



ICOM
international
committee
for exhibition exchange

2016 ICEE Annual Conference
July 4 – 7, 2016
Milano, Italy

Conference Report
Summary
November 2016



Content

- About the ICEE
 - Background
 - Board Members
 - Previous Annual Conferences
- The 2016 ICEE Conference
 - Introduction
 - Call for Papers
 - Final Programme
 - Partnerships and Collaborations
 - izi.TRAVEL Grant Contest
- The 2016 Post Conference Satisfaction Survey
 - Methodology
 - Conclusions
 - Suggestions for Improvement
 - Survey Results
- The 2017 ICEE Conference
 - Dates and Conference Theme
 - Hosting Institution
 - Additional Events

About ICEE:

Background



- The International Committee for Exhibition Exchange (ICOM ICEE) provides a forum for the exchange of ideas and experiences related to the circulation and exchange of exhibitions in all disciplines.
- Every year, the ICEE conference travels to different cultural scenarios around the world providing a unique multicultural and multidisciplinary platform for discussion of relevant topics related to exhibition development, circulation and exchange.
- The ICEE board works in close collaboration with ICOM national committees, museums, cultural institutions and colleagues in the hosting countries to showcase relevant examples of best practices and innovation in the field. At the same time, the ICEE conferences provide networking and business development opportunities aimed to develop new collaborations and strengthen current partnerships.

About ICEE: Board Members (2016-2019)



- The current ICEE Board Members include:

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.

About ICEE:

Board Members (2016-2019)



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.

About ICEE:

Advisory Committee (2016-2017)



- The ICEE Advisory Committee is a group 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 inaugural members of the ICEE Advisory Committee are:
 - 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.

About ICEE: Annual Conferences



- A selection of the previous ICEE Annual Conferences include:

Year	City / Country	Conference Theme
2016	Milan, Italy	Communicating, Connecting and Innovating with Style.
2015	Cape Town, South Africa	Get Connected! New Markets, Audiences and Perspectives in Exhibition Exchange.
2014	Helsinki/Espoo/Tampere/ Mänttä, Finland	Involving New Museums, New Partners and New Incentives in Exhibition Making and Exchange.
2013	Rio de Janeiro, Brazil	The Social Effect of a Shift in Public-Private Partnerships in Museums.
2012	Toronto, Canada	Young Professionals: Their Future in an Ever Changing Museum Environment.
2011	Berlin, Germany	Go International! The Challenge of Creating International Exhibitions.
2010	Shanghai, China	Museums for Social Harmony.
2009	Chicago, USA	Making the World Smaller: Crossing Boundaries with Exhibitions.
2008	Wellington, New Zealand	Exhibition Worlds: Natural, Cultural, and Virtual.
2007	Vienna, Austria	Creativity and Scholarship: Constructing Meaning in Exhibitions.
2006	Paris, France	The Exhibition - An Instrument of Dialogue between Cultures.
2004	Seoul, Korea	The Quest for the Eternal Blockbuster: Impressionist Paintings of Egyptian Dinosaurs.

The 2016 ICEE Conference:

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 conference attracted over 110 participants from 32 different countries.

The 2016 ICEE Conference:

Call for Papers



- The call for papers 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.
- 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/sub-themes, geographical representation, affiliation, and number of papers vs. number of case studies.

The 2016 ICEE Conference: Final Programme



- The final 2016 programme included keynote 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 International Committee for Marketing and Public Relations (MPR).
- A joint afternoon program was developed in partnership with MUDEC Museo delle Culture.



The 2016 ICEE Conference: Partnerships and Collaborations



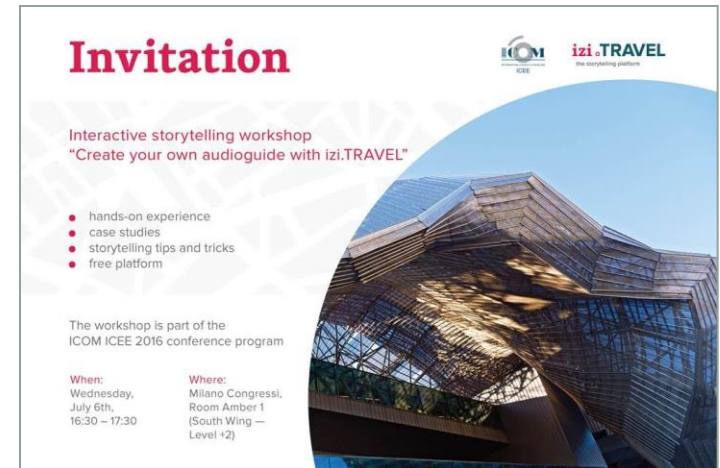
The ICEE developed a network of strategic partnerships and collaborations for the 2016 annual conference including:

- International Council of Museums (ICOM).
- 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.
- Smithsonian Institution Traveling Exhibition Service, SITES, Washington DC – USA.
- Canadian Museum of History, Gatineau – Canada.
- Musée d'Art et d'Histoire de Genève, Geneva – Switzerland.
- ICOM Marketing and Public Relations Committee (MPR).

