

WFFM

WORLD FEDERATION OF FRIENDS OF MUSEUMS
FEDERACIÓN MUNDIAL DE AMIGOS DE MUSEOS
FÉDÉRATION MONDIALE DES AMIS DES MUSÉES

Young Friends
2018



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World Federation of Friends of Museums

MINUTES OF THE YOUNG FRIENDS MEETING

• LISBON AND MADEIRA, MAY 8-13, 2018 •



Young Friends Meeting

8th – 13th May 2018
Lisbon & Madeira
 Portugal



Introduction

The power of bringing everybody together

Dear friends,

I am more than happy to report that there are exciting things happening at the World Federation of Friends of Museums (WFFM) concerning its Young Friends team.

As you may know, every year there is a special program exclusive for Young Friends at the WFFM meetings. On this occasion, Young Friends from Argentina, Australia, Italy, Germany, Portugal and the United States gathered in the cities of Lisbon and Madeira to enjoy a wonderful program filled with cultural visits and social events.

It is safe to say now that each year is different. Since our own first meeting in the city of Berlin, Germany in 2014, things have changed dramatically for the Young Friends at the WFFM. To sum up our milestones, here is a quick recap.

In 2015 we were offered a seat at the Council Meeting, to express our voice and our way of thinking; in 2016 we held our first work meeting programs, in 2017 we

signed the Charter of Verona, declaring our vision and mission as Young Friends' representatives.

This year we focused on providing a variety of workshops for our attendees. We wanted to prompt our members to think in new ways about the work we do within our associations. Our program included the following:

Marketing Strategy Workshop – Each Young Friends association is a brand, with its own identity. We asked: Who are we? What do we offer? How can we measure our success and failures? Where is the common ground between ourselves and our members?

Shared Vision, Shared Approach Workshop – Young Friends from around the world collaborated in heterogeneous groups to brainstorm common goals such as how to gain new members, social media and agenda planning. Our great ideas, were put together in a shared visual – which was well received at the Council Meeting.

Power Through Purpose Workshop – We concluded our meeting with a session informed by positive psychology. Young Friends reflected on their motivation and decision to attend the WFFM in Portugal, paying special attention to the network that we have set up over the years. To promote savoring, gratitude and collaboration, we asked: Which moment will you continue to savor from this meeting? As you reflect on your year, which accomplishment will you celebrate? As a result of this meeting, what practice will you steal? And as we build our network, who are you going to bring to Canada 2019?

These workshops were made possible by the diverse leadership from Young Friends members from around the world. The outcome of each of them was indeed amazing: it brought all of us together, elevating us both professionally and personally. We never lose sight of the fact that we are indeed friends of Museums, as our name implies, but we are also friends of each other. Our friendship is the key that allows us to share a global perspectives on museums, our unique culture and heritage. So far, we have been successful; and we have every intention to keep growing. I look forward to meeting even more friends and creating more memories in Canada 2019.

This is an insight into our work in Madeira. By reading you will get a sense of who is who in our Young Friends network and what are our ideas for events, social media, new members and more. I hope it is as useful for you as it was for us when sharing together.

Cheers to Young Friends and to future friendships!

Eliana Zanini.

Attending

From Argentina

Eliana Zanini • Young Friends Coordinator
Gonzalo Larrosa • Young Friends of the Fine Arts Museum
Ayelén Privato • Young Friends of the Fine Arts Museum
Conrado Alcázar • Young Friends of the Caraffa Museum
Rodrigo Stoessel • Young Friends of North-Patagonia

From Australia

Frederick McDonald • Young Friends of the Art Gallery Society of New South Wales

From United States

Sean Pool • United States Federation of Friends of Museums
Julia Pool • United States Federation of Friends of Museums

From Germany

Ksenia Weber • WFFM YF Coordinator / Junge Freunde Hamburger Kunsthalle
Lucas Militello • Young Friends of Culture from Freiburg

From Italy

Alvise Trinccanato • Young Friends of the Civic Museums of Verona
Giacomo Girardi • Young Friends of the Civic Museums of Verona

