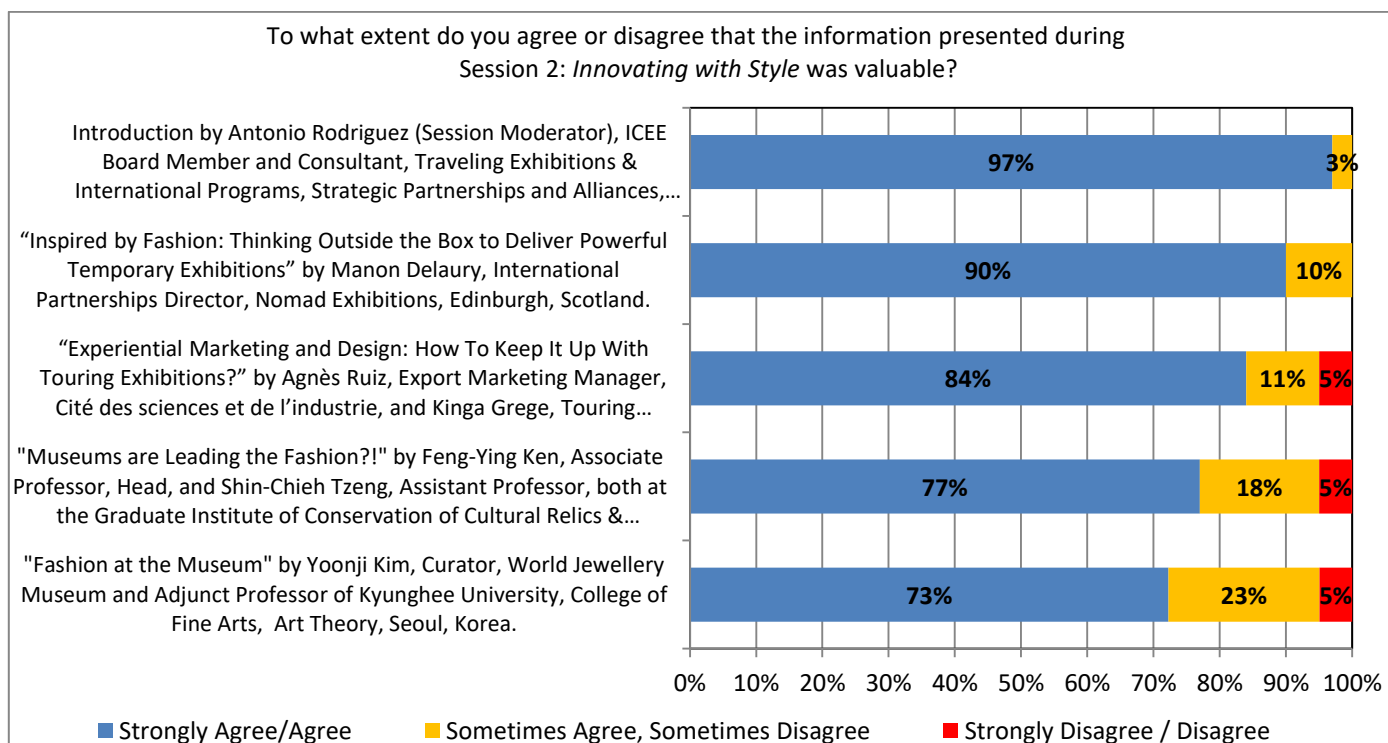


Chart 7: Level of Satisfaction with Session 2: Innovating with Style

Typical comments on Session 2 included:

Typical comments included:

- *Manon Delaury definitely delivered the best lecture: she really did research and did not only stick to own experiences. I would strongly advice to guide the future lectures towards this approach/presentations.*
- *For me this year Manon Delaury and Yoonji Kim were the top speakers. Very interesting, informative and inspiring.*
- *It is good to have a variety of presentations (Yoonji Kim's was certainly different) in order to vary the pace, presentation style etc. Just because it was less useful for me I think it was good to include for the benefit and balance of the overall programme.*
- *The "Inspired by Fashion" presentation was excellent!*



Regarding Session 3: *Connecting with Audiences in Style*, “Introduction to Session 3” received the highest rating (97%), followed by the presentations “Connecting Audience at the Heart of China’s Museum Boom”, and “Kids Deserve Good Design Too”, both receiving high ratings as well (93%). The following charts present all scores obtained by specific presentations.

