



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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WFFM

## 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



WORLD FEDERATION OF FRIENDS OF MUSEUMS  
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## *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 Trincolato • 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.



**Alvis** 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.



**Martin** 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.



PALACIO PIMIENTA, 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:**

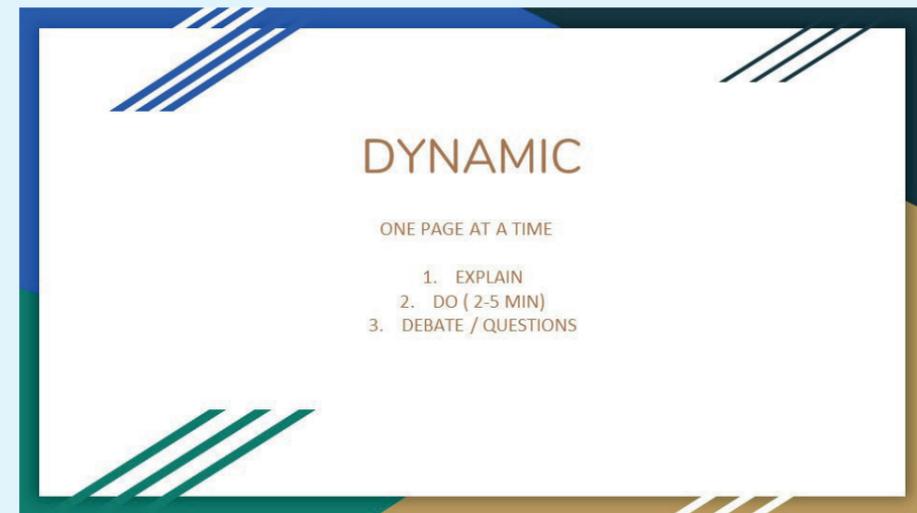
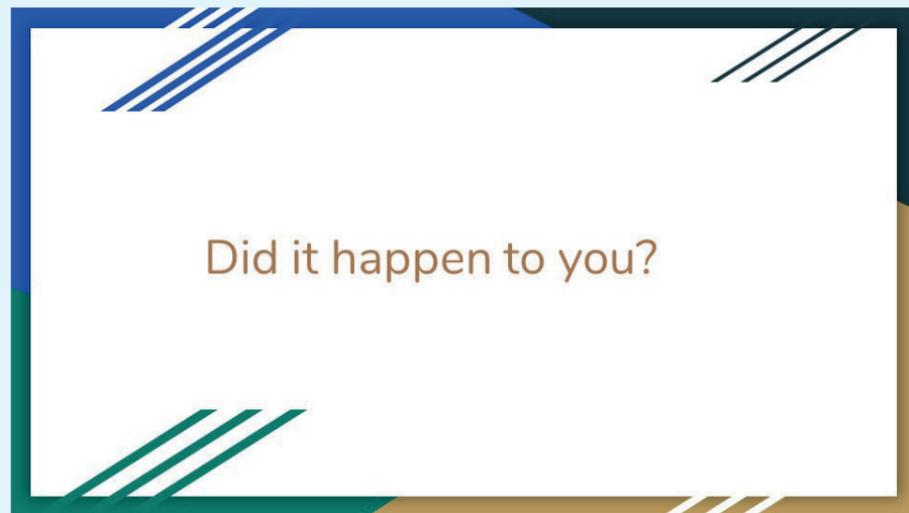
9/05  
16hs - 18hs (max)

#### **List of participants: 19**

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

**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`
4. Oral presentation - 15`
5. Feedback - 10`
6. Examples of successful cases - 5`
7. Closing arguments - 5`