From Portugal

Representing Young Friends of the Arte Antiga Museum

Benedita Sacadura Cabral
Concha Reynolds de Sousa
Teresa de Sousa de Macedo
Duarte Bénard da Costa
Martim Cunha Rego
Mafalda de Sepúlveda Velloso
Maria Inês Peixoto
Francisca Listopad
Gonçalo Albergaria

Who is who



Ksenia lives in Hamburg, Germany. She has just graduated from Art History. She is the Head of the *Junge Freunde der Hamburger Kunsthalle* (Young Friends of Hamburg) and Spokesperson of the *Bundesinitiative Junge Freunde Kunstmuseen* (German Federation of Friends of Museums). She is also WFFM Young Friends Coordinator.



Lucas lives in Freiburg, Germany. He is an Art History student. He represents the *Junge Kulturfreunde Freiburg* at the *Bundesinitiative*.



Gonzalo is from Buenos Aires, Argentina but lives currently in Maastricht, The Netherlands. He is studying a post-graduate course in Art Management. He has been part of *Jóvenes del Bellas Artes* since 2016. He also is part of the Young Friends Committee of the *Argentinean Federation of Friends of Museums (FADAM)*



Ayelén is from Buenos Aires. She is a Marketing & Communication expert. She is a representative of *Jóvenes del Bellas Artes* and *FADAM*, where she has the role of social media advisor and workshop creator.



Conrado is from Córdoba city, in the province of Córdoba. Architect. He is a member of *Young Friends of the Caraffa Museum (JAMEC)* and also of *FADAM*.



Rodrigo is from Choele Choele city, in the province of Río Negro (Patagonia). A graphic designer, he designed our program. He is a member of *Amigos Jóvenes de Museos de la Norpatagonia* and also of *FADAM*.



Eliana is originally from San José, Entre Ríos but currently lives in Buenos Aires. She holds a Bachelor Degree in English Language & Literature. She is founding member of *Jóvenes del Bellas Artes*, coordinator of the Young Friends Committee of *FADAM* and *WFFM Young Friends* Coordinator.



Alvisé lives between Verona and Venice. He is an architect, a member of the Gruppo Giovani degli *Amici dei Civici Musei d'Arte di Verona*, River President and member of *Associazione Giovani dei Amici dei Musei di Italia*.



Giacomo lives in Verona. He is a historian, also a member of the Gruppo Giovani degli *Amici dei Civici Musei d'Arte di Verona* and of the *Associazione Giovani dei Amici dei Musei di Italia*.



Julia lives in New York City. After being our host at the Washington DC meeting of 2016, Julia joined the board of the *United States Federation of Friends of Museums (USSFM)* and brought Sean, her husband with her to the WFFM Young Friends.



Frederick is President of the *Young Members of the Art Gallery Society of New South Wales*. He is also a representative of the *Australian Federation of Friends of Museums (AFFM)*. He works as an art consultant at Nanda/Hobbs Gallery in Sidney.



Duarte lives in Lisbon. He is a student of Liberal Arts. He became involved with the Young Friends of the *Portuguese Federation of Friends of Museums (FAMP)* last year. He attended the XVI Congress of Verona & Mantua 2017 as a Bossi Scholar. He is a member of the *Museo de Arte Antiga*.



Gonçalo lives in Lisbon. He is a student of Liberal Arts, too. He also belongs to the Young Friends of the *Portuguese Federation (FAMP)*. He attended the XVI Congress of Verona & Mantua 2017 as a Bossi Scholar. He is also a member of the *Museo de Arte Antiga*.



Benedita lives in Lisbon. She studies curatorship, conservation and museology.



Concha lives in Lisbon. She is an English student.



María Teresa lives in Lisbon. She is an undergraduate student who works at a ceramics atelier.



Martín lives in Lisbon. Martín is a room manager at the *Calouste Gulbenkian Foundation*.



María Inés lives in Lisbon. She is an Art History Student.



Francisca lives in Lisbon. She is doing her master in Management. She graduated in Political Sciences.



Mafalda lives in Lisbon.



First Workshop

Organized by Ayelén Privato from the *Young Friends of FADAM*, this workshop pushed the Young Friends to think of their Young Friends Associations as a brand.