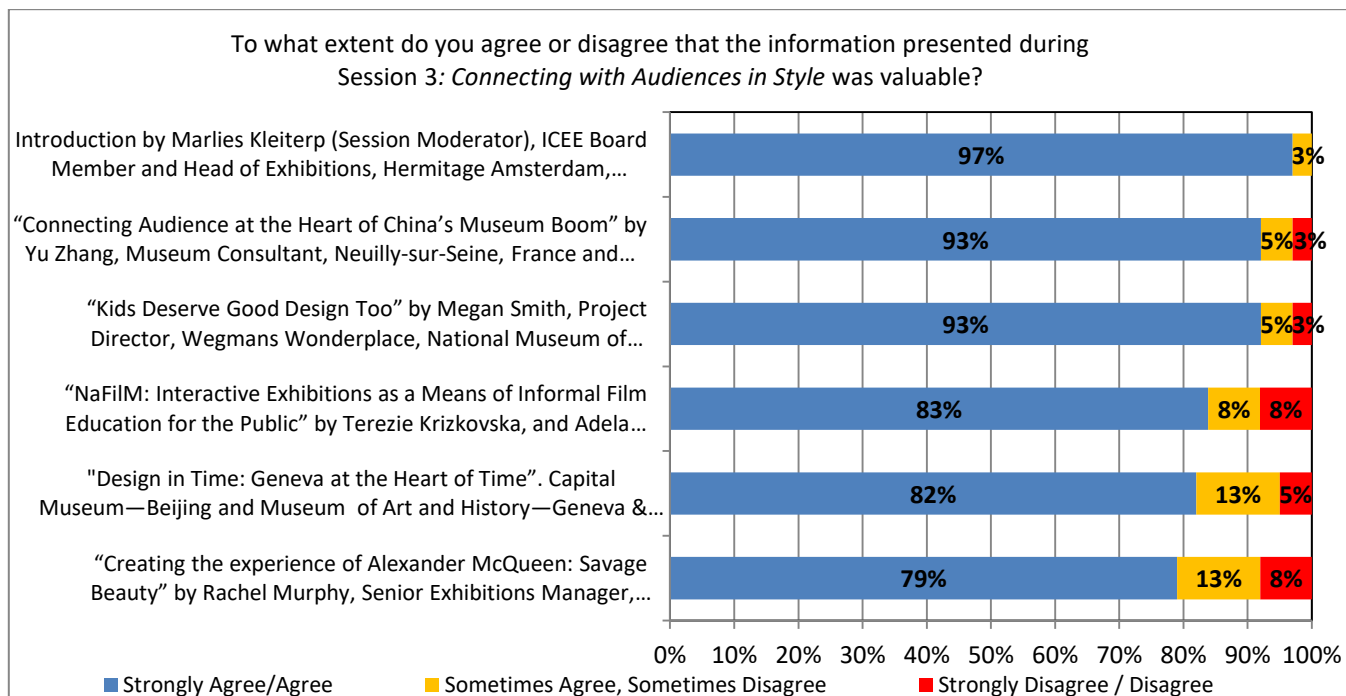


Chart 8: Level of Satisfaction with Session 3: Connecting with Audiences in Style

Typical comments on Session 3 included:

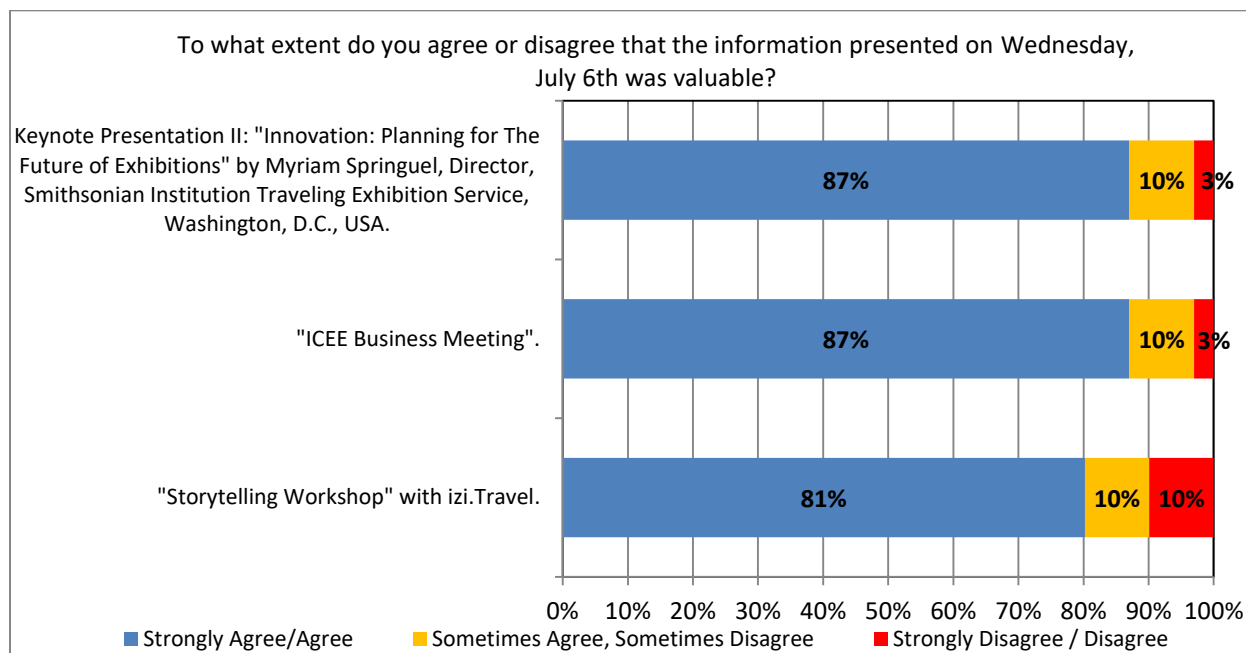
- *I really appreciate all the ideas presented which were not only interesting but also connected with the intent of making museums more interesting and captivating.*
- *According to my interests "kids deserve good design too" has been one of the most captivating subject for me.*
- *The presentation about Alexander McQueen was very interesting!*



4.6 Day Three (Wednesday, July 6th, 2016)

Survey respondents expressed their satisfaction with the presentations included in Day 3. The Keynote Presentation II: "Innovation: Planning for The Future of Exhibitions" received a very high score (87%). The additional activities included in Day 3 also a high level of satisfaction including "ICEE Business Meeting"

(87%), and "izi.TRAVEL Storytelling Workshop" (81%). Additional feedback and typical comments from survey respondents reiterated the high satisfaction with the sessions and activities on Day 3.



Typical comments included:

- *Myriam Springuel's presentation was one of the best touring exhibition programme overview presentations I have ever heard. Thank you for inviting her to speak - she was very inspiring!*
- *Myriam had a great performance and she is a sparkling personality, but the level of information was in fact for starting exhibition makers. I think that we all in the room were above that level.*
- *I had a really fun time with the storytelling workshop.*

Marketplace of Exhibitions and Ideas

One of the highlights of the ICEE Annual Conference is the Marketplace for Exhibitions and Ideas. In this session, participants have the opportunity to present their touring exhibitions projects through 10-minute presentations. This year, the Marketplace of Exhibitions and Ideas promoted exhibitions, projects, and ideas developed by museums, touring organizations, and museum professionals in Austria, Canada, China, Finland, France, Iran, Italy, Netherlands, Taiwan, United Kingdom, and USA.

