

## Connected Audience 2019 – Staatliche Museen zu Berlin

Time	Programme	Where
<b>Day 1 – Thursday, 4. April</b>		
13.00 – 14.00	<b>Registration</b>	Kulturforum
14.00 – 14.15	<b>Welcome &amp; Introduction</b>	Kulturforum
14.15 – 15.00	<b>Key Note:</b> Maria Gendron & Lisa Barrett – Emotions and Learning	Kulturforum
15.00 – 15.45	Q&A and provocateur 1 – Connecting keynote to practice	Kulturforum
16.15 – 18.15	<b>Get connected – Sharing Stories</b>	Museum for Communication
18.15 – 19.00	<b>Welcome drinks</b>	Museum for Communication
19.00 – 21.00	<b>Evening welcome reception</b>	Museum for Communication
<b>Day 2 – Friday, 5. April</b>		
08.00 – 09.00	<b>Open Forum – Early morning coffee</b> Join your host - reflections from the day before	Kulturforum
09.00 – 09.45	<b>Key Note: Kay Voges</b> Creating emotions in theatre settings	Kulturforum
09.45 – 10.15	Q&A and provocateur 2 – Connecting keynote to practice	Kulturforum
10.15 – 10.45	<b>Coffee break</b>	
10.45 – 12.00	<b>Session 1 – Important but difficult stories</b>	Concurrent session
10.45 – 12.00	<b>Session 2 – The role of emotions in visitor engagement</b>	Concurrent session
12.00 – 13.15	<b>Session 3 – Approaching narratives and political conversations</b>	Concurrent session
12.00 – 13.15	<b>Session 4 – Can museums help people be more empathic?</b>	Concurrent session
13.15 – 14.15	<b>Lunch</b>	
14.15 – 15.15	<b>Small Group discussion</b> – How can we apply what we've heard at the 2 keynotes to our work?	Kulturforum
15.15 – 17.00	<b>Audience Research Forum</b> with John Falk, Judy Koke and others	Concurrent session

In cooperation with

Museum für  
Kommunikation  
Berlin



Network of European  
Museum Organisations

15.15 – 17.00	<b>Workshop 1</b> – Empathy Building through emotions	Concurrent session
15.15 – 17.00	<b>Workshop 2</b> – Designing for emotions	Concurrent session
15.15 – 17.00	<b>Workshop 3</b> – Visitor Experience Mapping	Concurrent session
15.15 – 17.00	<b>Workshop 4</b> – The importance of training front of house staff	Concurrent session
15.15 – 17.00	<b>Workshop 5</b> – Theatre workshop	Concurrent session
17.00 – 17.45	<b>Connected Audience Exchange</b> <b>Small discussion groups:</b> What are barriers to doing this work in cultural organisations? How can we overcome them?	Kulturforum
19.00 – 21.30	<b>Staatliche Museen zu Berlin – Evening Reception</b> Drinks and buffet	Kulturforum
<b>Day 3 – Saturday, 6. April</b>		
08.00 – 10.00	<b>Emotion Lab with Lisa Baxter and Phillippe</b> An exploratory, experiential exercise in emotional tuning-in and design	Kulturforum
10.00 – 10.30	Coffee break	
10.30 – 11.15	<b>Key Note: John Falk</b> Starting with the visitor emotions	Kulturforum
11.15 – 11.45	Q&A and provocateur 3 – Connecting keynote to practice	Kulturforum
11.45 – 13.00	<b>Session 5 – Building relationships through emotions</b>	Concurrent session
11.45 – 13.00	<b>Session 6 – Integrating Technology</b>	Concurrent session
13.00– 14.00	Lunch	
14.00 – 15.00	<b>Panel discussion</b> Creating emotions in cultural experiences – what are the ethical boundaries?	Kulturforum
15.00 – 16.00	<b>The floor is yours</b>	Kulturforum
16.00 – 16.30	<b>Imagining future sessions</b>	Kulturforum
16.30 – 16.50	<b>Provocateurs reflect on conference</b>	Kulturforum
16.50 – 17.00	<b>Closing Remarks &amp; Thanks</b>	Kulturforum

**Changes might apply!**

In cooperation with