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the Museum

COUNTRIES AUSTRALIA INTERNATIONAL

> **THEMES CULTURAL MANAGEMENT MUSEUMS PROFESSIONAL DEVELOPMENT**

international conference

COMMUNICATING THEMUSEUM

14th INTERNATIONAL CONFERENCE



COMMUNICATING PTIMISM

Communicating the Museum (CTM) is the world's leading museum and galleries communications conference, which is taking place in the Southern Hemisphere for the first time. Running from 4 to 11 November 2014 between Sydney and Melbourne, CTM has announced a dynamic lineup of communications specialists and museum innovators from major museums in Europe, Asia, Australasia and America. The conference will bring 300-museum professionals worldwide to Australia to enjoy a dynamic showcase of Australian art world events and behind-the-scenes experiences. The theme of the 2014 conference is 'Optimism', covering four key topics: opportunities, collaboration, leadership and community engagement. Delegates can expect a surprising, provocative, cutting edge and challenging lineup of conversation topics and interactive seminars. https://www.youtube.com/watch? feature=player_embedded&v=vwmocqCSepc OPTIMISM is about exploring opportunities. Topics include branding the museum as a destination, curating the contemporary and building strategic collaborations across continents. A unique opportunity to:

- Engage with cultural leaders at the crossroads of Asia and the Pacific.
- Experience the world's oldest indigenous culture embedded in a young nation.
- Discover the stunning natural beauty of this ancient land.
- Immerse yourself in the cosmopolitan arts scene of Sydney and Melbourne.

There is still time to <u>register for the conference</u> Take a look at the <u>programme</u> and <u>speakers</u> As part of the official conference program, participants will have access to a week-long program of fringe events including a number of exciting cultural tours and money-can't-buy experiences at leading galleries and

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