In general, attendees were very satisfied with the Market Place of Exhibitions and ideas. The overall satisfaction level was very high (94%). The two charts below summarize their responses regarding this important section of the conference. In 2016, and for the first time, all marketplace indicators received scores above the 70% minimum level of satisfaction. The *value* the marketplace provided to them and their organizations obtained the highest score (86%), followed by the *quality of the speakers* (83%). The lowest score was received by the possibility of *following-up with some of the speakers after the conference* to

request more information about the exhibition project presented, which received (72%). Feedback and open-ended comments from participants reveal the need to increase the variety of the exhibitions, to include exhibitions for smaller museums, and to avoid the inclusion of more than one presenter from the same organization, or presenting about the same projects.

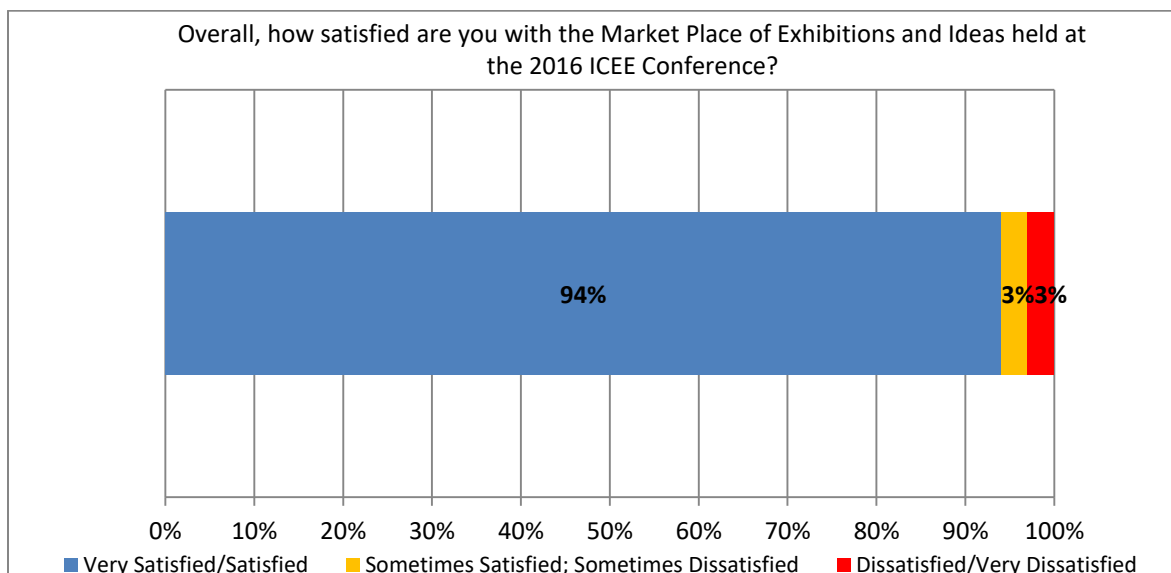


Chart 10: Overall Satisfaction with the Marketplace of exhibitions and Ideas

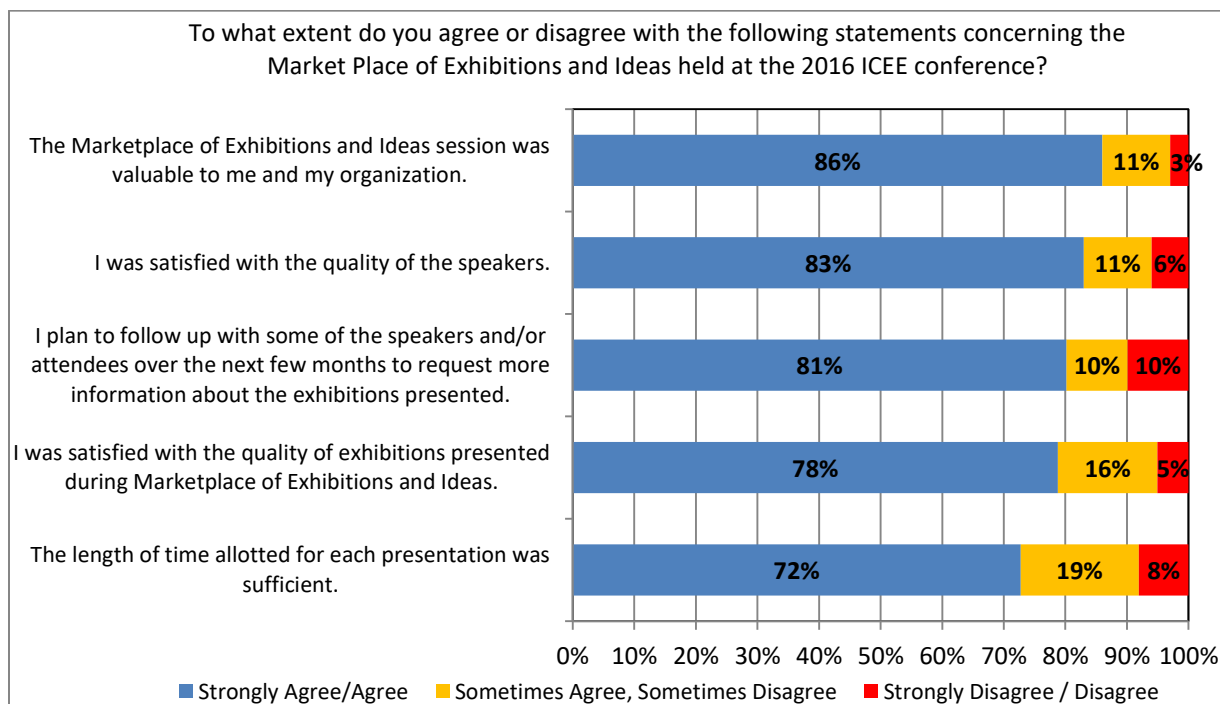


Chart 11: Level of Satisfaction with Marketplace of Exhibition and Ideas.