The 2016 ICEE Conference: 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.
- 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.



The 2016 ICEE Conference: izi.TRAVEL Grant Contest



- 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, Nairobi National Museum, Kenya.
 - Rania Mohamed, Curator, Cairo Egyptian Museum, Egypt.
 - Josefina Pichardo, Museo de la Altagracia, Dominican Republic.

2016 Post Conference 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 invitation (1) and reminder (3) messages.
- 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.

2016 Post Conference Survey: Methodology



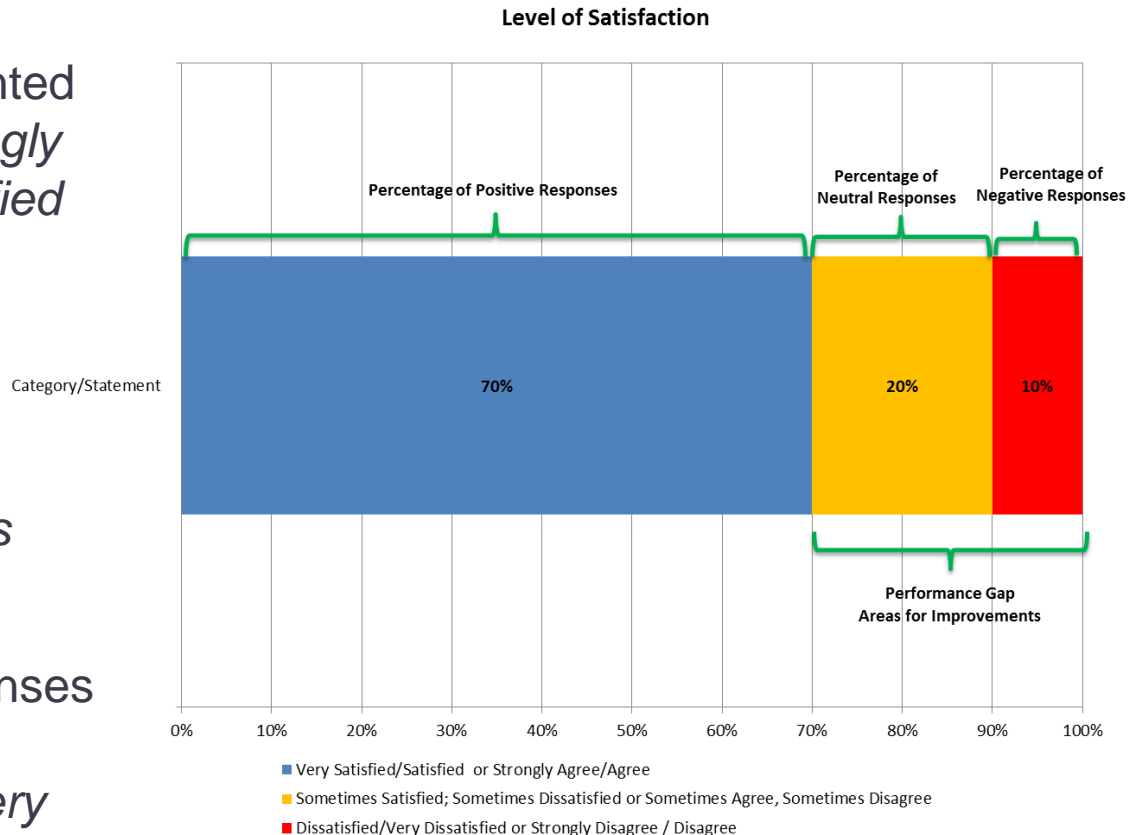
- The analysis of the survey results, and suggestions for improvement are based on the percent of positive responses with a minimum goal of 70%. The full scale is included here:

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

2016 Post Conference Survey: Methodology

The charts included in this presentation provide summaries of data analyzed as follows:

- 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*.



2016 Post Conference Survey: Major Conclusions



- 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 in 2014 and 2015.

