



BeMUSEUM CONFERENCE 2017 // SPONSOR KIT
SUPPORT US & CONTRIBUTE TO DESIGN THE FUTURE OF MUSEUMS!

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Brussels (Venue to be confirmed)

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1. ABOUT US

EMPOWER MUSEUMS

BeMuseum, the innovation-focused network for museum professionals in Belgium was created in 2016. Through our yearly curated conference, BeMuseum is dedicated to provide best innovative practices that empower museums and document news trends in the fields of museums, culture, innovation and technology. BeMuseum conference creates a new space for dialogue and business opportunities, strengthens solidarity between museum lovers and stimulates collaboration with numerous partners from public and private sectors.

We are taking part in the digital, organisational and philosophical transformation of the museum and cultural belgian sector.

OUR COMMITMENTS

We want to inspire and accelerate innovation inside belgian museums by building a community of museum leaders, innovators, thinkers and makers.

We want to make cultural worlds collide and collaborate.

We include museums of all shapes and sizes.

We are and will remain neutral and independent.

THE YEARLY CONFERENCE

The 2017 BeMuseum conference will bring together (inter-)national museums experts and cut-edge trends to cultural institutions, in order to develop skills, digital leadership and research in all the sectors of innovation attached to museums and cultural spaces. It's about taking the time with like-minded people to meet up and think.

The BeMuseum conference offers a range of professional learning opportunities, from plenary sessions to informal networking, from museum project demonstrations to commercial exhibits, from professional debates to lightning talks.

The BeMuseum conference speakers will not try to shine with self-promotion presentations but they will focus on process and 'how-to' demonstrations. Participants will be able to take away examples of best-practices.

SOME FIGURES

From our Kick Off Conference at the Royal Museums of Fine Arts of Belgium in October 2016.

4 sessions	370+ FB followers
23 speakers	280+ TW followers
117 participants	3k+ reached out
43 institutions	3k+ engagement
20 privates companies	

2. PARTNERS

OUR STRATEGIC PARTNERS



ICOM Belgique
Wallonie-Bruxelles

ICOM België
Vlaanderen

The International Council of Museums (ICOM), created in 1946, is the only organization of museums and museum professionals with a global scope, committed to the promotion and protection of natural and cultural heritage, present and future, tangible and intangible. With approximately 30,000 members in 137 countries, ICOM is a network of museum professionals acting in a wide range of museum-and heritage-related disciplines. The Belgian national ICOM Committee is a two-folded structure composed of ICOM Belgium / Flanders and Wallonia-Brussels.



Brussels Museums
Council

Brussels Museums Council (BMC) represents and works with nearly 100 museums of the Brussels-Capital Region, either federal, communal, communitarian or private. Dealing with art, technology, industry, sciences, folklore, literature, history and much more fields, they all present a different aspect of Brussels. Its objectives are to promote and represent the museums, to develop collaboration between them, to support them, to develop their assets and bring solutions to specific problems.



PACKED

As a centre of expertise, PACKED vzw means to play a central part in Flanders in centring the development of knowledge, experience and expertise regarding digitization and digital archiving, and in spreading the acquired knowledge, experience and expertise. In this way, the centre of expertise means to improve and guard the quality and efficiency of actions in regard to digitization and digital archiving within the broader field of cultural heritage.



FARO

FARO - Flemish interface centre for cultural heritage is a not-for-profit organization that supports the sector of tangible and intangible cultural heritage in Flanders and is subsidized by the Flemish government. The Flemish Minister of Culture is responsible for the implementation of the cultural heritage policy. The functions of FARO are defined in the Cultural Heritage Decree (2008) and the interface centre is supervised by the Flemish Ministry of Culture, Youth, Sports and Media, Agency of Arts and Heritage (Agentschap Kunsten en Erfgoed van het Vlaams Ministerie Cultuur, Jeugd, Sport en Media).



INNOVIRIS

Innoviris is the Brussels Institute for the encouragement of scientific research and innovation. Our mission is to support and stimulate research, development and innovation in and for Brussels through the funding of innovative projects by companies, research organizations and the non-commercial sector.

AND ALSO



CREATIS

CREATIS, a residence for cultural entrepreneurs, is a space dedicated to entrepreneurship and innovation in the cultural fields. Supported by ING Belgium, the measure is designed to support and accelerate the development of companies in the cultural and creative sector. The incubator is housed in the ING Art Center on Place Royale, which already hosts the exhibitions organised by ING Belgium, thus becoming a permanent forum for dialogue with the city and society in the heart of the Mont des Arts, right in the centre of Brussel.

