



# 2014 ICOM INTERNATIONAL COMMITTEE FOR EXHIBITIONS AND EXCHANGE ANNUAL CONFERENCE:

## New Museums, New Partners and New Incentives in Exhibition Making and Exchange

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### Conference Survey Report Executive Summary

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## INTRODUCTION

The 2014 ICOM International Committee for Exhibitions and Exchange conference was held on September 23-27, 2014 in Finland. The programme included a 4-day tour through the cities of Helsinki, Espoo, Tampere and Mänttä, with conference sessions taking place in some of Finland's most prominent museums and exhibition centers.

The 2014 ICEE conference theme *New Museums, New Partners and New Incentives in Exhibition Making and Exchange* encouraged the participation of smaller and medium sized museums in the development of international exhibition networks. The conference included the participation of 143 museums professionals, private sector representatives, guest speakers, ICEE Board members and students from all over the world.

The conference had the following goals:

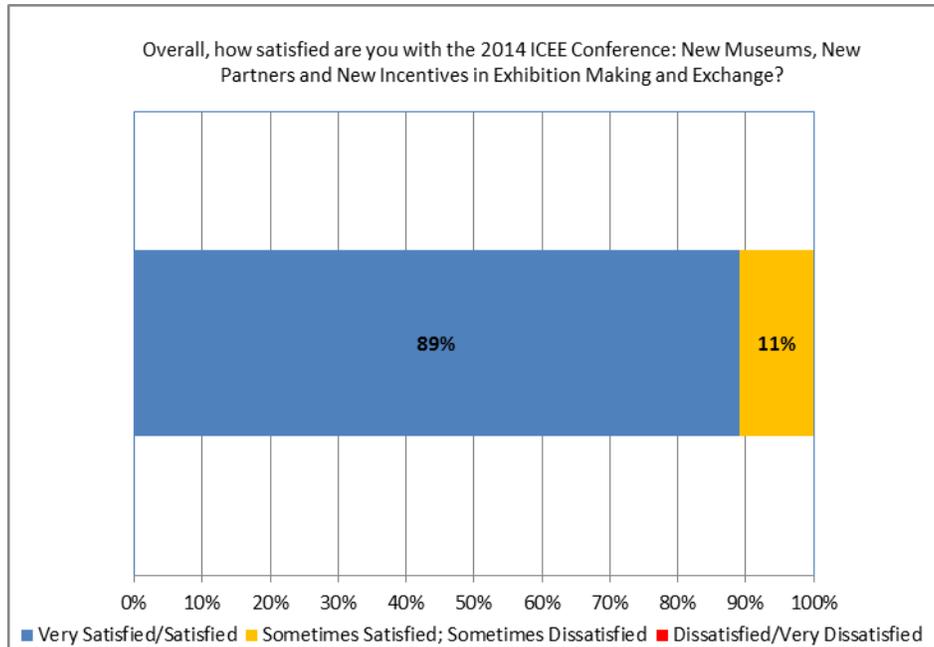
- To encourage discussion and innovative thinking and determine new ways of collaborating in order to broaden the scope of international exhibition exchange, making it accessible to museums with smaller resources.
- To encourage discussion and innovative thinking into the cross-disciplinary methods of exhibition design, focusing on Theatre and Cinema as a source of inspiration in exhibition development.

Following the conference, an email was sent to all registered attendees inviting them to respond to a Web-based survey, resulting in a total response rate of 52% (74 responses) of the total attendee list of 143 participants.

Attendees were asked to rate various aspects of the conference organization and technical content using numerical scores. The analysis of the survey results, recommendations, and suggestions for improvements are based on the percent of positive responses with a minimum goal of 70%.

## OVERALL SATISFACTION

Generally, attendees were highly satisfied with the 2014 ICEE Conference. The chart below summarizes their responses in regard to their overall satisfaction with the conference. The percentage of positive responses is 89% which included feedback from *Very Satisfied* and *Satisfied* response categories. Answers from different background groups (museum professional, private sector representative, guest speaker, student, other) were not statistically significantly different from the total group of attendees. These ratings along with the several positive comments reflect a high level of satisfaction with the conference.