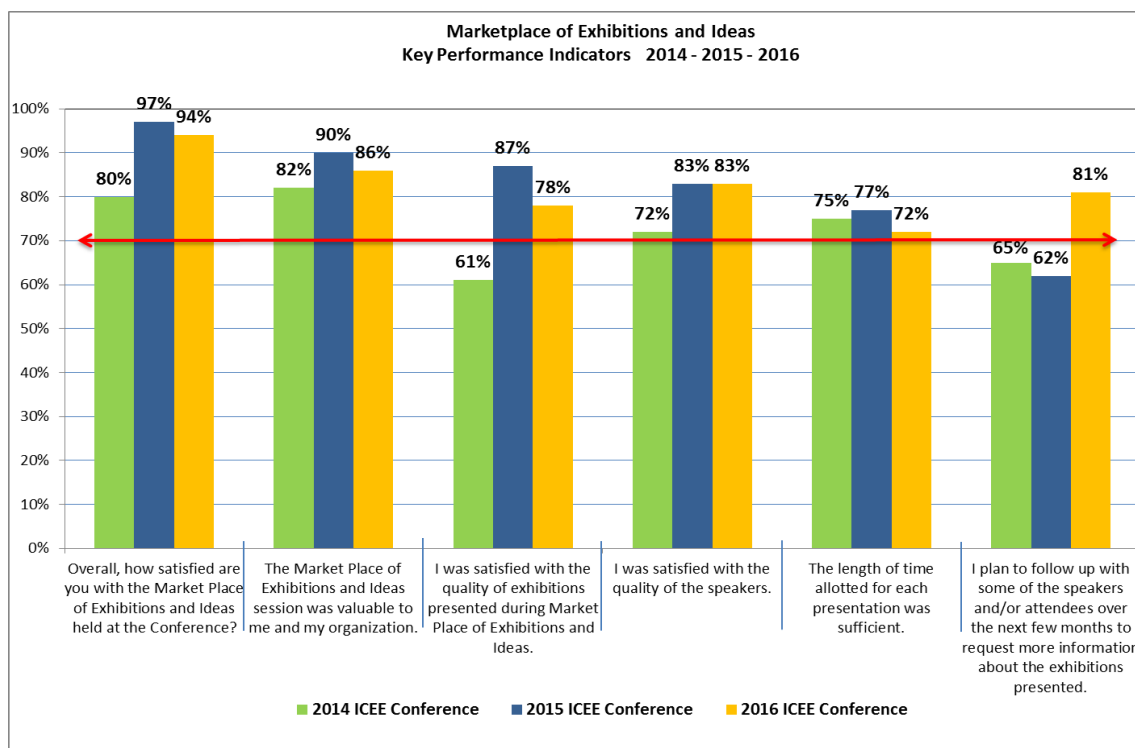


Chart 12: Marketplace of Exhibitions and Ideas Key indicators
(Historical comparison between 2014, 2015, and 2016 post-conference survey results)

Typical comments for the 2016 Marketplace of Exhibition and Ideas included:

- *Always a great moment and a nice format.*
- *This was a very interesting session, but time allocated was very short.*
- *I really appreciated the presentation of Mac, again full of inspiring ideas, in between the exhibition pitches, very refreshing as every year.*
- *There were several presenters from the same organization. It would be best if priority was given to different organizations and those who want to present from the same organization be put on the waiting list.*
- **AMAZING!**
- *Is it possible to have access to the exhibition folders electronically afterwards as well?*



4.7 Day Four (Thursday, July 7th, 2016)

Survey respondents expressed their high level of satisfaction with the offsite visits, tours and additional activities included in Day 4. The Pirelli HangarBiccoca tour received the highest score (100%), followed by the afternoon program and networking reception at MuDEC Museo delle Culture (97%), and the Milanese Navigli Tour (94%). Feedback from participants suggested the need to provide more information on the participating organizations. The following chart illustrates all scores:

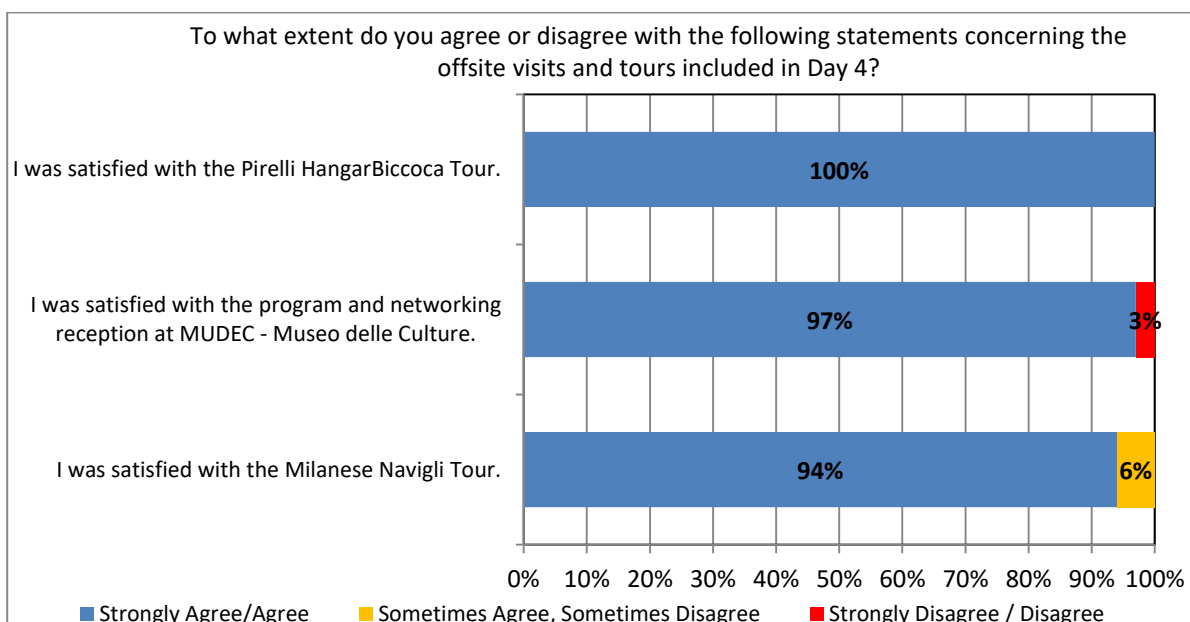


Chart 13: Level of Satisfaction with offsite visits and tours.

Typical comments included:

- *The reception at MUDEC was really nice.*
- *MUDEC presenters were very cryptic and did not really answer questions asked. It's a very interesting model and having broader context would have been useful.*
- *Thank you for organising! I find I usually make the best, and more variety, or new contacts on the excursion days.*
- *I'm happy to have been to the HangarBicocca tour because it was a different way to experience a really new and innovative museum.*
- *Claudio, the tour guide for the Navigli, was excellent! The afternoon program and reception at MUDEC was extraordinary.*



Milanese Navigli Tour



Museo Nazionale Scienza E Tecnologia
Leonardo Da Vinci

4.8 Suggestions for Improvement

Even though the purpose of the conference was met, there is room for improvement. Based on the data and analysis conducted for the evaluation of the 2016 ICEE Conference, the following recommendations are being made:

General Recommendations:

- Share summary of survey results with all participants.
- Increase networking opportunities resulting from general sessions, market place of exhibitions, and additional activities.
- Consider all reasons expressed in the survey that might prevent participants from attending the 2017 ICEE conference in Puerto Rico.

Keynote, General Sessions and Panels

- Maintain the good quality and variety of speakers.
- Add group activities, breakout sessions, and/or round table discussions where participants can have smaller conversations.

Marketplace of Exhibitions and Ideas

- Group the exhibitions into categories and present them in different days throughout the conference.
- Allocate more time for presentations.

Additional Suggestions

- Make sure session, panel and marketplace presenters are from different organizations to avoid participants from the same institutions presenting up to three times during the conference.
- Follow-up with all participants that expressed interest in becoming members of the ICEE.

4.9 Background Information of Survey Respondents

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

The 2016 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 70% of the total number of attendees, followed by guest speakers representing 10% of the total. Private sector representatives, students and others represent a very small percentage of participants. The following chart presents the numerical distribution in details:

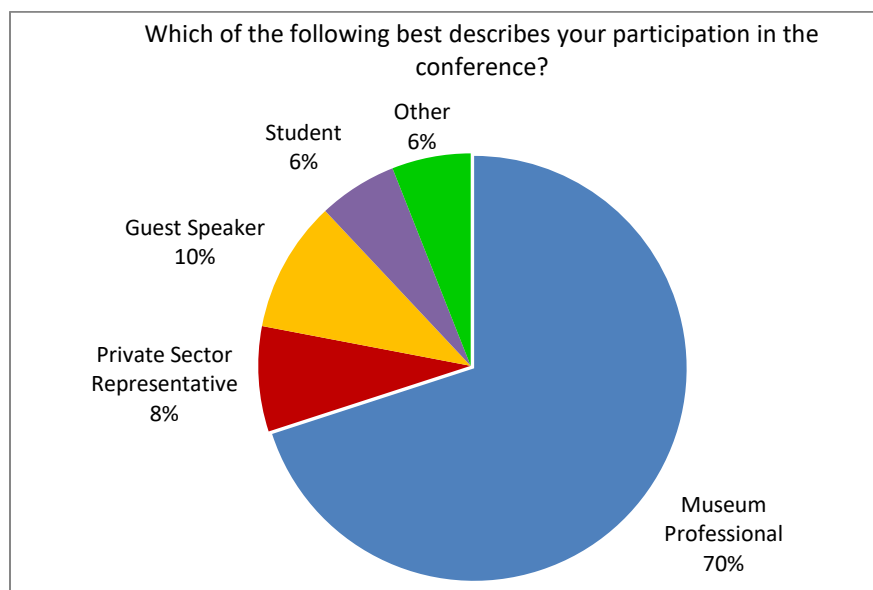


Chart 14: Background information of survey respondents

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. Consistent with previous years, the highest percent (44%) represents participants that attended the ICEE conference for the first time. This result reinforces the need to include introductory and basic information related to the different steps involved in the process of development, production, and tour management of traveling exhibitions.