COMMUNITY PARTNERS



KIKK Festival (BE)

KIKK is an international festival of digital and creative cultures. Its interest lies in the artistic and economic implications of new technologies. The event gathers people of all backgrounds from all around the world.

WE ARE MUSEUMS

We Are Museums (EU)

We Are Museums gathers the makers of the museums of tomorrow in exciting new countries. For 3 days, we become the center of the museum ecosystem where we facilitate vital connections between practitioners, entrepreneurs and game changers to help museums become future ready.



Clic France (FR)

Founded in October 2008, the Club Innovation & Culture, CLIC France brings together museums, heritage sites and cultural and scientific institutions interested in new digital technologies and their uses.

3. COMMUNICATION

TARGET AUDIENCES

- Museums and cultural heritage professionals.
- Companies from the cultural and creative sectors.
- All the experts and museum lovers.
- Students in museology and technologies.

NUMBER OF EXPECTED PARTICIPANTS

150 (max. capacity of the conference room)

COMMUNICATION CHANNELS

- Social Media (FB & TW) - weekly and more around the conference.
- Newsletters - monthly.
- Partners newsletters - variable.

4. SPONSORSHIP OFFERS

Other forms of counterparts can be considered.

PACK	OFFER
PLATINUM SPONSOR 7.500 €	<ul style="list-style-type: none"> → logo on the homepage of www.bemuseum.be. → logo on the page dedicated to the sponsors and partners in the website www.bemuseum.be. → logo inserted in all mails sent to the prospects. → logo in the programs. → logo displayed on the screens of the conference room. → poster / roll-up in the conference room. → promotional material inserted in the « welcome package » distributed to the participants. → standing table to introduce the sponsor / partner during the lunch and/or the closing drink. → free seat(s) to be negotiated.
GOLD SPONSOR 5.000 €	<ul style="list-style-type: none"> → logo on the page dedicated to the sponsors and partners in the website www.bemuseum.be. → logo inserted in all mails sent to the prospects. → logo in the programs. → poster / roll-up in the conference room. → promotional material inserted in the « welcome package » distributed to the participants. → free seat(s) to be negotiated.
SILVER SPONSOR 2.500 €	<ul style="list-style-type: none"> → logo on the page dedicated to the sponsors and partners in the website www.bemuseum.be. → promotional material inserted in the « welcome package » distributed to the participants. → free seat to be negotiated.
PREMIUM SPONSOR	<ul style="list-style-type: none"> → mention "Coffee break and/or Lunch and/or Closing drink provided by + name of the sponsor" displayed during the event.

(provision of the coffee breaks / the lunch meal / the closing drink during a BeMuseum event)	<ul style="list-style-type: none"> → logo on the page dedicated to the sponsors and partners in the website www.bemuseum.be. → promotional material inserted in the « welcome package » distributed to the participants.
<p>BeMUSEUM AWARDS 2.500 €</p>	<ul style="list-style-type: none"> → mention “with the support of...” on the homepage of www.bemuseum.be. → logo on the page dedicated to the sponsors and partners in the website www.bemuseum.be. → logo inserted in all mails sent to the prospects. → logo in the programs. → logo displayed on the screens of the conference room during the awards. → promotional material inserted in the « welcome package » distributed to the participants. → free seat(s) to be negotiated. → 1 voice in the jury.
<p>+ COMPANIES offer on demand</p>	<ul style="list-style-type: none"> → showcase of innovative products during the lunch. → promotional material inserted in the « welcome package » distributed to the participants.

5. THE TEAM



Jennifer Beauloye

Co-founder

Doctor of Philosophy (PhD), Design and Applied Arts. Post-doctoral researcher in Museology and Technologies. Previously Curator and Project Manager at the Royal Fine Arts Museums of Belgium. Board Member of ICOM Belgium (W/B) and Advisory Board Member of the Europeana Art History Channel.

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Master in management of heritage. Consulting and teaching activities in the fields of cultural heritage, museums and tourism with a particular focus on visitors' experience, innovative technologies and accessibility. Previously project officer in the Palace of Versailles and expert for the European Commission.

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THANK YOU