GET

TO

BY

### What are others ( or your) "brands" doing?

EDUCATE	ENTERTAIN	INSPIRE

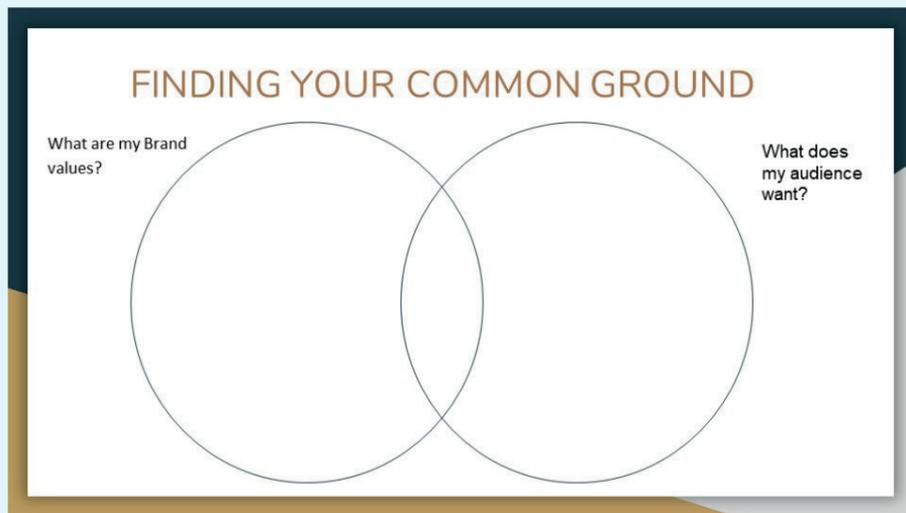
### HEADLINES

- 
- 
- 
- 
- 

### 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

<b>STRONG IMPACT</b> ¿what is the next big launch momentum you can take advantage of? For whom?	<b>AIM WITH CONSISTENCY</b> Describe your existing audience, how are you reaching them now?	<b>BE THERE</b> 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