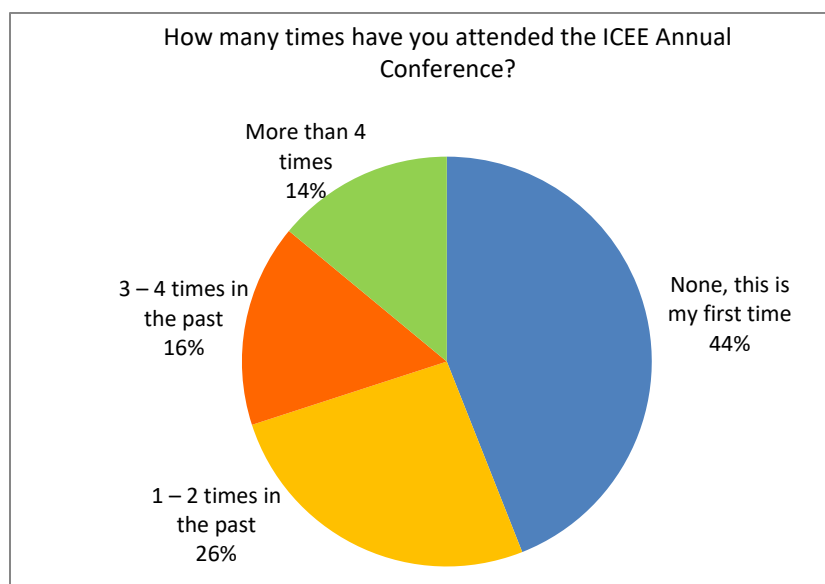


Chart 15: Background information of survey respondents

How did you hear or learn about the 2016 ICEE Conference?

Promoting the ICEE conference and increasing the participation of museum professionals are priority tasks for the current ICEE Board. According to the 2016 results, receiving information via email announcement was the most effective way to promote the conference, followed by ICOM and ICEE websites. These considerations reveal the need to improve the way we communicate via email with the ICEE members and other colleagues within the museum community. These results also confirmed the need to have a strong presence on social media as a way to promote the ICEE annual conference. The following chart presents the complete distribution by each response category.

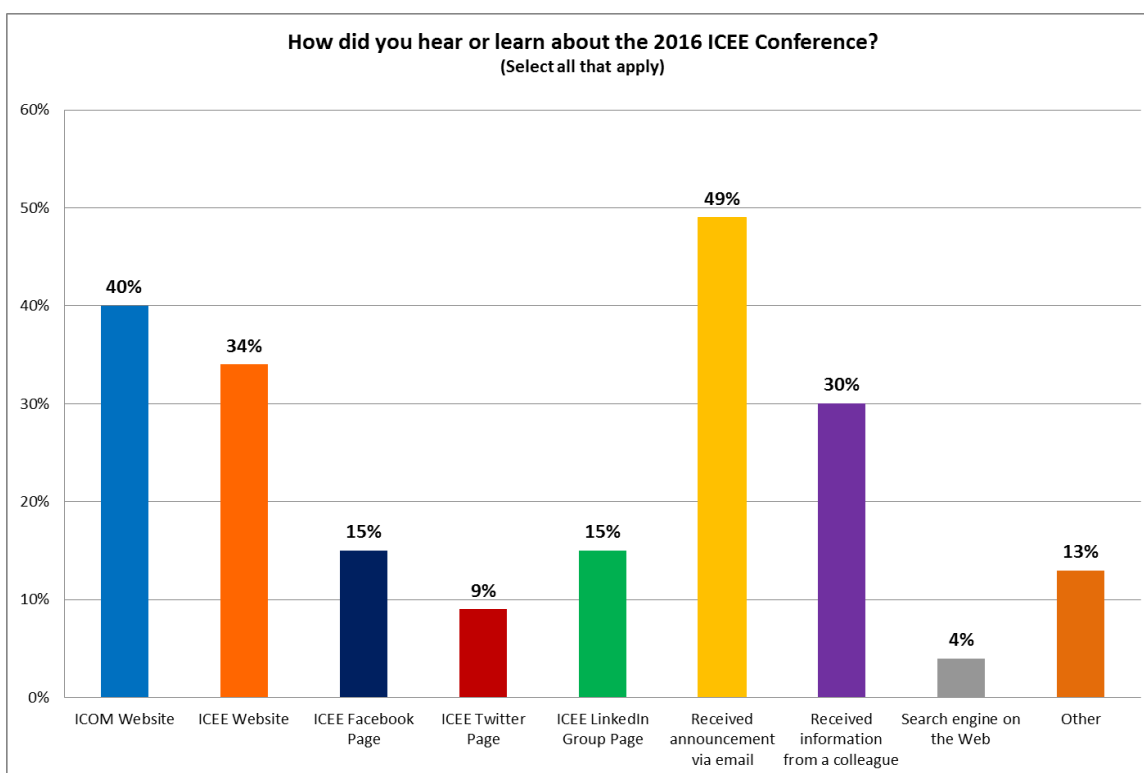


Chart 16: Background information of survey respondents

Please specify the main reason for attending the 2016 ICEE Conference

Consistent with 2014 and 2015 post conference survey results, *networking* was identified as the main reason for attending the 2016 ICEE Conference, followed by *conference content* and *business development*. These results reiterated the need to maintain and improve current networking opportunities throughout the conference programme.