Typical comments included:

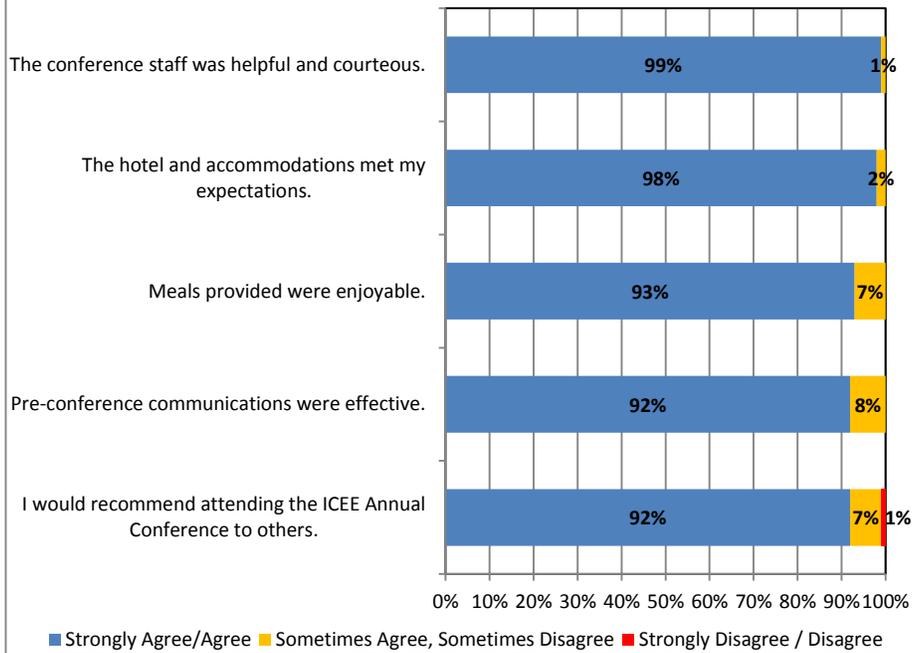
- *“You met all expectations I had before the conference”.*
- *“Even better? Impossible!”.*
- *“A very pleasing meeting”.*

## CONFERENCE PROGRAMME

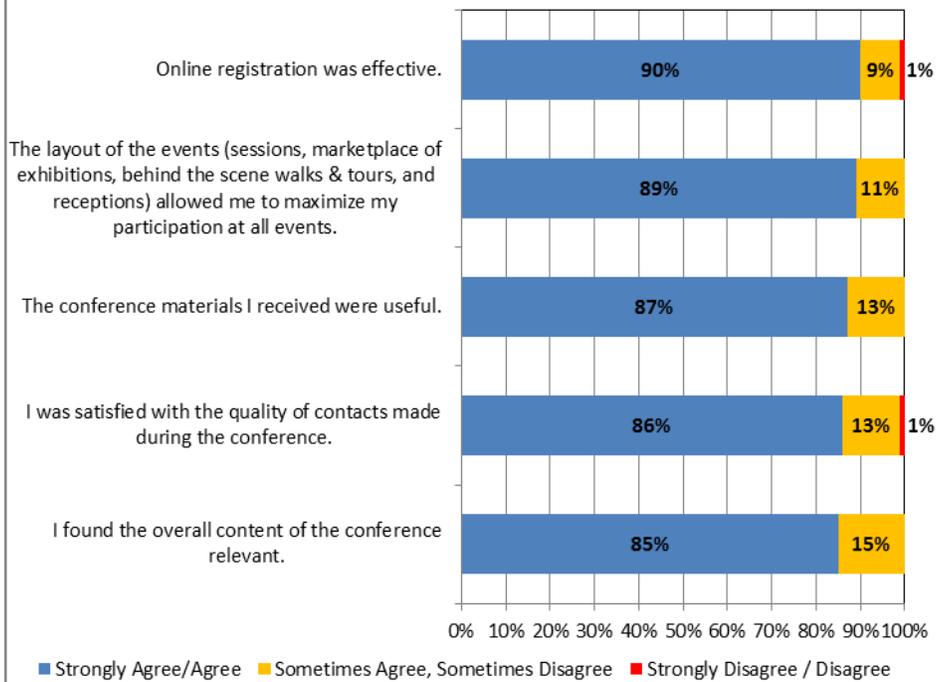
Feedback from participants indicates a high level of satisfaction with all aspects of the 2014 ICEE Conference Programme. All components of the Programme received ratings over 80% of satisfaction including conference staff (99%), hotel and accommodations (98%), layout of the events (89%), quality of contacts made during the conference (86%), and content relevance (85%), among others.

