

CONNECTED AUDIENCE 2019 BERLIN

3RD INTERNATIONAL
CONFERENCE ON
AUDIENCE RESEARCH
AND DEVELOPMENT

APRIL 4 - 6
KULTURFORUM,
STAATLICHE MUSEEN
ZU BERLIN



DAY 1 - THURSDAY, APRIL 4

TIME	PROGRAMME	WHERE
10.15 - 11.45	GUIDED TOUR For participants who are already in Berlin in the morning (booking required)	Hamburger Bahnhof - Museum für Gegenwart
12.00 - 14.00	REGISTRATION	Kulturforum
14.00 - 14.30	WELCOME & INTRODUCTION	Kulturforum
14.30 - 15.15	KEY NOTE: MARIA GENDRON (US) , Yale University - Emotions and learning	Kulturforum
15.15 - 15.30	Q&A AND PROVOCATEUR 1 Connecting keynote to practice	Kulturforum
15.30 - 16.15	SHEILA WATSON (UK) , Leicester University, Museum Studies Museums as emotional places	Kulturforum
17.15 - 18.30	ANJA SCHALUSCHKE (DE) , Welcome Museum for Communication Get connected - with staff from the Museum for Communication	Museum for for Communication
18.30 - 21.00	EVENING WELCOME RECEPTION	Museum for Communication



DAY 2 – FRIDAY, APRIL 5

TIME	PROGRAMME	WHERE
08.00 – 09.00	OPEN FORUM – EARLY MORNING COFFEE Join your hosts – reflections from the day before	Kulturforum
09.00 – 09.45	KEY NOTE: PAUL SPIES (DE) and BRINDA SOMMER (DE), Stadtmuseum Berlin – Connecting the audience	Kulturforum
09.45 – 10.15	Q&A AND PROVOCATEUR 2 Connecting keynote to practice	Kulturforum
10.15 – 10.45	Coffee break	
10.45 – 12.00	SESSION 1 IMPORTANT BUT DIFFICULT STORIES <ul style="list-style-type: none"> • DEMETRA SOCRATOUS (CY), Drama Facilitator – Impact of the use of drama with young children • BERND HOLTWICK (DE), DASA – Dive in deep! Exploring the benefits of storytelling in exhibitions • JOE HANCOCK (UK), Burn the Curtain – The role of movement, magic and shared experiences in cultural understanding and engagement 	Kulturforum Concurrent Session
10.45 – 12.00	SESSION 2 THE ROLE OF EMOTIONS IN VISITOR ENGAGEMENT <ul style="list-style-type: none"> • MARIE HOBSON (UK), Natural History Museum – Biodiversity • KATERINA MAVROMICHALI (GR), Archeologist – An innovative outreach programme and the aesthetic third • EWA GOODMAN (BE), House of European History – The role of emotions in visitor engagement and satisfaction 	Kulturforum Concurrent Session
12.00 – 13.15	SESSION 3 APPROACHING DIFFICULT NARRATIVES AND DECISION MAKING <ul style="list-style-type: none"> • JANE REDLIN (DE), Museum of European Cultures – The role of emotions and cultural experiences • ARETI DAMALA (FR), Hellenic Open University – Scaffolding difficult heritage narratives • MARTIN BRANDT DJUPDRÆT (DK), Den Gamle By – Let the decision makers do the audience research 	Kulturforum Concurrent Session