## 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



MUSEO QUINTA DAS CRUZES, MADEIRA

## Third Workshop

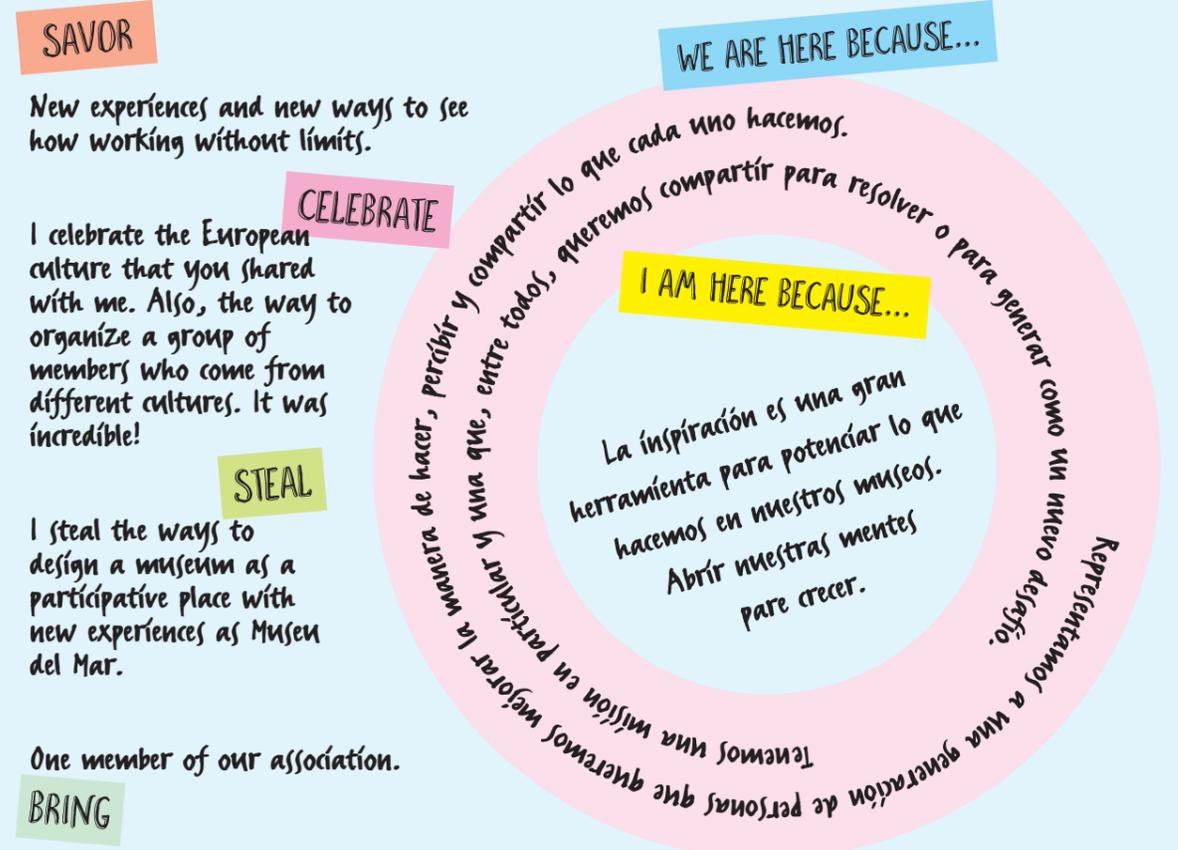
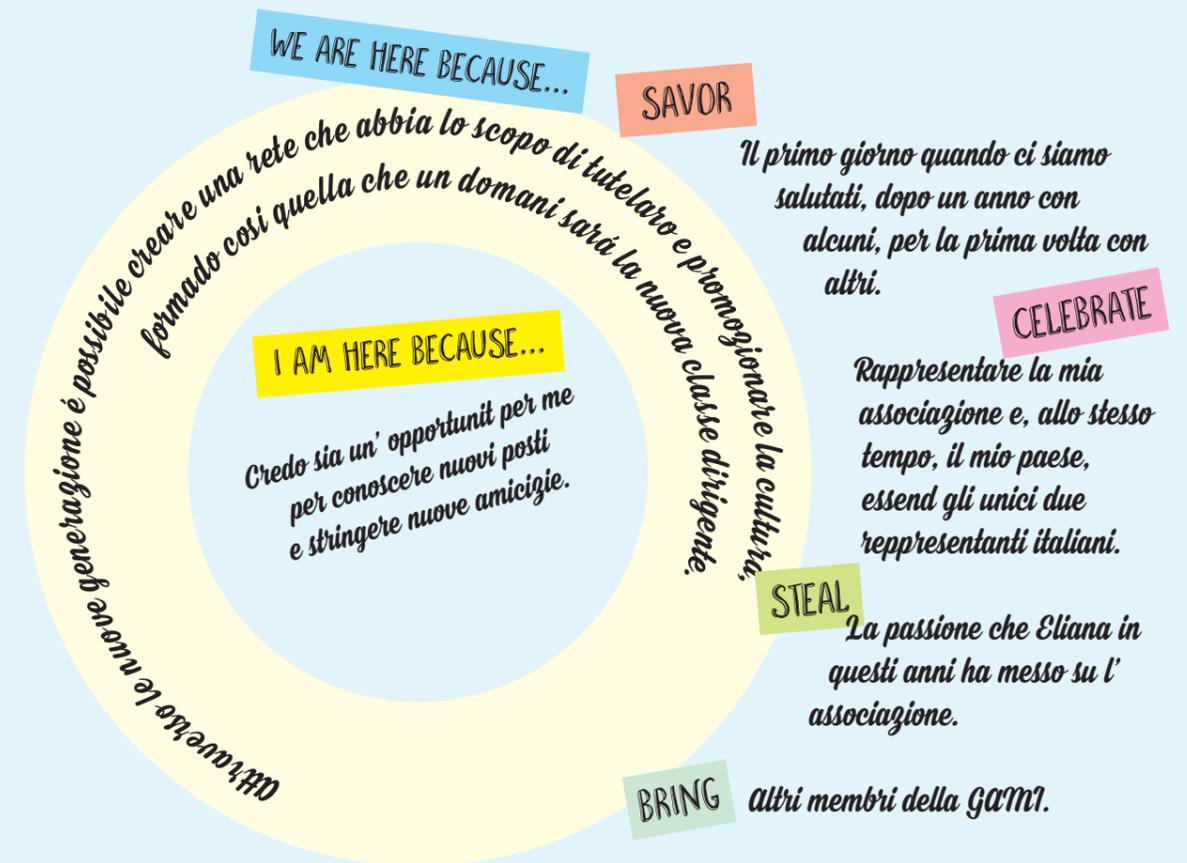
Organized by Julia Pool from the U.S. Federation of Friends of Museums (USFFM), this workshop helped Young Friends reflect on their purpose within the global organization and to be moved to action for the following meeting.

