

Object: FINAL REPORT of the INTERNATIONAL ANNUAL meeting of ICOM/MPR (International Council of Museums/Marketing & Public Relations) – CREATIVE COMMUNICATIONS , Palermo 9/12 September 2012

This year, the Marketing and Public Relations International committee of ICOM (international council of museum) had its meeting in Palermo from the 9th to 12th September 2012.

The theme of the conference was 'Creative Communications' and it was discussed in many different and creative ways: two keynote speeches, 12 paper presentations, two workshops, working meetings with local professionals and several study visits.



MPR welcomed two outstanding international key-note speakers: Sara Selwood (from UK) and **Hanna Paramore** the President of Paramore digital agency based in Nashville - Tennessee . Hanna Paramore



keynote address was focused on **“Creating marketing campaigns that works”**.

Paramore was invited to give the opening keynote presentation followed by a 3-hour workshop the next day, focusing on the use of social media.

Venues of the Paramore's events were, day 10, the beautiful Sala delle Capriate at **Palazzo Steri** (Palermo University rectorate

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center), for the opening speech and, day 11, the **MIMAP** (Museo Internazionale delle Marionette A. Pasqualino) for her workshop, both in Palermo.

Hannah has been a dynamic keynote speaker for the Public Relations and Marketing Professional Standing Committee at the American Association of Museums conference. Through plain talk about the strategy and effectiveness of digital media and having a social presence, Hannah helps organizations focus on results.

Hanna Paramore participation in the ICOM/MPR conference gave indications to the participants for the development of effective marketing campaigns through digital social media, as facebook, youtoobe an others.

And had add a contributes to mark new creative route in the field of marketing for cultural heritage of both US and Italian's museums.

The ICOM MPR 2012 conference was truly international with a range of presenters from all corners of the globe -Brazil, Turkey, the Netherlands, Sweden, Norway, Russia, Poland, Taiwan, Finland, Macedonia, Germany and U.S.A presenting papers on the three topics:

Session 1: *Indicators of success: measures for marketing campaigns*

Session 2: *Using the web as an effective marketing tool*

Session 3: *Working with the media on marketing campaigns*

Several professionals from communication and museum field from all over the world had their presentation during the two days working sessions.

Two speakers were coming from USA:
Meghan Curran, Vice President Marketing, Shedd Aquarium –Chicago,
Title: *Defining marketing success based on audience insight.*
And



Arthur Cohen,
President of La
Placa Cohen MKT
and strategic
communication firm (New York). Title: *Building an Interactive Communications Platform-A Case Study from the Metropolitan Museum of Art*

Both the presentation from U.S.A were very interesting and rich of practical example that might be useful for Italian museum and cultural heritage.



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The conference was held at different venues around the city, all of them considered the top of heritage sites. Unique example of Sicilian culture, history and identity, heritage(touchable and untouchable). The welcome party was held at Palazzo Mirto, a detailed example of a house-

museum, the keynote speech and all the working session were held in Palazzo Steri Sala delle Capriate and the two workshops were held, one, in MIMAP and the other one at Galleria Abatellis Trionfo della Morte room.

Several study tour complete the conference work:

- Meeting with the President of ARS and Guided tour of Palazzo Reale and Cappella Palatina;
- Meeting with the Director of Museo Diocesano of Monreale and guided tour of the museum and Duomo;
- Meeting with the director of Agrigento archaeological museum, with the director of Agrigento Valley of the temple archaeological park and other Agrigento region heritage managing authorities. Guided tour of the Griffo Museum in Agrigento and of the Archaeological and landscape Valle dei Templi Park.



More than **70 delegate from 28 different country attended the conference, plus more than 40 professionals from Sicilian museum** and cultural heritage were involved and had informal meeting and interesting talks about museum communication and creative new tools.



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Several local authority gave a words of welcome during the conference as:



The president of the Sicilian Regional Parliament, the Rector of the Palermo University, the president of ICOM Italy, the director of Conservatorio di Musica Vincenzo Bellini (Palermo), and other local cultural heritage and museum authorities.

The full programme of the conference is attached to this note.

All the abstract and presentation paper will be soon published on line on the icom mpr website:

www.mpr.icom.museum



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The conference main organizer was Romina Mancuso, vice president of the ICOM international committee for MPR.

Several institution gave their cooperation by hosting events: Palermo University, Assemblea Regionale della Sicilia (ARS), Assessorato Beni culturali e Identità Siciliana (for Palazzo Mirto, Galleria Abatellis and Museo Archeologico Griffo in Agrigento), Museo internazionale delle marionette Antonio Pasqualino, Museo Diocesano di Monreale, Parco Archeologico e Paesaggistico della Valle dei Templi.

Mandarossa and Caffè Morettino gave a free test of coffee and wine.



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MPR

International Committee for
Marketing & Public Relations

The US Consulate in Naples supported the conference with a grant of 2.000 euro.

With this document we confirm that the amount we received from US Consulate in Naples was used only for the purposes related to the Grant itself.

Palermo, 22 October 2012

Romina Mancuso
Vice president ICOM MPR and
main organizer of 2012 icom/mpr meeting

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MPR

International Committee for
Marketing & Public Relations

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