2016 Post Conference Survey: 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.

2016 Post Conference Survey: Suggestions for Improvement



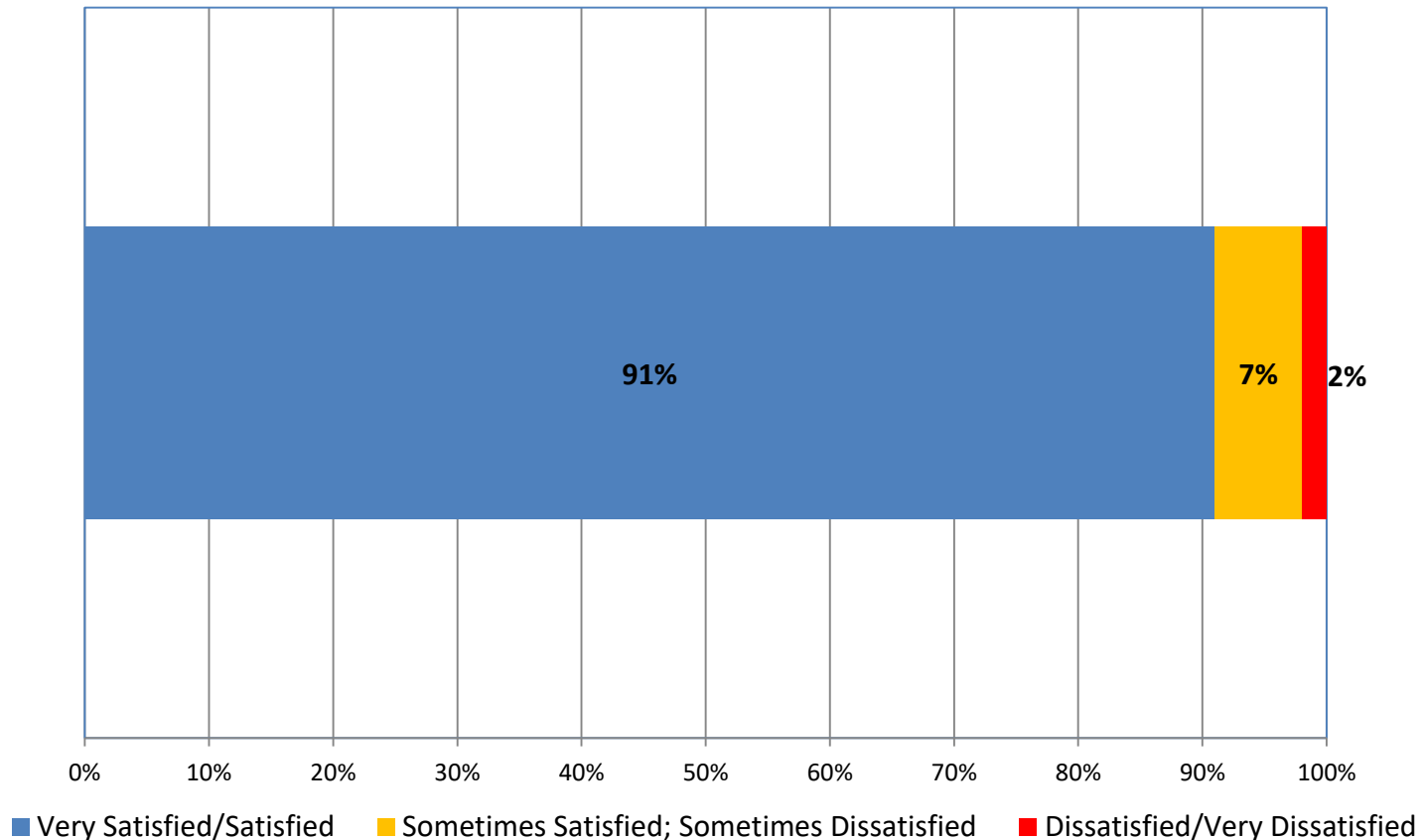
- Keynote, General Sessions and Panels
 - Maintain the good quality and variety of speakers.
 - Add group activities, breakout sessions, and/or round table discussions where participants can have a smaller conversations.
- Marketplace of Exhibitions and Ideas
 - Group the exhibitions into categories and present them in different days throughout the conference.
 - Allocate more time for presentations.
- Additional Suggestions
 - Make sure session, panels and marketplace presenters are from different organizations to avoid participants presenting up to three times during the conference.
 - Follow-up with all participants that expressed interest in becoming members of the ICEE.

Overall Satisfaction:

Participants Highly Satisfied with the 2016 ICEE Conference



Overall, how satisfied are you with the 2016 ICEE Conference:
Communicating, Connecting & Innovating with Style?