### Goal

This workshop facilitated the savoring and celebration of our most treasured asset – our members.

We applied the science of well-being to help us capitalize on a successful meeting. Each participant reflected on his/her purpose and how that aligned to the larger purpose of our organization. To regroup ourselves we reread the Verona Charter, the document we wrote the year prior, and connected it to our individual role and motivation. Next, we shared with a new friend something that we will savor from the trip – solidifying our memory and strengthening our connections. Finally, we each thought of a new friend to bring to Canada.

We discussed our ability to build strong connections – locally and globally.



Young Friend #1 & #2

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

**SAVOR**

**CELEBRATE**

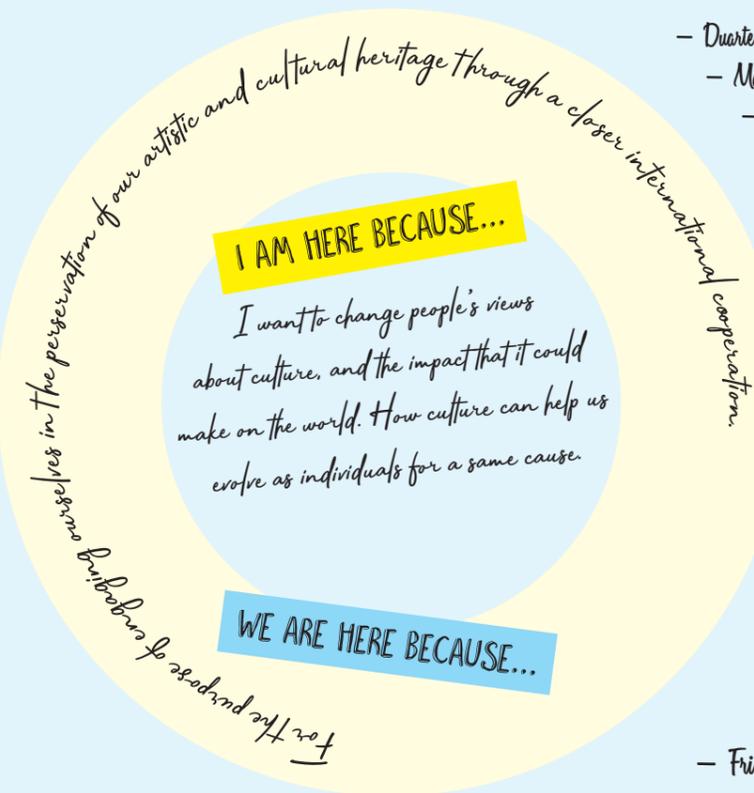
- Young people come for perspective/growth in arts/museums
- Our own identity

**STEAL**

- Ksenia's book
- Motivation

**BRING**

Thank you!



