



MuSA
museum sector alliance

R7.8 REPORT

FINAL INTERNATIONAL CONFERENCE



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1. Mu.SA final international conference

The final conference, which was initially planned to take place on the 3rd of April 2020 in Brussels center of fine arts – Bozar, was held online due to the health emergency. A lot of preparatory work done in advance of organizing the physical final conference had to be stopped and adapted to the new realities caused by the COVID19. The consortium and the leader of the WP was quick enough to come with an online solution in order to maintain the conference. The decision of moving it online proved to be beneficial, as it has attracted way more participants than what was anticipated (100 participants) for the physical conference. 1321 participants registered to join the conference (registration list is accessible on the basecamp WP7-R7.8 Final conference supporting documents).

The online conference was transformed into a Zoom based webinar (took place on the 15th of April 2020) and had three main sessions. The first session included opening words and a keynote speech of Julia Pagel from NEMO – European network of museum organisations, reacting on the impact of Covid on museums and museum professionals and the (accelerated) use of digital solutions by museums in this period. The keynote was very relevant to give an overview how museums all around Europe used digital technologies to remain in contact with their audiences; it also highlighted the need of the political will to support the advancement of the digital skills for museum professionals.

The second and the main session of the conference presented achievement and outputs of the project and engaged participants in considering their exploitation and uptake. The WP leaders have presented the success of the Mu.SA project, sharing with the audience the main outcomes of the project.

The third session, which was a moderated panel discussion among the representatives of the museums, ICOMs and ICTOP, dwelled on the question of the future of museum professionals in the digital era. Alexandre Matos from ICOM Portugal, Philippos Mazarakis-Ainian from ICOM Greece, Romina Surace from Symbola and Leena Tokila from ICTOP were on the panel of this session, that was moderated by Margherita Sani (IBACN). The whole conference was moderated by Natalie Giorgadze from Culture Action Europe. (recordings of the webinar are available on the basecamp WP7-R.7.8 Final Conference _ Supporting Documents)

The participants of the webinar (the maximum participants number reached live was 524, for more details, please refer to the Mu.SA Storyboard) also had an opportunity to engage with the speakers, asking questions that were either answered live by speakers, or live in written form by conference moderators.

The proceedings of the conference were also uploaded on the Mu.SA Facebook page (reached 4704 people), uploaded on youtube <https://www.youtube.com/watch?v=0AjSI8R5ZhI&list=PLwhUPqGXusf8283S0UsHd5vUeH3>



[tn0fk9](#) (82 views) and shared in the Newsletter, that was opened by 781 subscribers. The videos of the conference on the Culture Action Europe’s social media reached additional 1368 people.

Post Details
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Mu.SA
Published by Nicolò Rosada [?] · 27 April · 🌐

⋮

We were all waiting for this 🤖

The full video of the [Mu.SA Online Conference](#): "The future of museum professionals in the digital era" is online!

This event, held on April 15, represented the final stage of "Mu.SA: Museum Sector Alliance" project and was a useful occasion to learn more about Mu.SA and discuss opportunities and challenges for the museum sector in the digital era.... [See more](#)



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Culture Action Europe
Published by Nicolò Rosada [?] · 27 April · 🌐

On April 15, Culture Action Europe, together with the DAISy Research Group of Hellenic Open University, co-hosted the online conference "The future of museum professionals in the digital era".

This event represented the final stage of "Mu.SA: Museum Sector Alliance" project and was a useful occasion to learn more about Mu.SA and discuss opportunities and challenges for the museum sector in the digital era.

From Network of European Museum Organisations's Secretary General Jul... See more

Mu.SA

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