Overall Satisfaction: Comments from Participants

Typical comments from participants included:

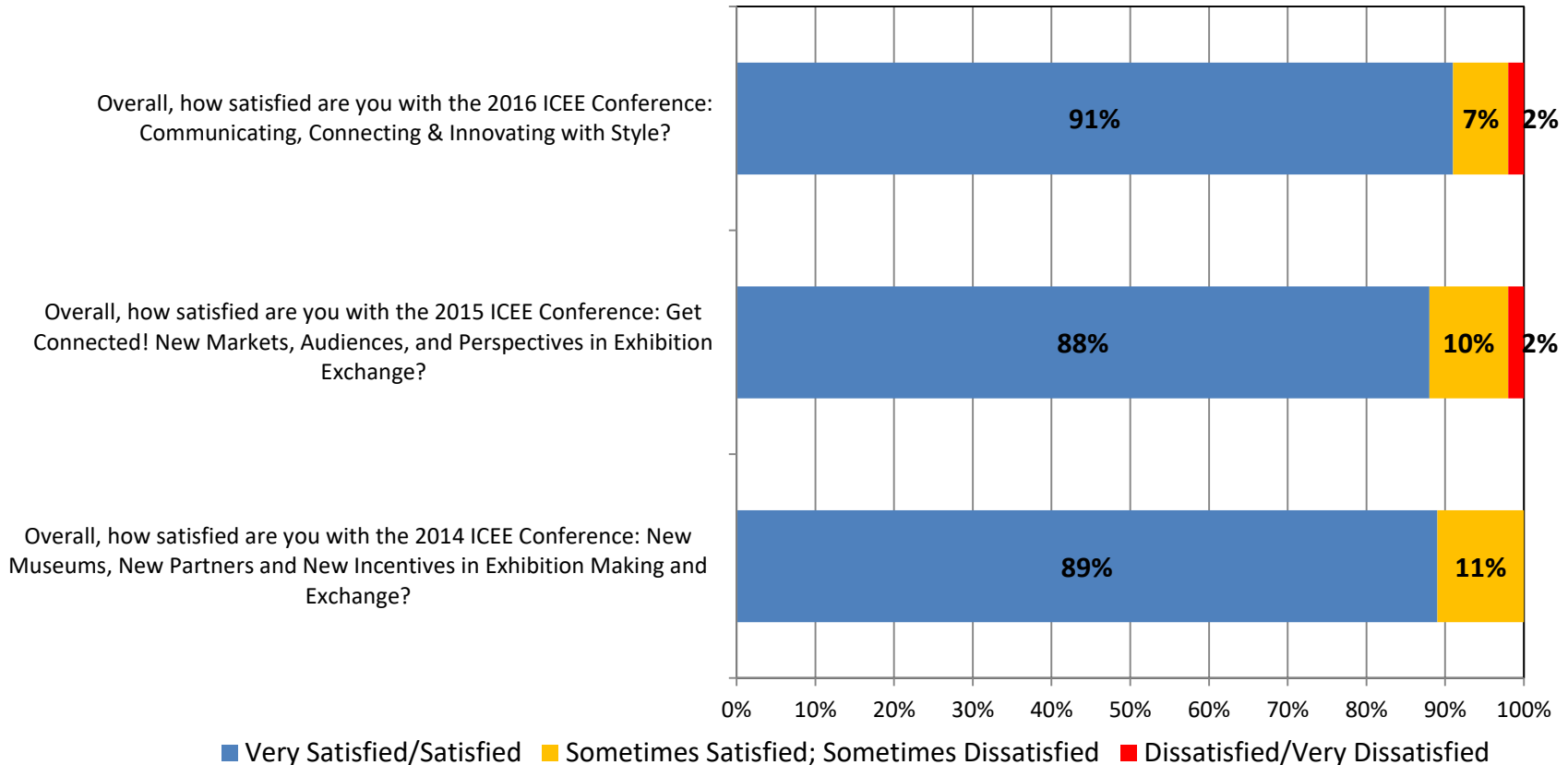
- *A very well organized, informative, inspiring and friendly conference.*
- *The quality of the lectures was really high this year, my compliments! And the moderators did a really good job as well.*
- *Make it last longer!*
- *I found these presentations very informative and educative.*

Overall Satisfaction:

The 2016 results indicated the highest level of satisfaction with the ICEE conference since 2014



