

# The Connected Audience 2019

## The Role of Emotions in Museum and Cultural Experiences

April 4-6, 2019  
Berlin, Germany

### About the Conference:

KulturAgenda Institute for Museums, Cultural Enterprises and Audiences, The Institute for Learning Innovation and the Staatliche Museen zu Berlin together present a conference exploring the newest research in human emotions and the role they play in museum and cultural experiences.

Presenting the best of current research and applied practices, emphasizing innovation and quantified experience, this conference will bring together researchers, museum directors, museum professionals from all disciplines (education, marketing, curatorial, visitor services), exhibition developers and exhibition designers for an inter-field exchange of ideas and an in-depth exploration of what we know, and how we can apply that knowledge to improve learning and the museum experience in general.

The April 4-6, 2019 conference is taking place at the heart of Berlin, the Kulturforum, and will attract a global audience.

Using a combination of presentations, small group workshops and panel discussions this conference will enable participants to learn new approaches and ideas and engage in lively, interactive exchanges of best practice with colleagues from a wide variety of disciplinary expertise. Participants will have the opportunity to both contribute and learn about topics such as:

- Creating awe, wonder and empathy in museum and cultural experiences
- The role of emotion in visitor engagement and visitor satisfaction
- Emotion as the driver of decision-making and its potential for programming and marketing

The following high profile experts have already confirmed their attendance: John Falk (Institute for Learning Innovation, US), Maria Gendron (Yale University, US) and Lisa Feldman Barret (Northeastern University, US), Kay Voges (Theater Dortmund, GER), Sheila Watson (Leicester University, UK), Martin Tröndle (Zeppelin University, GER).

The conference panel will select interesting and innovative session proposals and presentations. Successful candidates must be committed to attend the whole conference.

Please note that all presentations must be English, and not more than 15 minutes in length. For selected presentations and sessions a written paper (or power point presentation) is to be emailed to the conference coordinator at least 4 weeks before the start of the conference.

Please forward an abstract of not more than 250 words and a CV (half a page) to:  
[judy.koke@freechoicelarning.org](mailto:judy.koke@freechoicelarning.org) by October 22<sup>th</sup>, 2018.