Goal

This workshop facilitated strategic planning, with the goal of providing our Young Friends with tools for the development of their roles in their associations. We highlighted digital strategy, taking into account the weight that social media has in the universe of our target audience.

We opted for a practical methodology, using englobed concepts to secure a better content understanding. Participants processed their thinking in a workbook which had both theory and practice. The analysis of the outcome of the proposed exercises, consequently allowed us to have a reflective space to discuss different proposals for our Young Friends Associations.

We discussed our: definition of goals, strategy construction according to the vision of the institution, digital tools, content creation, actions to develop in the online and offline world.

How to attract new members

Workshop goals:

Introduce tools that will help volunteers in the day to day work of planning new activities, with the goal to attract new members

Context:

Bring together culture and art with youth. We aim to reach new young members using social media as a tool.

Content:

1. Present goals and expectations of the day - 10`
2. Present a theoretical background, best practices, and novelties - 40`
3. Give an assignment (work in groups) - 30`
4. Oral presentation - 15`
5. Feedback - 10`
6. Examples of successful cases - 5`
7. Closing arguments - 5`

Duration:

9/05

16hs - 18hs (max)

List of participants: 19

<u>From Germany</u> Ksenia Lucas	<u>From Portugal</u> Duarte Gonzalo Concha Teresa Joana Benedita María Inés
<u>From Italy</u> Alvise Giacomo	<u>From Argentina</u> Ayelén Conrado Rodrigo Gonzalo Eliana
<u>From USA</u> Julia Sean	
<u>From Australia</u> Frederick	

Content:

1. Introduce goals and expectations of the day - 10`
2. Present a theoretical background, best practices, and novelties - 40`
3. Give an assignment (work in groups) - 30`
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WORKBOOK

PORTUGAL 2018

Did it happen to you?

RULES

DONE IS BETTER THAN PERFECT

IT IS NOT WRITTEN IN STONE

MAKE MISTAKES

EXPECTATIONS

AGILE MINDSET
TO THINK ABOUT STRATEGY IN COMMUNICATION
COMMUNICATION + PRODUCTION AS ONE

DYNAMIC

ONE PAGE AT A TIME

1. EXPLAIN
2. DO (2-5 MIN)
3. DEBATE / QUESTIONS

GET

TO

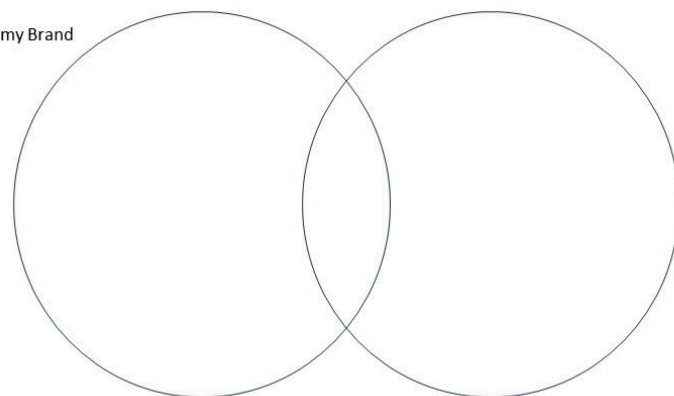
BY

HEADLINES

- 1.
- 2.
- 3.
- 4.
- 5.

FINDING YOUR COMMON GROUND

What are my Brand values?



What does my audience want?

What are others (or your) “brands” doing?

EDUCATE

ENTERTAIN

INSPIRE

How are they / you doing it?

Identify which (activities) type of content (video, photo, text) can your “brand” use for the next 6-9 months

- ☐ New content inhouse
- ☐ Re-use existing material
- ☐ Collaborate with an influencer
- ☐ Launch a call to action with fans that will help you launch new content
- ☐ Curate existing digital content
- ☐ other

HOW TO DISTRIBUTE THE CONTENT

STRONG IMPACT
¿what is the next big launch momentum you can take advantage of? For whom?

AIM WITH CONSISTENCY
Describe your existing audience, how are you reaching them now?

BE THERE
Connect with your customer. What questions could be answered with an email/post/video?

Where does digital fit in all of this?

How does digital influence consideration for this audience?