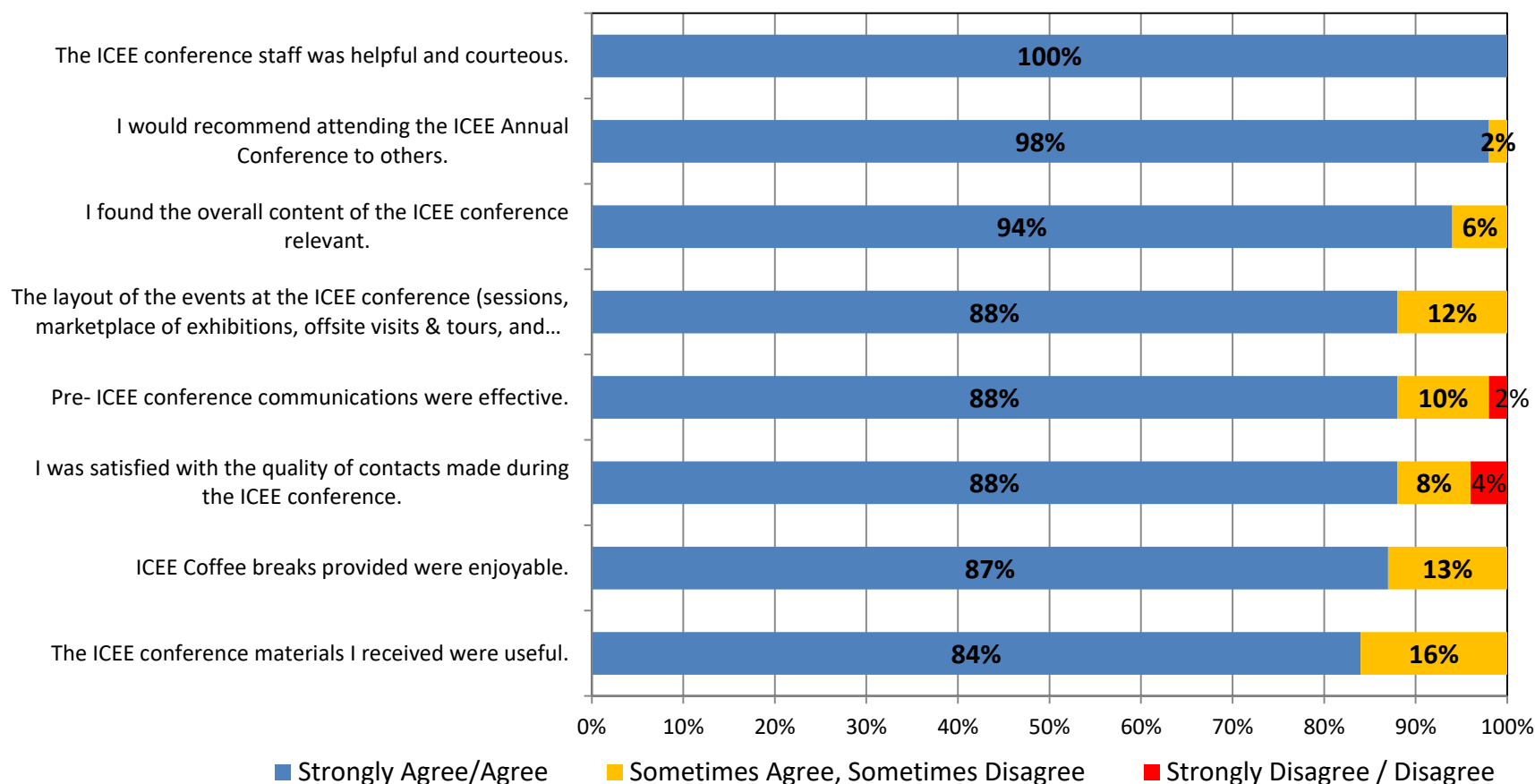
Overall Satisfaction Results with the ICEE Conference
(2014 - 2015 - 2016)



