

ITP Newsletter 7 – Call for Submissions!

Dear ITP Fellows,

We are asking all fellows to help create our newsletter for 2020 – to share news, views and stories from across our global network.

The theme

For 2020, the focus of our newsletter will be ***museum audiences*** and our guest editor will be Mohamed Mokhtar, Egypt (ITP Senior Fellow 2019).

'I am really interested about the studies and research about museum audiences which will help us a lot to define the best ways of engaging more visitors to museums and let our visitors feels that visiting a museum is a great life experience'. Mohamed Mokhtar (Egypt, ITP Fellow 2015 & Senior Fellow 2019)

The background

'We encourage our funded organisations to be more focused on audiences – to reach more people, broaden the groups they come from and improve the quality of their experience'. Arts Council England.

Worldwide, the culture and heritage sector is increasingly important. As a society, culture and heritage reflects who we are and how we want to be viewed around the world. It helps us know ourselves and informs our beliefs, our values and our aspirations and it supports us in our desire to know more each other and understand those around us. It's preserves knowledge, customs, traditions and stories that might otherwise be lost and strengthens our understanding of the past, the present and the future.

It also has a wider impact – both politically and economically – building bridges where they may not currently exist and supporting local and national income and growth.

Consequently, the importance of engaging with our audiences and ensuring inclusion is at the heart of our work to both increase our visitor numbers and ensure they enjoy their time in our museums, galleries and sites is key to the future of culture and heritage worldwide.

Our remit

As part of an international museum and heritage community and in order to stay relevant and sustainable, museums need to share their collections, knowledge and experiences with as wide an audience as possible. Ensuring increasing visitor numbers matters, but so does the quality of their experience.

We'd like to hear from any of our fellows and partners about their experiences OR challenges of engaging and growing their audiences and we welcome submissions on any or all of the topics below:

- ***Engaging with our audiences***, a maximum 400 words, telling us how your museum is engaging and developing its audience.
How can the use of press and marketing help to increase your audiences?
Perhaps you'd like to share a case study on a project or programme you have delivered to help engage with a new audience?
Have you created an audience development plan? How has it worked and what learning can you share?

Can partnerships play a part in engaging with new audiences? We'd be particularly interested in knowing who those partners were, especially if they were from outside of the museum sector ie. schools, universities, theatres, music venues.

How can social media play a part in developing your audience and your visitor experience?

What have you done to ensure that your visitor gets the experience they deserve from displays and galleries to catering and retail or events and activities?

Can the use of sound and/or video help to engage your audiences?

- **Your Collection in Focus**, approximately 200 words, highlighting an object in your museum/gallery that you think has potential for engaging with a new audience or could be the focus for re-connecting with a local or global community and encouraging them back to your institution.
- **Global perspectives**, approximately 500 words, with your own thoughts and reflections in response to the following question: **Why should museums care about inclusion?**
What does inclusion mean to you and your institution?
Why is it important?
What partnerships do you need to have in place to ensure projects and programmes to ensure inclusion succeed?
What impact does social inclusion have on audiences?
Can inclusion impact the wider community and change how people live, feel and think?
- **Bulletin Board**, 20-50 words per submission, tell us what is happening in your institution, i.e. gallery refurbishments, exhibitions, community work, special events.
- **Global network news**, short descriptions updating us on your personal and professional news - awards, job changes, promotions, courses started and completed, and any information that you think the ITP alumni might like to know about.
- **Meet-ups around the world** if you meet with an ITP network colleague please let us know and share your networking. Who did you meet, where and why?

Please include three or four **good quality, high-resolution (A4, 300dpi)** photographs **with captions** with each submission.

The deadline is **31st January 2020** and we are looking forward to reading about what is new for **you and your institution!**