SUCCESS CONE

	AWARENESS	CONSIDERATION	CONVERSION
GOAL			
AUDIENCE			
KPI (how do I measure it)			
CONTENT			

ACTION PLAN

NOW

THEN

LATER



CASCAIS

Second Workshop

Organized by Ksenia Weber from Germany, this workshop pushed the Young Friends to collaborate and share best practices.

Goal

This workshop facilitated the sharing of best practices. We highlighted our individual strengths and shared priorities.

We worked in heterogeneous groups of 4 and each brainstormed our strategies and lessons learned for common goals.

We discussed our: social media presence, strategy for gaining new members and approach to agenda setting.

GAINING VOLUNTEERS & GETTING PEOPLE INVOLVED

- Guide
- Open calls > subscribe > show up > small visits > benefits
- PARTIES!
- Scholarships
- Lots of follow-up & special events



ROUND 4

- Create clear criteria for volunteers that reflects overall vision of contributing to countries' culture
- Create culture where volunteering is a sign of passion belonging to something larger than yourself

How to conserve people?

How to target middle-aged volunteers?

- ICOM card that gives Access

GAINING MEMBERS & ATTENTION

ROUND 1

- Post images and create # or create private tour
- Provide artista study access
- Reach out to universities (print material)
- Coordinate debate about purpose of art in our current context
- Words of mouth from volunteers +1
- Events focused on specific time period or artista
- Refer a friend program, allow free membership
- "Sales" event at museum with discount-hour
- Bring commercial gallery clients directly to museum
- Use gift shop to promote specific art
- Member parties with non-members welcome +1

With benefits

- Social status – belong
- Leverage "into bloggers" local Instagrammers

Test success & impact that members give

- Get people excited about impact
- Parties = "be the cool kids"
- Create competition for artists that do a portrait-gains money from admission and for artists (example from Australia)

ATTENTION

- Press influencers
- Social media,
- Partnerships with sponsors

EVENTS & ACTIVITIES

PARTIES!

- Guided tours
- Performances
- Conferences
- Studio visits
- Family visits

Residence program

I = Idea
Ex = Example
+ = Pro

ROUND 3

- I = Open museum after-hours like Fashion Night Out (Vogue event) & Art at Night (Australia)
- + Corporate night 1 x month
- + Use space for private events à increases awareness, memberships, benefactors
- I = Include small tours throughout event
- I = charge admission to have dinner with an artista

Success = Australia

SOCIAL MEDIA

Social media is very competitive

- Online contest
- Videos about the new acquisitions/online tours = YOUTUBE
- Document events
- Content = fun facts

Instagram to access more people
FB for events

Create app for museum

with notifications for events = becomes a hub instead of a website
Twitter is less engaging, limited characters, used less intentionally
+ target audience is on social media!

Prioritize reviewing analytics of accounts.
Ex: post every 2 days/gain new members

- + Instagram to promote paintings
- + Insta stories post event
- + FB pre-event
- + FB to gain reputation and reviews

+ Give a member Access for a day to account

Strategies for people with Access to account who posts regularly about activities

- The Portugal spirit
- The newness
- The walks and the talks

CELEBRATE

- Young people come for perspective/growth in arts/museums

- Our own identity

STEAL

- Ksenia's book
- Motivation

- New paths

BRING

Thank you!

SAVOR

WE ARE HERE BECAUSE...

Love and beauty. Cultural Exchange. Collaborate. Feel at home. We are the guardians of history, culture and identity. Only together we will prevail.

I AM HERE BECAUSE...

It makes me happy, inspires, energizes, perspective and growth.

WE ARE HERE BECAUSE...

Organizing cultural exchanges to appreciate other cultures internationally. The need for younger audiences. Preservation and support to safeguard the arts. Should take on this responsibility.

I was invited by the Australian Federation. I was interested to see what the YFs of the WFFM was in further depth. Also to know more about the behaviour of others who invest a similar interest around the world.

I AM HERE BECAUSE...

