ICOM-MPR 2014
Museum Branding: Redefining Museums for the 21st Century
2-5 September, 2014
Taichung, Taiwan

CALL FOR PAPERS!!

As the world changes and our audience composition and priorities change, museum branding can play a critical role in renewing an organization’s identity, providing value and maintaining relevance. This year’s ICOM MPR conference in Taiwan will help us better understand what branding is, and how it can play an essential role in how we are redefining our museums for the 21st century. We will investigate the changes facing museums, from changes in our audience to innovations and new technology that will help us provide value.

The Organizing Committee for ICOM-MPR is seeking expressions of interest from potential speakers on topics related to the conference theme and to four sub-themes:

1. Brand case studies: how branding is addressing the changing role of museums in the 21st century. (25 minutes)
2. Using public value to build brands (15 minutes)
3. Using audience insight to build brands (15 minutes)
4. In addition, we are looking for 6-7 presenters to share examples of creative branding approaches during a flash session on creativity and innovations in museum branding. Presenters will have five minutes to share their example.

Please submit your abstract to Meghan Curran at mcurran@sheddaquarium.org by the 20 April, 2014.

Instructions for writing abstracts:
– Electronic transmission in Word (.doc), Rich Text Format (.rtf) or PDF is preferred and requested
– Abstracts must be written in English (working language of the Conference)
– Title
– Institution of the author
– Text of the abstract, containing 250 words maximum, structured with subheadings: introduction, aims and conclusion
– Name, surname, address and e-mail address of the presenting author, to whom the confirmation and further correspondence will be sent

The receipt of abstracts will be confirmed, and a decision on offers will be made shortly after all abstracts are received. Successful speakers will be notified in May 2014.
Conference Sub-Themes:

1. Brand case studies: how branding is addressing the changing role of museums in the 21st century: These sessions will be designed to showcase the ways that different museums have addressed the changing role of museums through branding. We will showcase museums of different sizes to illustrate how branding can help small and large organizations to renew their brands.

2. Using public value to build brands: Creating public value through addressing social needs is one of the most significant ideas to emerge in the new museology of the 21st century. ‘Public value’ shines a spotlight on the social-change work of museums in communities. This subtheme explores the intersection between museum brands and public value, and how building a value-driven brand can lead to lasting, meaningful connections with the community and other important stakeholders.

3. Using audience insight to build brands: A successful museum brand centers around its audience, and this subtheme explores strategic and creative ways museums are gathering and utilizing information about their audience to propel their brands forward.

4. In addition, we are looking for 6-7 presenters to share examples of creative branding approaches during a flash session on creativity and innovations in museum branding. Presenters will have five minutes to share their example.

What is a flash session? A flash session consists of a series of brief, 5-minute talks. This session format is designed to inspire participants by sharing a number of creative ideas and presenting thought-provoking thought-starters. See guidelines below:

Flash sessions will be timed and will be strictly limited to 5 minutes each. Please don’t try to fit 15 minutes of content into 5 minutes. Instead, focus on one compelling idea and inspire conference attendees to ask you more about your work after the presentation. We look forward to a lively session and to hearing many great ideas!

Important notice:
As a not-for-profit entity with extremely limited resources, it is not possible for ICOM-MPR to pay for the travel or accommodation expenses of its speakers. Please also note that accepted papers are not exempt from payment of the registration fee. ICOM MPR might however assist in writing letters of recommendations to sources of potential financial support.

Please do not hesitate to contact us if you have any questions. Guidelines for submitting your abstract are also available at www.mpr.icom.museum.

**Conference Organizers: ICOM-MPR, Chinese Association of Museums, National Museum of Natural Science, Fu-Jen Catholic University**