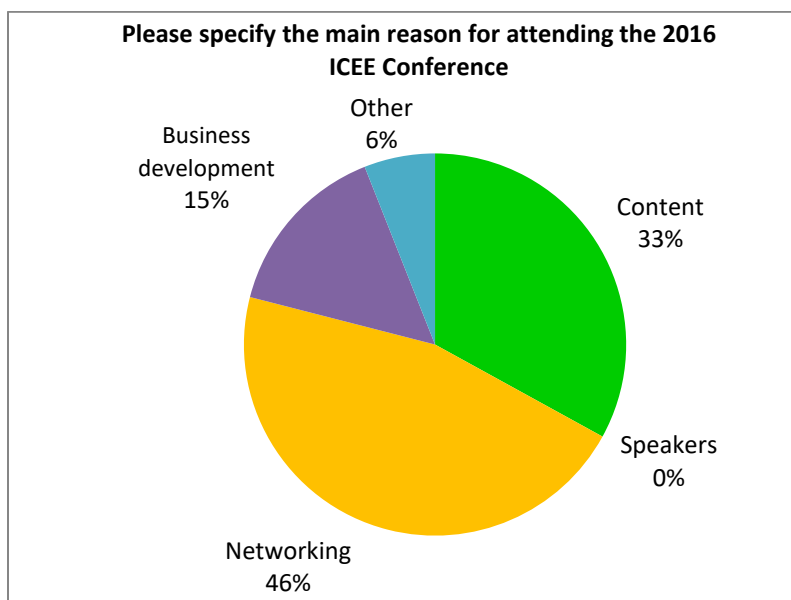


Chart 17: Background information of survey respondents

ICOM – ICEE Membership

Eighty six percent (86%) of participants of the 2016 ICEE conference are current members of ICOM which reiterated the need to promote the ICEE conference through ICOM Website and other internal ICOM communication channels. 29% of attendees are not ICEE members which suggest that the annual conference represents an opportunity to recruit new members through incentives such as a reduction in conference registration fees.

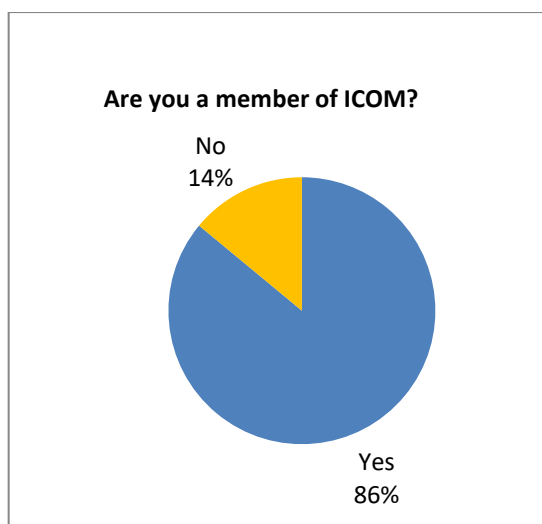


Chart 18: Background information of survey respondents

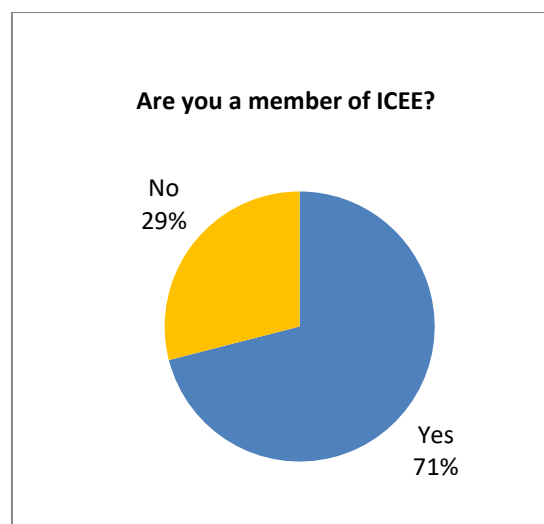


Chart 19: Background information of survey respondents

Regarding the planning of ICEE future conferences, what aspects are more relevant to you?

The 2016 post conference survey results suggest opportunities for improvements that we take into account in our planning for future conferences. According to survey respondents, *conference theme* and *content relevance* are the most important aspects of the ICEE conference planning process. The following chart presents all response categories.