One of the most important information collected from post-conference surveys is whether attendees would recommend the conference to others. In that regard, the statement *“I would recommend attending the ICEE Annual Conference to others”* received one of the highest scores (92%) throughout the survey. The following two charts show the satisfaction level with all components of the conference programme:

To what extent do you agree or disagree with the following statements concerning the overall program of the 2014 ICEE Conference: New Museums, New Partners and New Incentives in Exhibition Making and Exchange?



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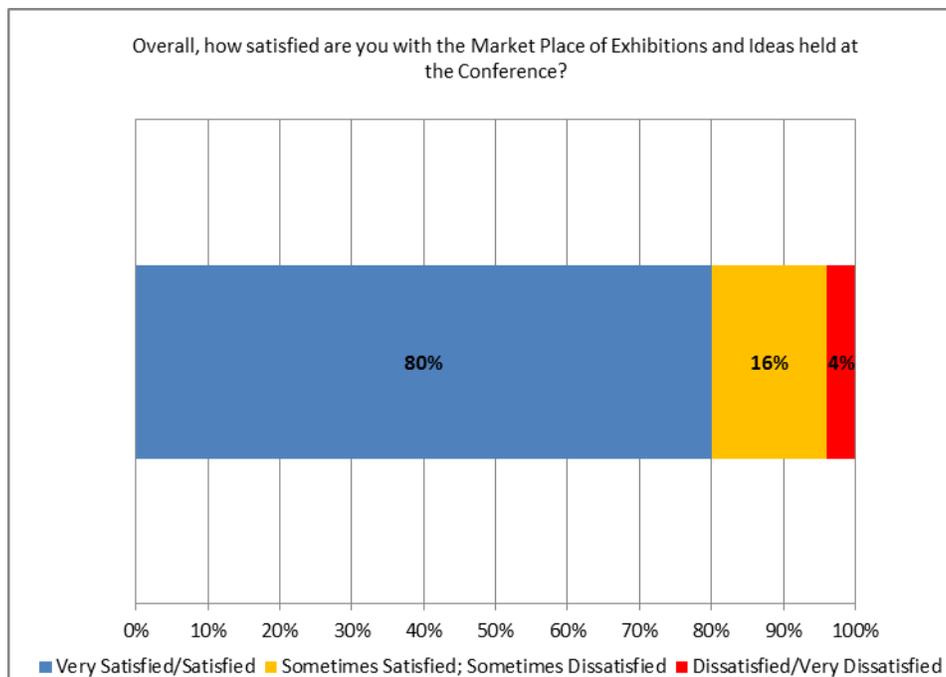


Typical comments included:

- *“It was my first experience with ICEE and I was really satisfied about the programme”.*
- *“I think there should be more keynote conferences (one per day for example) with great specialists and thinkers of museography”.*
- *“Organize not only presentations, lectures and speeches, but also workshops in smaller groups and feedback to all the audience”.*

## MARKETPLACE OF EXHIBITIONS AND IDEAS

One of the focuses of the ICEE Annual Conference is the Market Place for Exhibitions and Ideas where participants have the opportunity to present their touring exhibitions projects through 10-minute presentations. This year, the Market Place of Exhibitions promoted exhibitions projects developed by museums and touring organizations in Australia, Austria, France, Germany, Italy, Japan, Russia, Switzerland, United Kingdom, and USA. In general, attendees were very satisfied with the Market Place of Exhibitions and ideas. The overall satisfaction level was very high (80%).



Typical comments included:

- *“The market place was very well organised and I was impressed with the speakers, who overall were perfectly in their timing!”*
- *“I think it works perfectly in this form, so no need to change it!”*

## **CONCLUSION**

The 2014 ICEE conference was a success, according to the participants who completed a Web-based survey evaluation after the event. Overall, the conference met the goal of encouraging discussion and innovative thinking and to determine new ways of collaborating in order to widen the scope for international exhibition exchange, making it accessible to museums with smaller resources.

There was significant evidence in the survey results and written comments that the participants were highly satisfied with the event, and appreciated the value of content provided through different sessions.

For more information about this document, or to access the full report please contact:

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