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

**SAVOR**

**CELEBRATE**

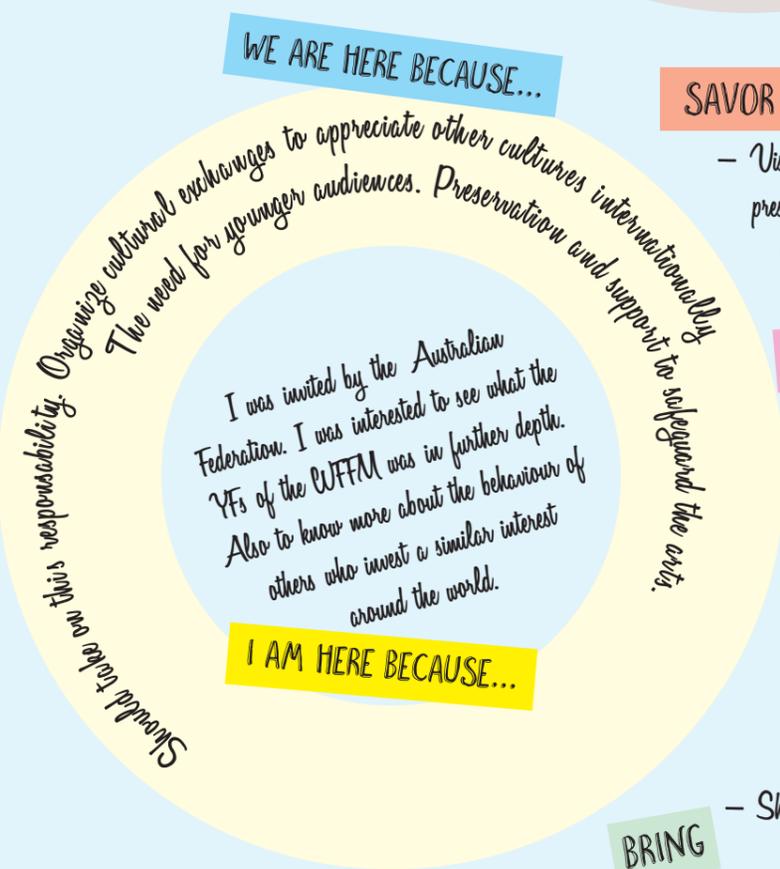
- Friendship
- New friendships with complete strangers
- Portuguese culture (MNA)
- The youth interest in culture and in changing the world's perspective about patrimony

**STEAL**

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

**BRING**

- Friends



**SAVOR**

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

**CELEBRATE**

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

- Ksenia's book
- Age's workshop

**STEAL**

**BRING**

- Share this with committee

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

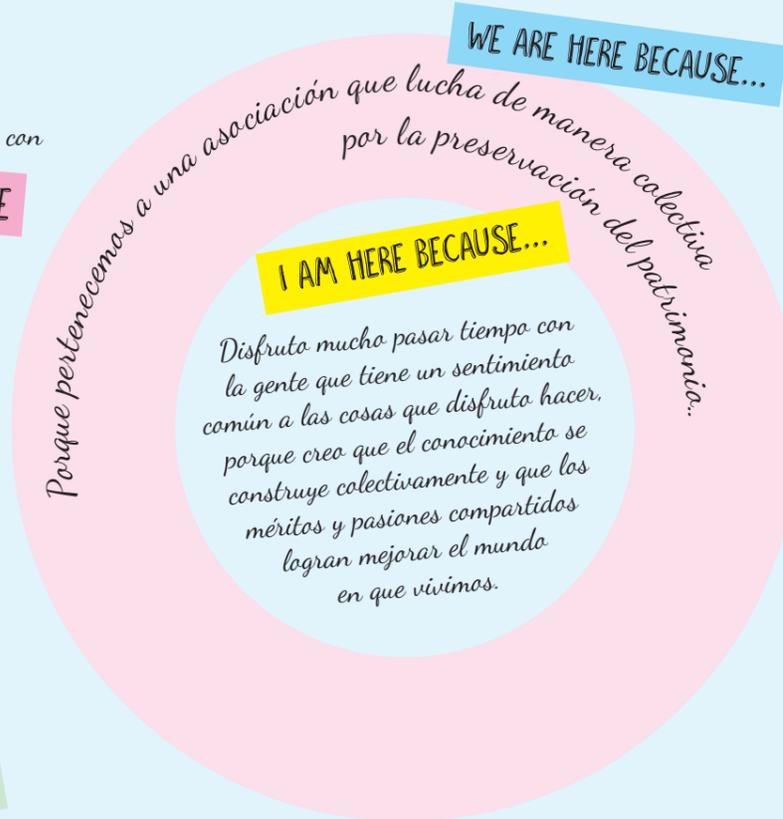
- Ksenia's book
- Camaradería
- Be more involved with heritage