SAVOR

- Visiting the library in Lisbon, a beautifully preserved library which seems to provide an inspiring space to promote education
- Casais for the mix of heritages

CELEBRATE

- Australia hosting in 2020
- Meeting a diverse group of passionate people
- Our succesful program in Sydney

- Ksenia's book
- Age's workshop

STEAL

- Share this with committee

BRING

Young Friend #3 & #4

SAVOR

La participación de los jóvenes con los adultos

CELEBRATE

- La platería de Portugal
- Sus museos
- Sus azulejos
- Las cervezas compartidas y los viajes en bondi

- Ksenia's book
- Camaradería
- Be more involved with heritage
- Conservation of public and private sector
- The passion of the seniors

People from small towns

BRING

WE ARE HERE BECAUSE...

Porque pertenecemos a una asociación que lucha de manera colectiva por la preservación del patrimonio.

I AM HERE BECAUSE...

Disfruto mucho pasar tiempo con la gente que tiene un sentimiento común a las cosas que disfruto hacer, porque crea que el conocimiento se construye colectivamente y que los méritos y pasiones compartidos logran mejorar el mundo en que vivimos.

SAVOR

- Duarte's dinner party.
- Madeira's nature (Lisboa)
- Good conversations
- Connection (growing up)

CELEBRATE

- Friendship
- New friendships with complete strangers
- Portuguese culture (MNAA)
- The youth interest in culture and in changing the world's perspective about patrimony

STEAL

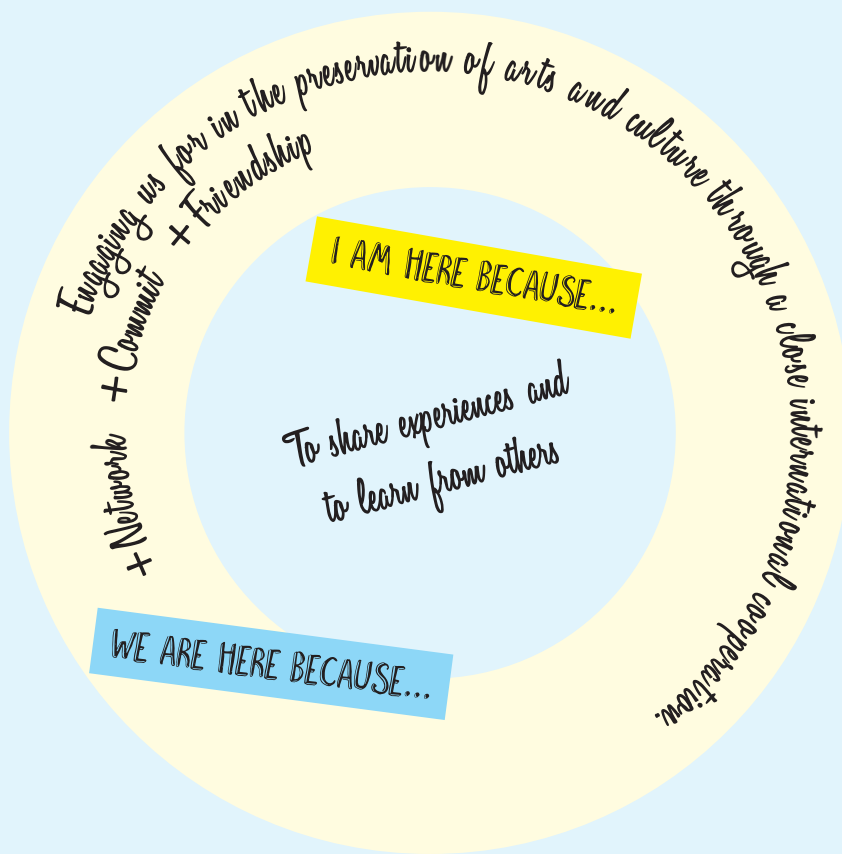
- Trust between the board and the YF group
- Level of organization (Germany)
- Positivity (USA)
- Companionship