DAY 2 – FRIDAY, APRIL 5

TIME	PROGRAMME	WHERE
12.00 – 13.15	<p>SESSION 4 CAN MUSEUMS HELP PEOPLE BE MORE EMPATHIC?</p> <ul style="list-style-type: none"> • LAURA DRAVNIECE (LV), Latvian National Museum of Art – Let's be friends • KARLEEN GARDNER (US), (Minneapolis Institute of Art – Fostering empathy through the visual arts • RACHEL MACKAY (UK), Kew Palace – Madness of King George 	<p>Kulturforum Concurrent Session</p>
13.15 – 14.15	Lunch	
14.15 – 15.15	<p>CONNECTED AUDIENCE DIALOGUE 1 Small Group discussion – How can we apply what we've heard at the 2 keynotes to our work?</p>	Kulturforum
15.15 – 17.00	<p>AUDIENCE RESEARCH FORUM with JOHN FALK (US) & JUDY KOKE (US), Institute for Learning Innovation</p>	Concurrent Session
15.15 – 17.00	<p>WORKSHOP 1 - Empathy building through emotions with ELIF GOKCIDEM (US), ORNA COHEN (DE) and THOMAS ROCKWELL (US), Dialogue Social Enterprise</p>	Concurrent Session
15.15 – 17.00	<p>WORKSHOP 2 - Designing for emotions with TOM OWEN (US) & DIANE LOCHNER (US), PGAV-Destination</p>	Concurrent Session
15.15 – 17.00	<p>WORKSHOP 3 - Visitor experience mapping with CHRISTIANE BIRKERT (DE), Jewish Museum Berlin</p>	Concurrent Session
15.15 – 17.00	<p>WORKSHOP 4 - The importance of training front of house staff with IRENE KNAVA (AT), Audiencing</p>	Concurrent Session
15.15 – 17.00	<p>WORKSHOP 5 - Theatre - more than a stage with KATHARINA WENZEL (DE) & FRIEDERIKE BUSCH (DE) Deutsches Theater</p>	Concurrent Session
17.00 – 17.30	Coffee Break	
17.30 – 18.15	<p>CONNECTED AUDIENCE DIALOGUE 2 UN-CONFERENCE SESSION - want to discuss an idea? Participants choose the topics</p>	Kulturforum
18.30 – 21.00	SMB EVENING RECEPTION, Drinks and buffet	Kulturforum



DAY 3 - SATURDAY, APRIL 6

TIME	PROGRAMME	WHERE
08.00 - 10.00	EMOTION LAB with LISA BAXTER (UK) & PHILIPPE BRASSEUR (BE), The Experience Business - An exploratory, experiential exercise in emotional tuning-in and design	Kulturforum Concurrent session
08.45 - 10.00	SESSION 5 - BUILDING RELATIONSHIPS THROUGH EMOTIONS <ul style="list-style-type: none"> • EMMA MORIOKA (UK), Historic Royal Palaces - Transforming the past: the role of emotions in the audience experience • IRINA MIHALACHE (CA), University of Toronto - Museum Studies - The state of 'emotions' in contemporary museum dining: food as disconnect • MIRIAM WENZEL (DE), Jewish Museum Frankfurt - Experiencing jewish culture with all senses 	Kulturforum Concurrent session
10.00 - 10.30	Coffee break	
10.30 - 11.15	KEY NOTE: JOHN FALK (US), Institute for Learning Innovation - Emotions and museum-going	Kulturforum
11.15 - 11.30	Q&A AND PROVOCATEUR 3 Connecting keynote to practice	Kulturforum
11.45 - 13.00	SESSION 6 - HEARING SENSATIONS, MEASURING IMPACT <ul style="list-style-type: none"> • MARTIN TRÖNDLE (DE), Zeppelin University - from mapping the museums experience to measuring the concert experience • KERSTIN GLASOW (AT), Wiener Konzerthaus - Creating an emotional brand: re-positioning the Wiener Konzerthaus • JANA MARKS (DE), Carl von Ossietzky University of Oldenburg - The meaning of emotions for experiencing interactive exhibitions 	Kulturforum Concurrent session
11.45 - 13.00	SESSION 7 - INTEGRATING TECHNOLOGY <ul style="list-style-type: none"> • LUDOVICO SOLIMA (IT), Second University of Naples - Games and emotional engagement • SIMONE EICK (DE) & KATIE HEIDSIEK (DE), German Emigration Center Bremerhaven - Digital strategies to present emotions alongside facts and figures • ANNA KOVALEVA (RU), Boris Yeltsin Presidential Museum - Shaping hearts, enlighting minds, winning loyalty 	Kulturforum Concurrent session
13.00- 14.00	Lunch	



DAY 3 - SATURDAY, APRIL 6

TIME	PROGRAMME	WHERE
14.00 - 14.45	FISHBOWL DISCUSSION with MARIA GENDRON, MARTIN TRÖNDLE, SHEILA WATSON, JOHN FALK, ELISABETH TIETMEYER & YOU Creating emotions in cultural experiences - what are the ethical boundaries?	Kulturforum
14.45 - 15.45	THE FLOOR IS YOURS	Kulturforum
15.45 - 16.30	IMAGINING THE FUTURE SESSION	Kulturforum
16.30 - 16.50	PROVOCATEURS REFLECT ON CONFERENCE	Kulturforum
16.50 - 17.00	CLOSING REMARKS	Kulturforum

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