**STEAL**

- Conservation of public and private sector
- The passion of the seniors

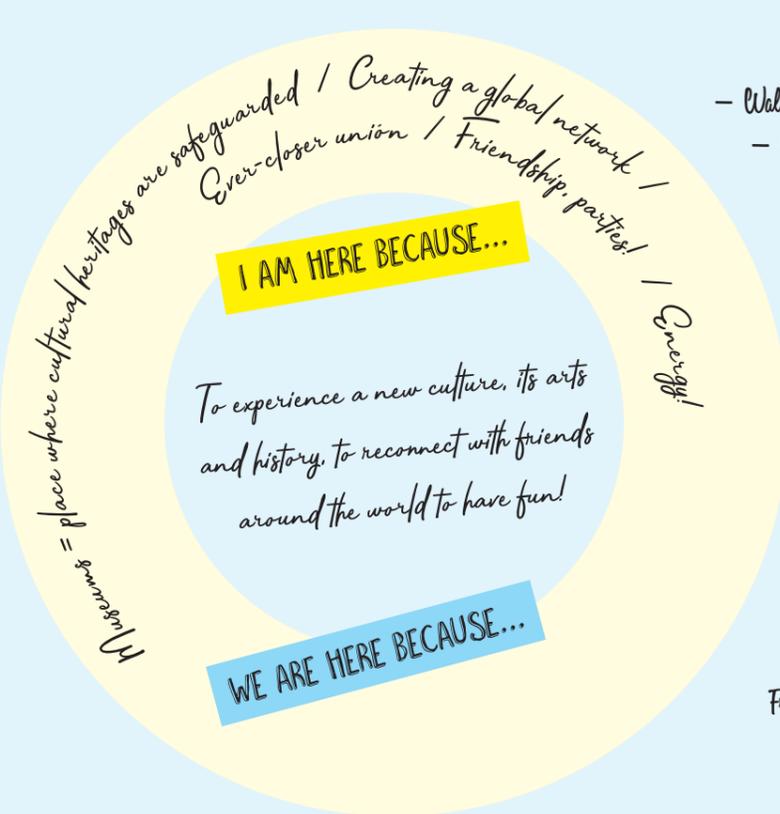