BRING

- Friends

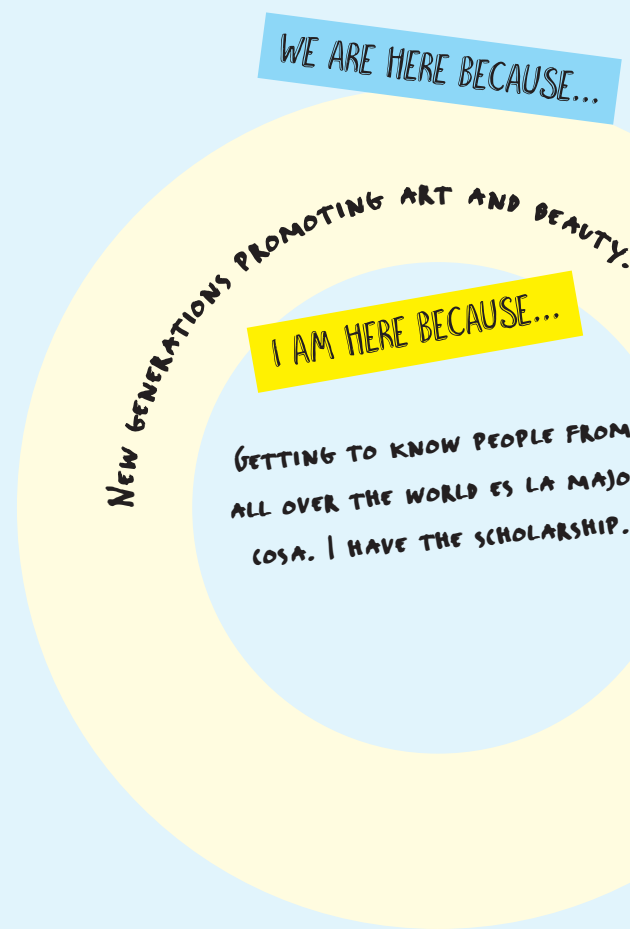
Young Friend #5 & #6

- SAVOR**
- The new friendship I found with Gonzalo
- CELEBRATE**
- The "How to make YFs Book" with our national achievements and my personal efforts
- STEAL**
- Friendship and kindness of the very open-minded people
- Nice and productive meeting

