

Connected Audience 2019 – Staatliche Museen zu Berlin

Time	Programme	Where
Day 1 – Thursday, 4. April		
09.00 – 12.00	Berliner Museums tell stories 2 different tours through Berlin museums For participants who are already in Berlin in the morning	Additional programme Booking required
13.00 – 14.00	Registration	Kulturforum
14.00 – 14.15	Welcome & Introduction	Kulturforum
14.15 – 15.00	Key Note: 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	Get connected – Sharing Stories	Museum for Communication
18.15 – 19.00	Welcome drinks	Museum for Communication
19.00 – 21.00	Evening welcome reception	Museum for Communication
Day 2 – Friday, 5. April		
08.00 – 09.00	Open Forum – Early morning coffee Join your host - reflections from the day before	Kulturforum
09.00 – 09.45	Key Note: Kay Voges Creating emotions in theatre settings	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	Concurrent session
10.45 – 12.00	Session 2 – The role of emotions in visitor engagement	Concurrent session
12.00 – 13.15	Session 3 – Approaching narratives and political conversations	Concurrent session
12.00 – 13.15	Session 4 – Can museums help people be more empathic?	Concurrent session
13.15 – 14.15	Lunch	
14.15 – 15.15	Small Group discussion – How can we apply what we've heard at the 2 keynotes to our work?	Kulturforum
15.15 – 17.00	Audience Research Forum with John Falk, Judy Koke and others	Concurrent session



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

Changes might apply!