Conference Programme: All Ratings Excellent to Very Good

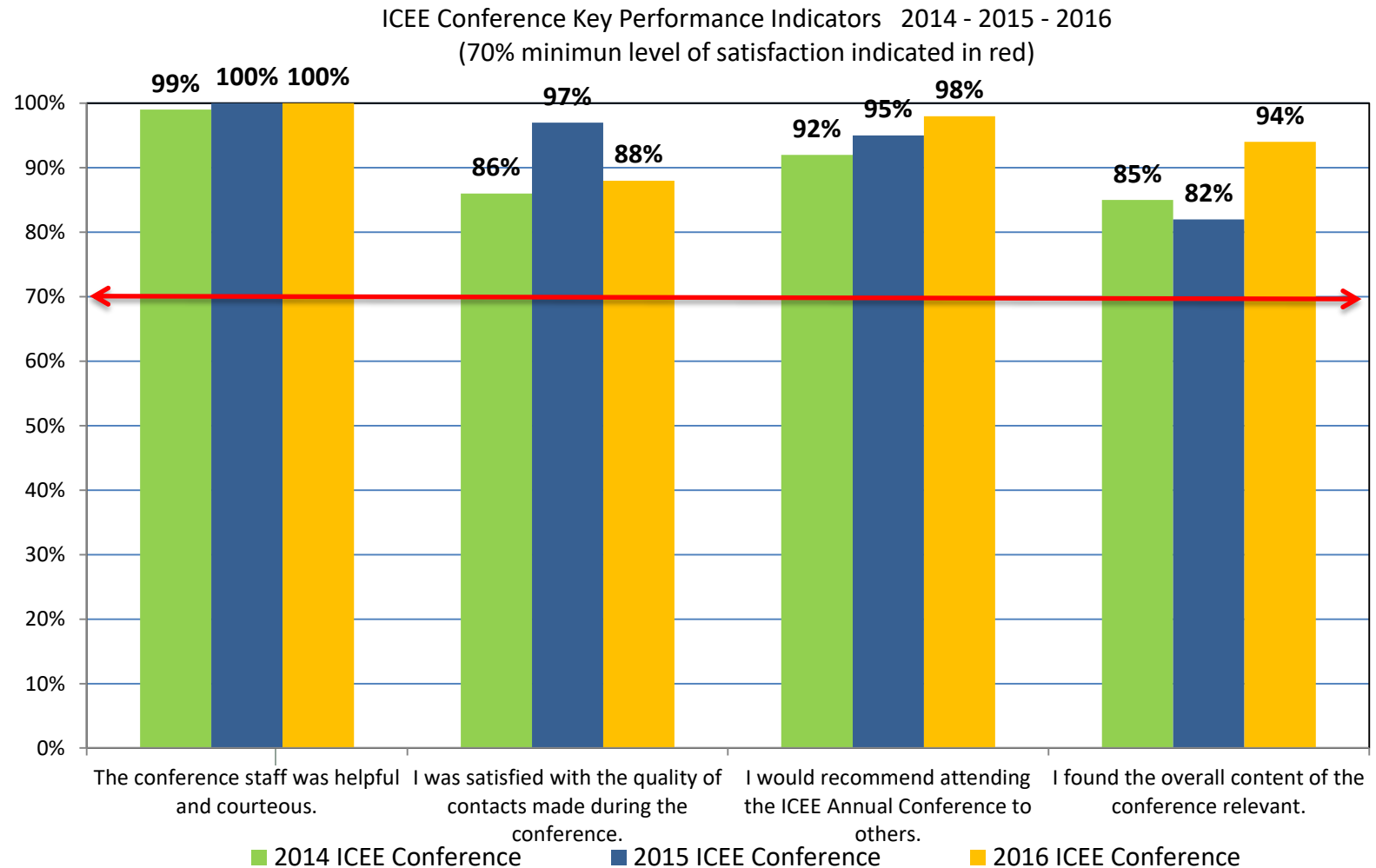


To what extent do you agree or disagree with the following statements concerning the overall program of the 2016 ICEE Conference: Communicating, Connecting & Innovating with Style?



Conference Performance Indicators:

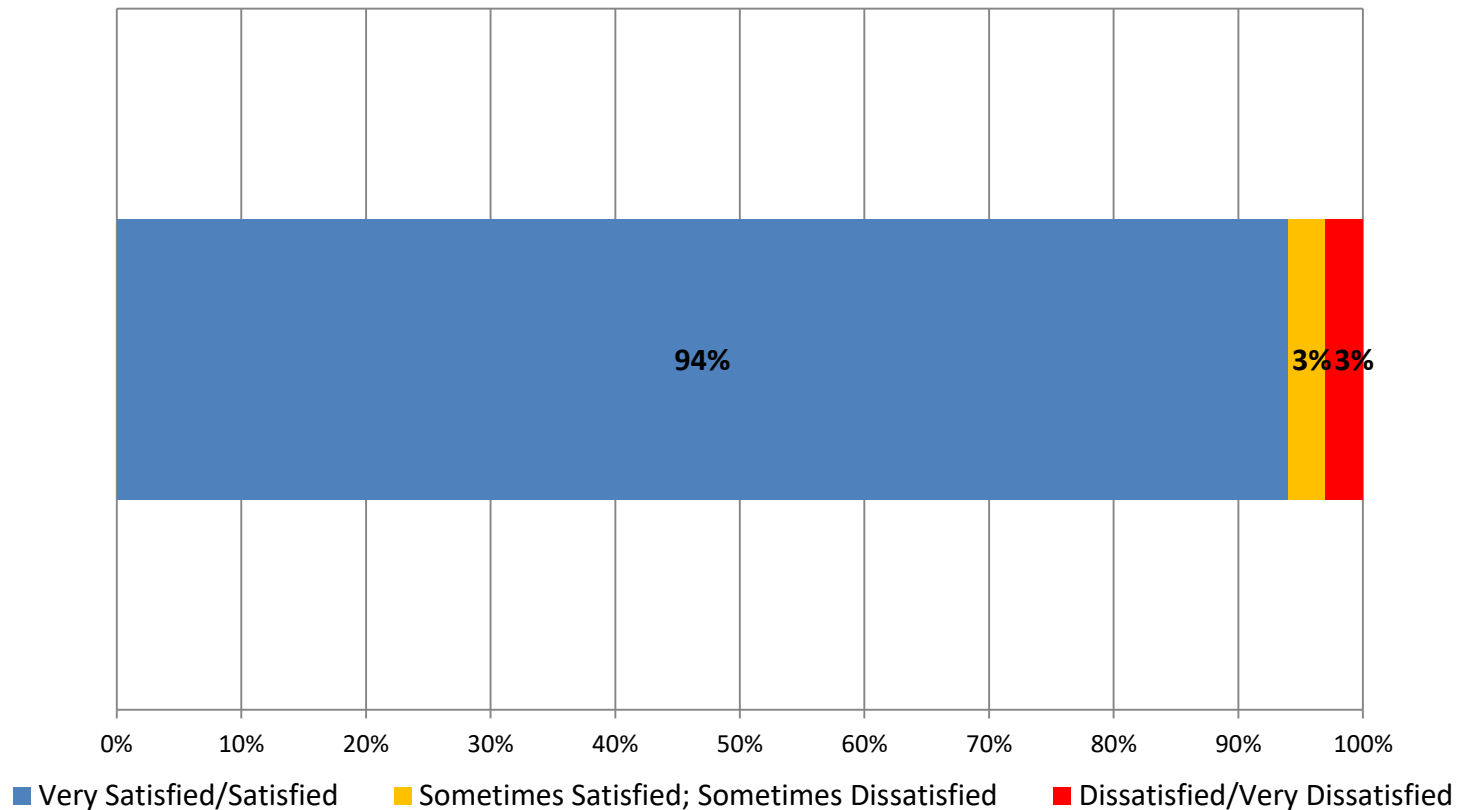
Each indicator improved in 2016 or closely maintained results from 2015 and 2014 surveys



Marketplace of Exhibitions and Ideas: Participants Highly Satisfied



Overall, how satisfied are you with the Marketplace of Exhibitions and Ideas held at the 2016 ICEE Conference?



Marketplace of Exhibitions / Ideas: Comments



Typical comments from participants included:

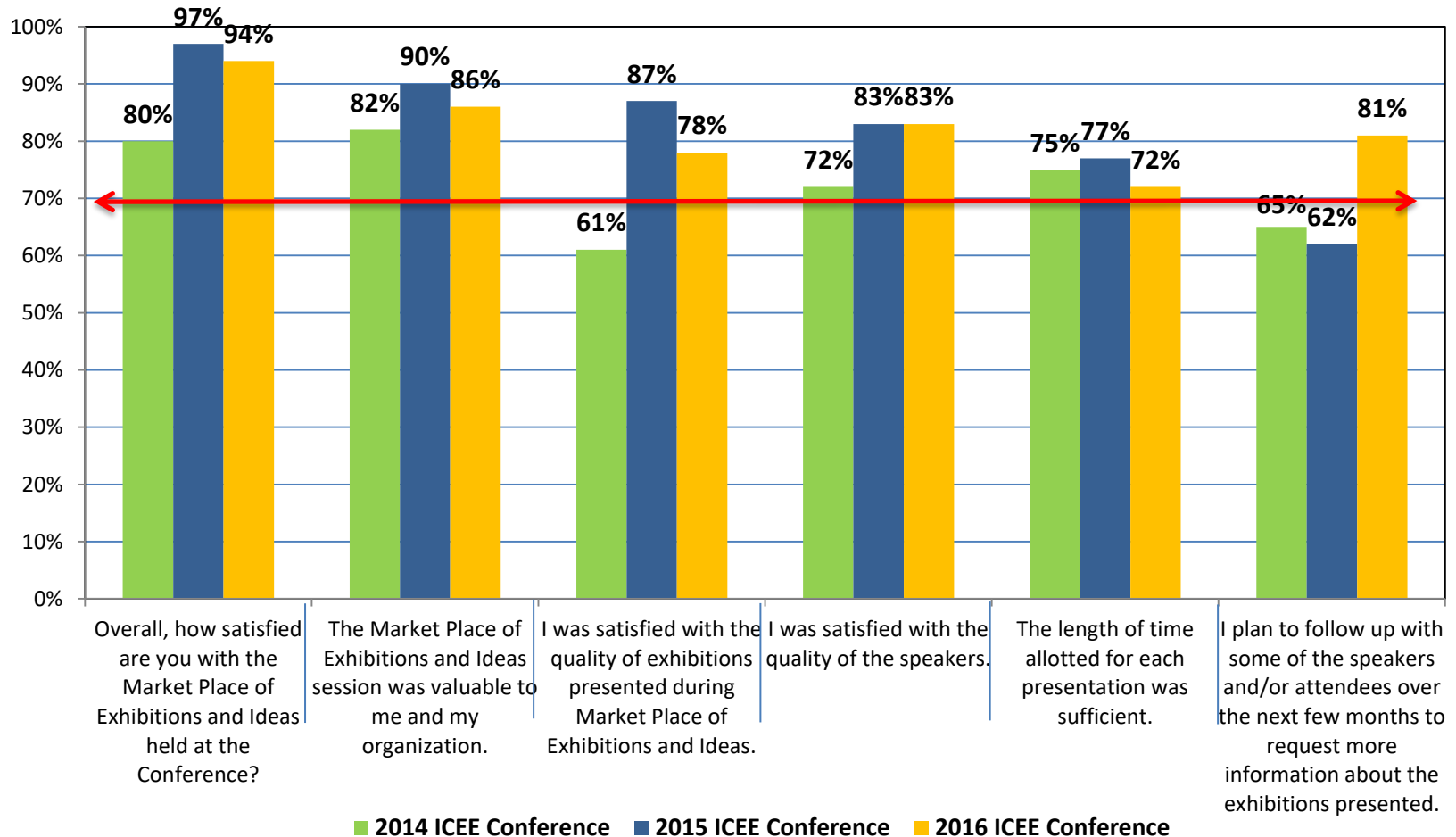
- *Always a great moment and a nice format.*
- *This was a very interesting session, but time allocated was very short.*
- *I really appreciated the presentation of Mac, again full of inspiring ideas, in between the exhibition pitches, very refreshing as every year.*
- *There were several presenters 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?*

Marketplace Performance Indicators:

Each indicator improved in 2016 or closely maintained results from 2015 and 2014 surveys



Marketplace of Exhibitions and Ideas
Key Performance Indicators 2014 - 2015 - 2016



The 2017 ICEE Conference:

- The 2017 ICEE Annual Conference will take place in San Juan-Puerto Rico, October 2016. The Conference theme will be announced in November, 2016.
- The event will be hosted by the Museo de Arte de Puerto Rico (MAPR).



The 2017 ICEE Conference: Hosting Institution



- The Museo de Arte de Puerto Rico (MAPR) promotes the knowledge and appreciation of Puerto Rico's visual arts from the 17th century to the present.
- Since its inauguration in 2000, the MAPR has worked tirelessly to achieve its mission, which is to enrich the lives of its many constituencies by making knowledge, appreciation, and enjoyment of the visual arts of Puerto Rico and the world accessible to all.
- The MAPR received its accreditation from the American Alliance of Museums in 2012.
- As a Smithsonian affiliate, the Museum collaborates regularly with the Smithsonian Institution to share expertise, art works, and education programs on Puerto Rican art.

Thank you
to our partners, sponsors,
and collaborators!



**COMMUNICATING,
CONNECTING &
INNOVATING
WITH STYLE**

2016 ICEE Annual Conference
July 4-7, 2016, Milan, Italy

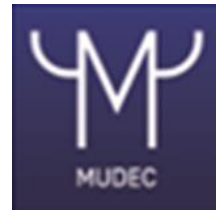


ICOM international
council
of museums

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

izi. TRAVEL
the storytelling platform

Pirelli HangarBicocca



MuseumsPartner
www.museumspartner.com



Smithsonian Institution
Traveling Exhibition Service



Triennale di Milano



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



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



MPR