

Be

The Belgian network
for innovation in museums

MUSEUM

BeMUSEUM CONFERENCE // SPONSOR KIT

HELP US SHAPE THE FUTURE OF MUSEUMS !

Friday 8th of October 2021

Hosted by [CIVA](#)

CONTACT

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WELCOME!

We would like to invite you to be part of the 5th edition of BeMuseum. BeMuseum is the annual conference that brings together leading museums professionals, cutting-edge museum experts and young innovative start-ups from all over Belgium to promote and shape the future of museums.

Join us and become a Sponsor, a Partner or be involved in your own creative way !

OUR MISSION.

Since 2016, BeMuseum **curates a yearly conference allowing today's cultural stakeholders to meet, share and discuss** the future of national and international museums.

BeMuseum is dedicated to providing the best innovative practices and documenting new trends for museum professionals with the goal of **empowering museums in the fields of culture and technology.**

Through this national encounter, BeMuseum has fostered **a new collaborative space for dialogue**, encouraged solidarity between museums and the bridging of business opportunities with numerous partners from Belgian public and private sectors.

For this year's edition, BeMuseum will gather forward-looking speakers around the themes of Open Data, Diversity in audiences and teams, Digital Strategy, Cultural Consumption and Eco-responsibility. A detailed programme will soon be available.

OUR COMMITMENT.

BeMuseum is taking part in the digital, organisational and philosophical transformation of the museum and Belgian cultural sector by **creating a safe space to share** hands-on experiences.

BeMuseum disseminates new trends and digital innovation to cultural institutions in an inclusive and inspiring environment to **help museums forge their next big thing.**

The BeMuseum annual conference is committed to **offering a wide range of professional learning opportunities**, from plenary sessions to informal networking, museum project demos and commercial exhibits, professional debates, enlightening talks and much more.

Since 2016 we :

- Include museums of all kinds
- Are and will remain neutral and independent
- Have a *no-show off* policy to encourage the exchange of good practice

AUDIENCE FEEDBACK ¹

“Om een sterk cultureel veld te creëren dat een meerwaarde vormt voor de samenleving, is het belangrijk dat Musea en andere culturele spelers kennis met elkaar delen, elkaar feedback geven en elkaar ondersteunen.” __ **KMSKB**

“Un moment indispensable dans la vie des institutions muséales qui ont trop peu l'occasion de pouvoir échanger et networker” __ **Fondation Folon**

“Opportuniteit om actuele thema's onder de aandacht te brengen en ervoor zorgen dat musea een front kunnen vormen en met elkaar kunnen netwerken” __ **BELvue**

“Journée dynamique, sujets diversifiés, ateliers très intéressants et interactifs (celui que j'ai pu suivre), collègues de divers horizons, musées et professions.” __ **Musée des Sciences naturelles**

“Excellente organisation, accueil impeccable, lieu très agréable. Sujets très intéressants et modérateurs compétents! Merci!” __ **A.**

“Top. Peut-être ajouter un ice breaker pour inciter les participants à se parler entre eux.” __ **M.**

“Ik had geen verwachtingen over de conferentie maar was zeer blij verrast dat ze überhaupt bestond. Voor mij (als game-ontwikkelaar) was het interessant om polshoogte te nemen over de interesse van de museum-industrie in interactieve ervaringen. De workshops waren uitermate interessant!” __ **Studio Waterzoöi**

“It was a great edition! Please invite me again! Bravo, les présentations et débats étaient de haute qualité ! Het was een fantastische namiddag in het Joods Museum! Informeer mij over de volgende activiteiten en editie 2021!” __ **Industriemuseum Gent**

“Heel erg interessant, maar voor mij kwam er iets te weinig communicatie aan bod. Misschien is het een interessant idee om workshops/panels voor communicatiemedewerkers en programmatie en inhoudelijke medewerkers te onderscheiden?

Alvast heel erg bedankt voor de toffe dag!” __ **BOZAR**

¹ GuestView Survey from BeMUSEUM 2019 & 2020.

BUDGET.

INCOMES	€ (TTVA)	%
TICKETING ²	3.500,00 €	17 %
PARTNERSHIPS	4.500,00 €	21 %
SPONSORING	10.000,00 €	47,5 %
TECHBREAK	2.500,00 € ³	12 %
GOODIES	500,00 €	2,5 %
TOTAL	21.000,00 €	100%

EXPENSES	€ (TTVA)	%
ADMINISTRATION, PROJECT MANAGEMENT & COORDINATION	10.500,00 €	50 %
GOODIES, LOGISTICS & TICKETING	3.000,00 €	14 %
CATERING	3.000,00 €	14 %
PROMOTION	2.500,00 €	12 %
VENUE	2.000,00 €	10 %
TOTAL	21.000,00 €	100%

ADDITIONAL INFORMATIONS
-WORKLOAD: about 800 H
-COORD. COSTS (TTVA): 6.000,00 €
-SOIT 7,5€/H

² The admission fee only covers the catering costs. Sponsorship and subsidies cover all other costs of the event.

³ Depending on the COVID-related sanitary guidelines.

COUNTERPARTS TABLE.

Please note this is a base for discussion, we are flexible and open to new ideas!

	PLATINUM 10.000 €	GOLD 6.000 €	SILVER 3.000 €
Logo on homepage	x		
Verbal acknowledgement before keynote and closing speech	x		
Guided tour of the hosting museum (nb of people to be discussed)	x		
Logo inserted in all emails sent to the prospects	x		
Mention in the press release	x	x	
Logo displayed on the screens of the conference room	x	x	
Insert in Newsletter	x	x	x
Logo in program	x	x	x
Logo on Partner page	x	x	x
Posters / Roll-up at the venue	x	x	x
Free tickets (to be discussed)	x	x	x

THANK YOU!