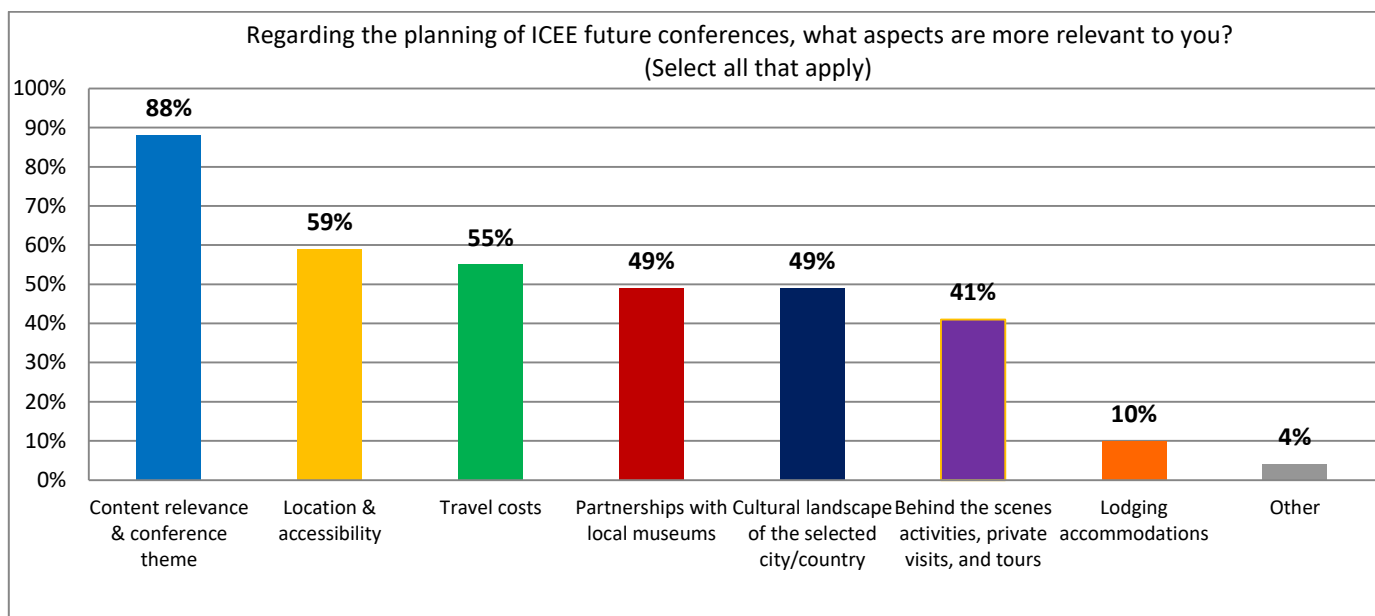


Chart 20: Background information of survey respondents

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

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

- Argentina (Buenos Aires)
- Armenia
- Australia (Brisbane, Sydney)
- Austria
- Belgium (Brussels)
- Cambodia
- Canada (Ottawa)
- China
- Colombia (Bogotá)
- Denmark (Copenhagen)
- France (Paris)
- Germany (Berlin)
- India
- Italy (Rome)
- Kenya
- Korea
- Malaysia
- Morocco
- Netherlands (Amsterdam)
- New Zealand (Wellington)
- Norway
- Peru
- Singapore
- Slovenia
- South Africa
- Sweden (Stockholm)
- Thailand
- United Arab Emirates (Abu Dhabi, Dubai)
- United Kingdom (Edinburgh, London)
- USA (New York, Washington DC)
- Vietnam

4.10 2017 ICEE Conference (San Juan-Puerto Rico)

According to survey results, (76%) of respondents indicated they are interested in attending the 2017 ICEE Conference in Puerto Rico, 4% are not interested, and 20% said *I do not know yet*. Sharing the 2016 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 2017 conference in Puerto Rico. Other reasons included schedule conflict at work and attendance to other conferences. The following graphs present the numerical distributions:

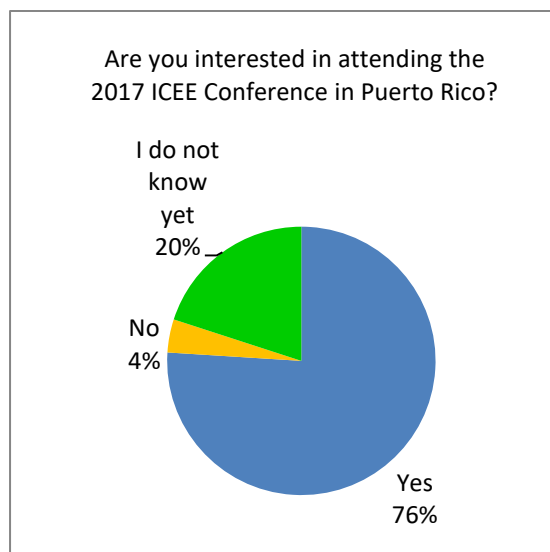


Chart 21: Background information of survey respondents

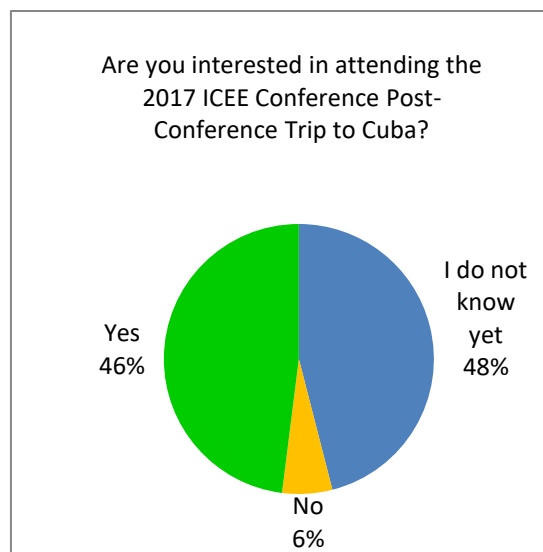


Chart 22: Background information of survey respondents

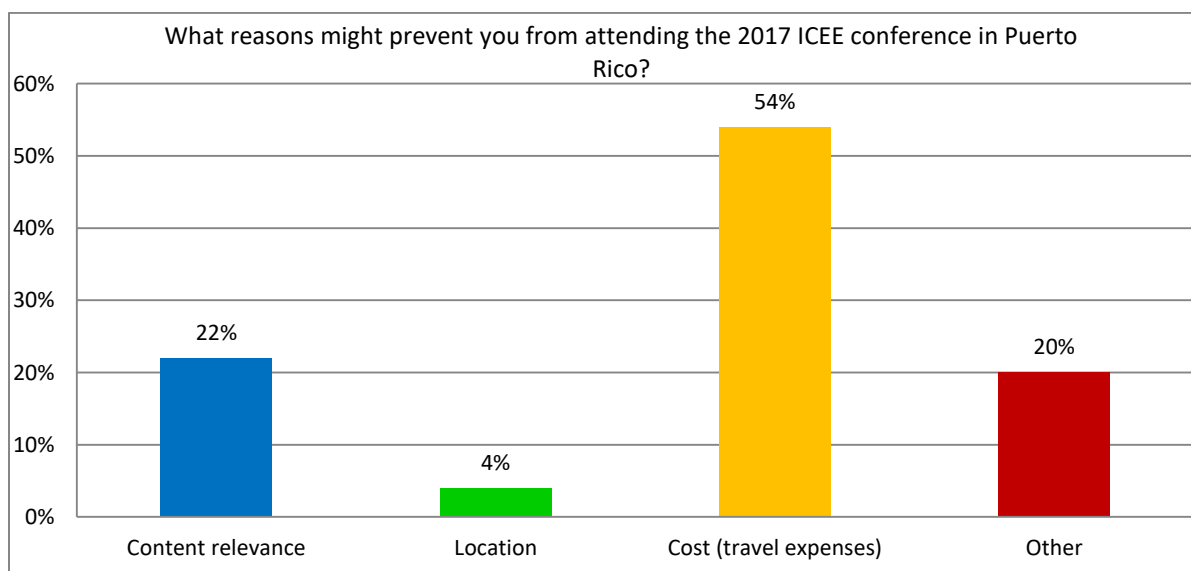


Chart 23: Background information of survey respondents

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