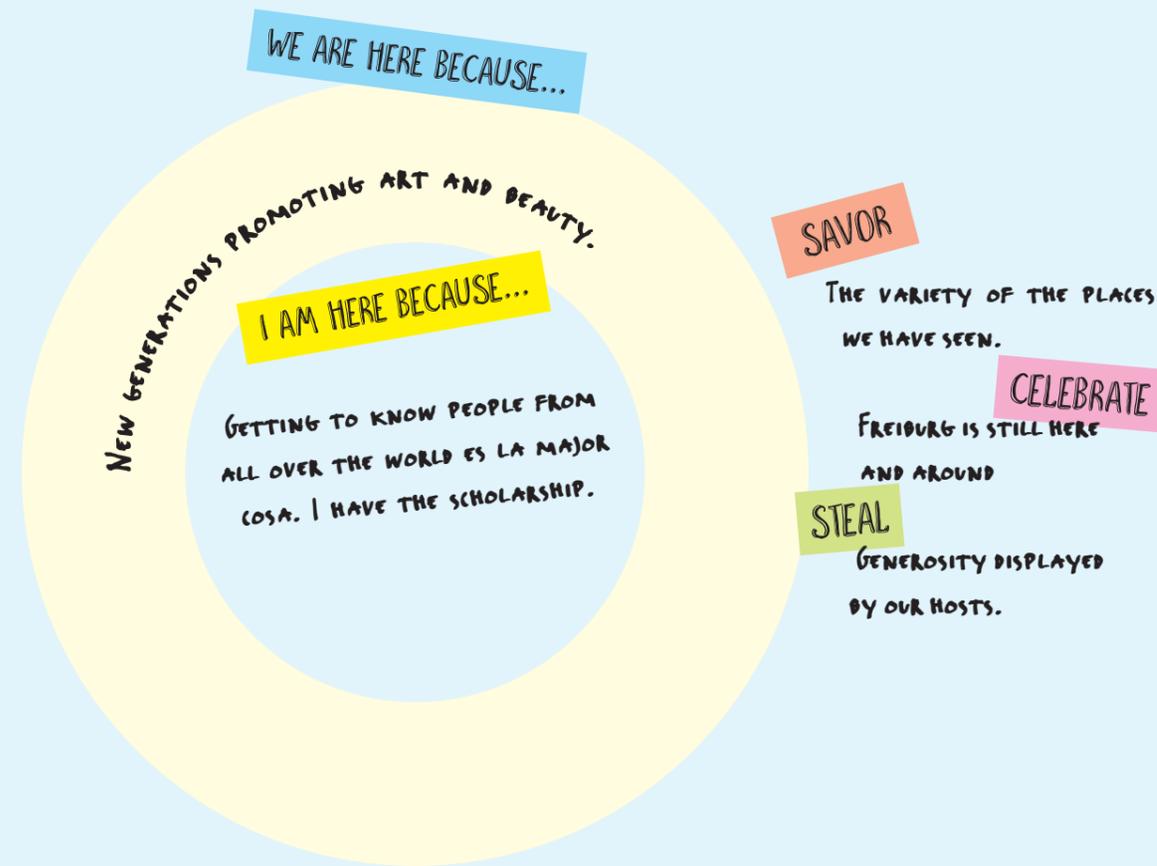
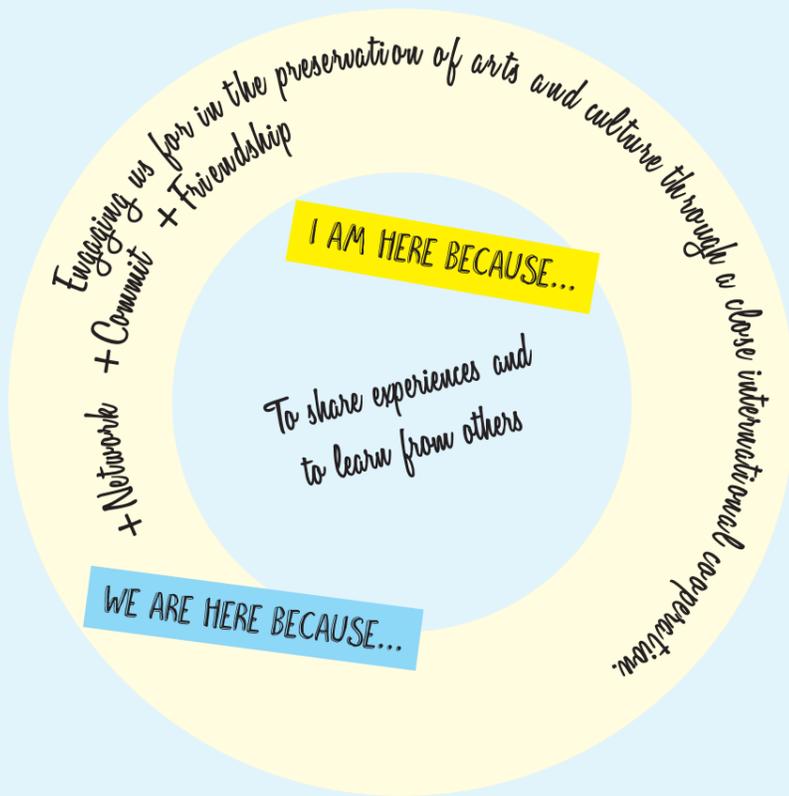
People from small towns