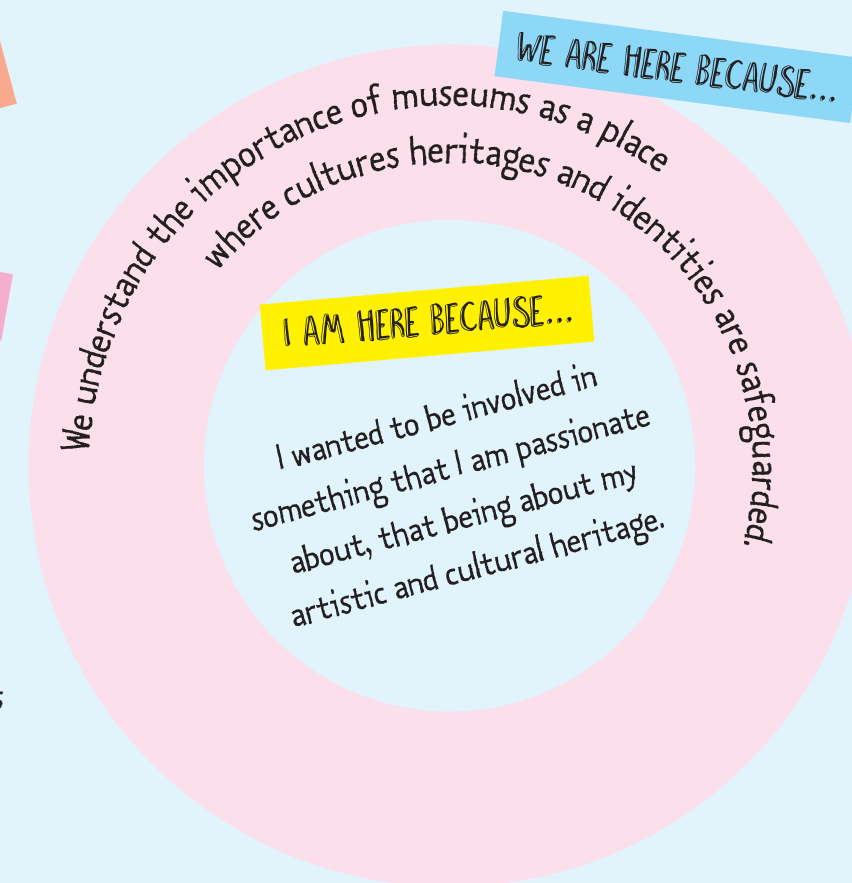


- SAVOR**
- Walking in Cascais
- Walking the Canals
- Drum circle overlooking the river on day 1
- First tour of Museu Arte Antiga
- Getting to know Ksenia a little better
- New friendships with old people
- CELEBRATE**
- Helping USFTM with their grant program
- STEAL**
- The level of organization of the German Federation
- Gonzalo's pursuit of his passion
- BRING**
- Friends

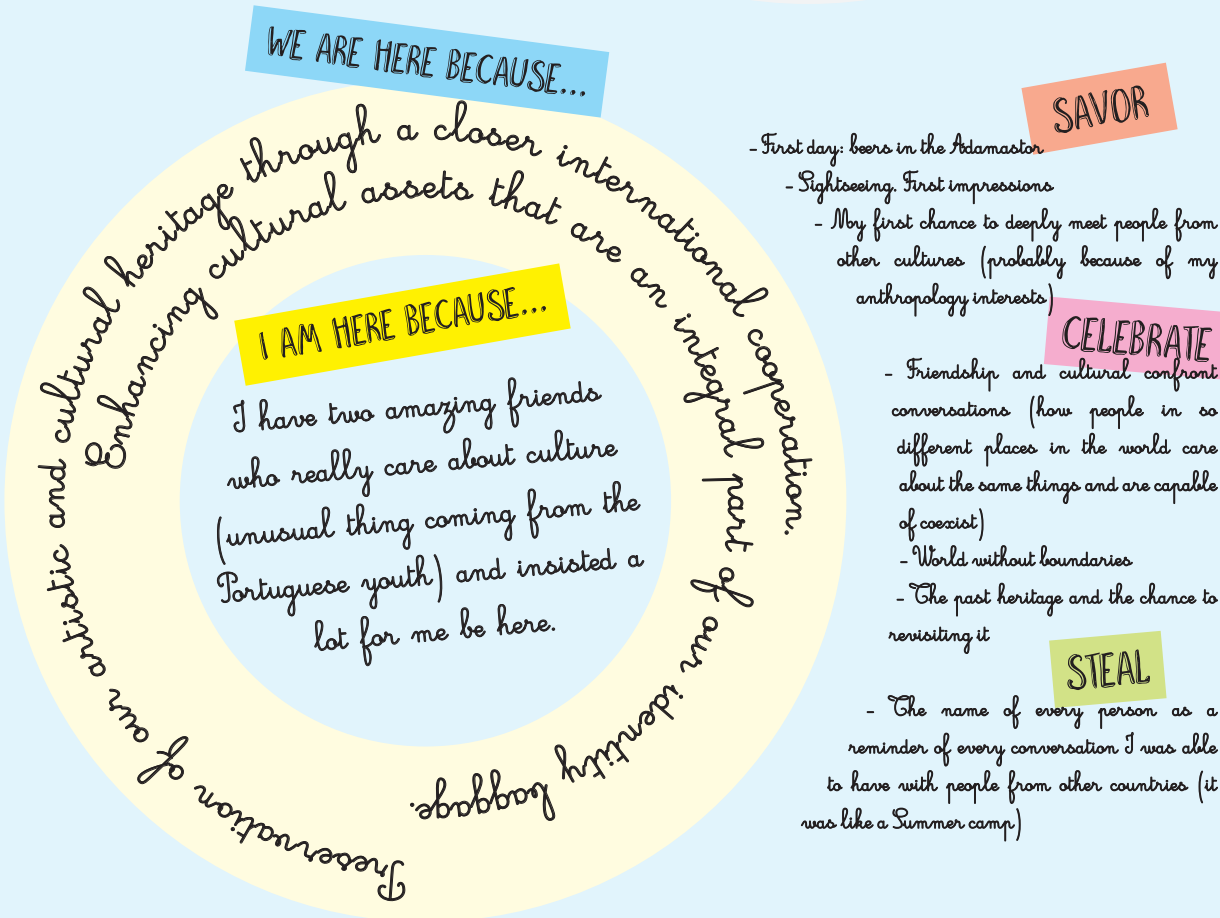
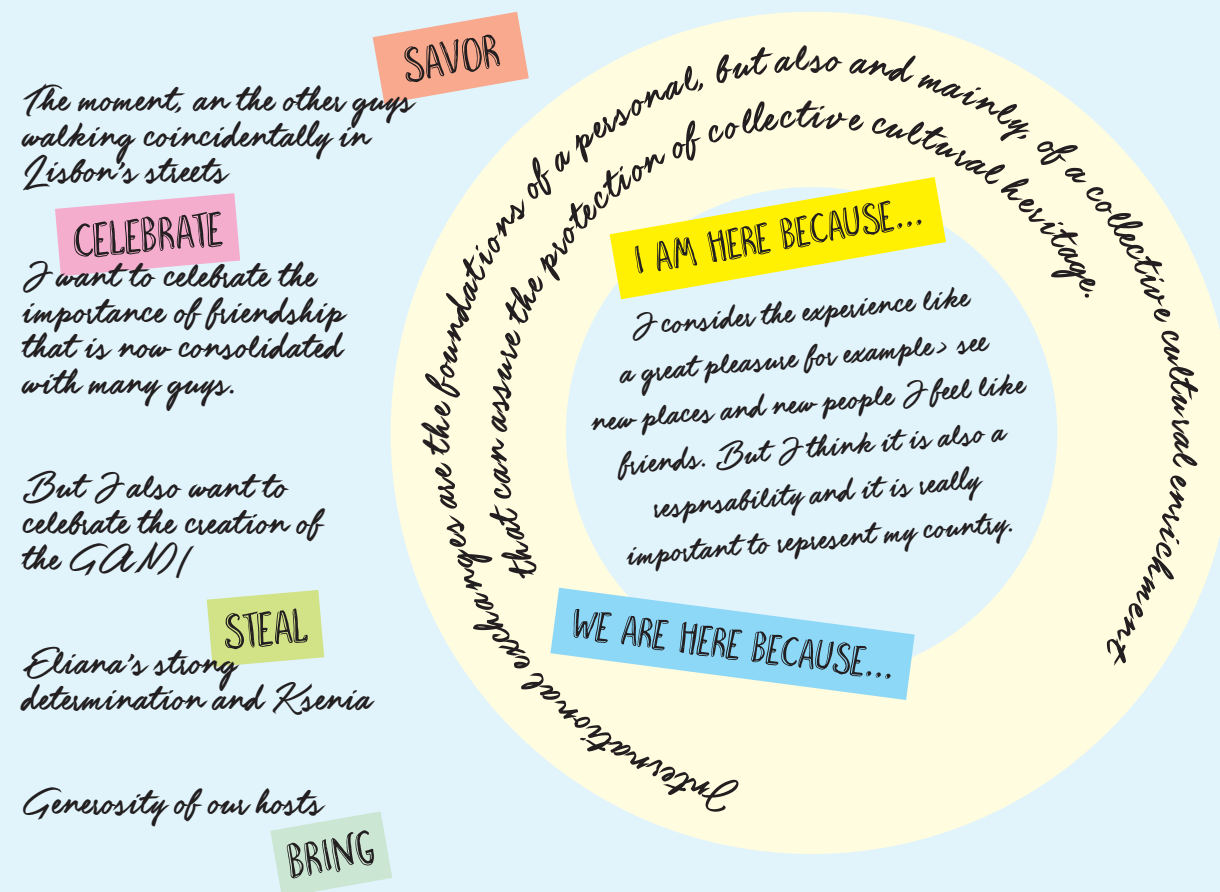
Young Friend #7 & #8



- SAVOR**
- Saturday's lunch
- Friday's after dinner gathering
- CELEBRATE**
- The growing of Portugal's Group of Young Friends
- The friendship between the Portuguese members
- STEAL**
- The commitment all members have in improving their museum's Dynamic
- BRING**
- My sister



Young Friend #9 & #10



Young Friend #11 & #12

Young Friend #13



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