**BRING**

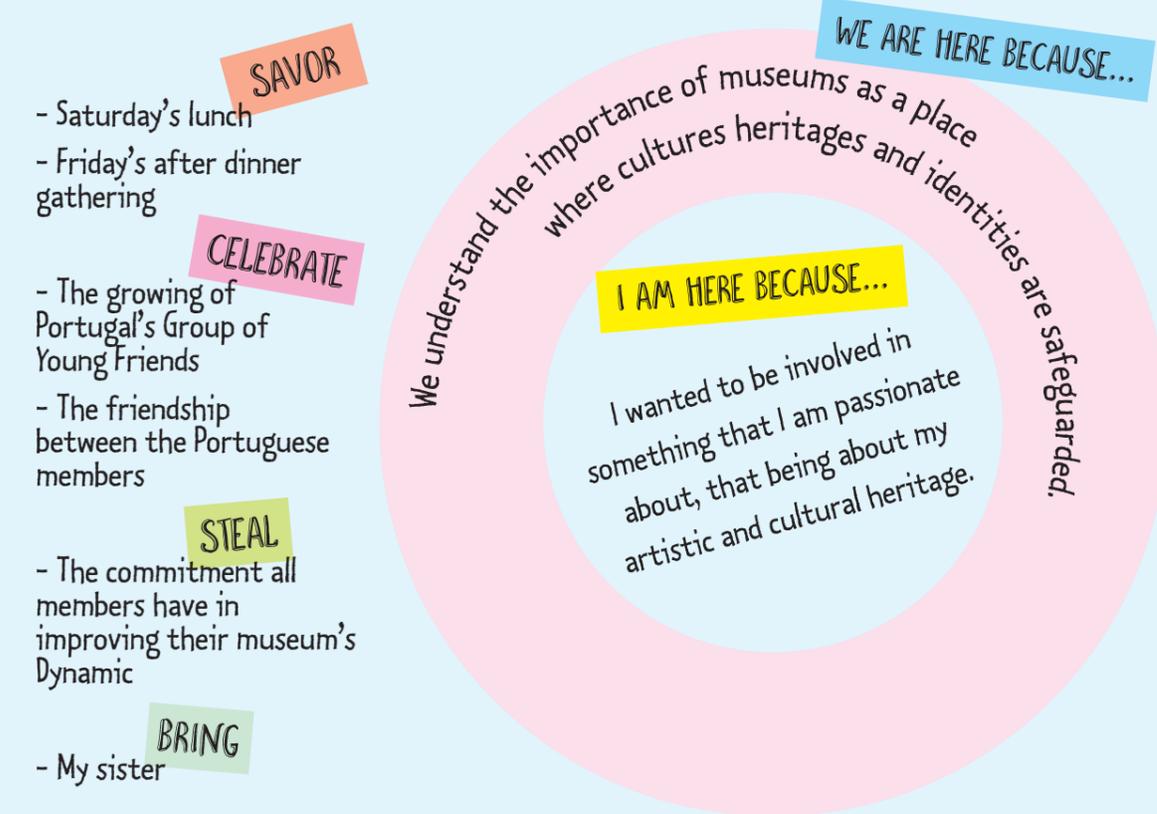


Young Friend #5 & #6

- 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

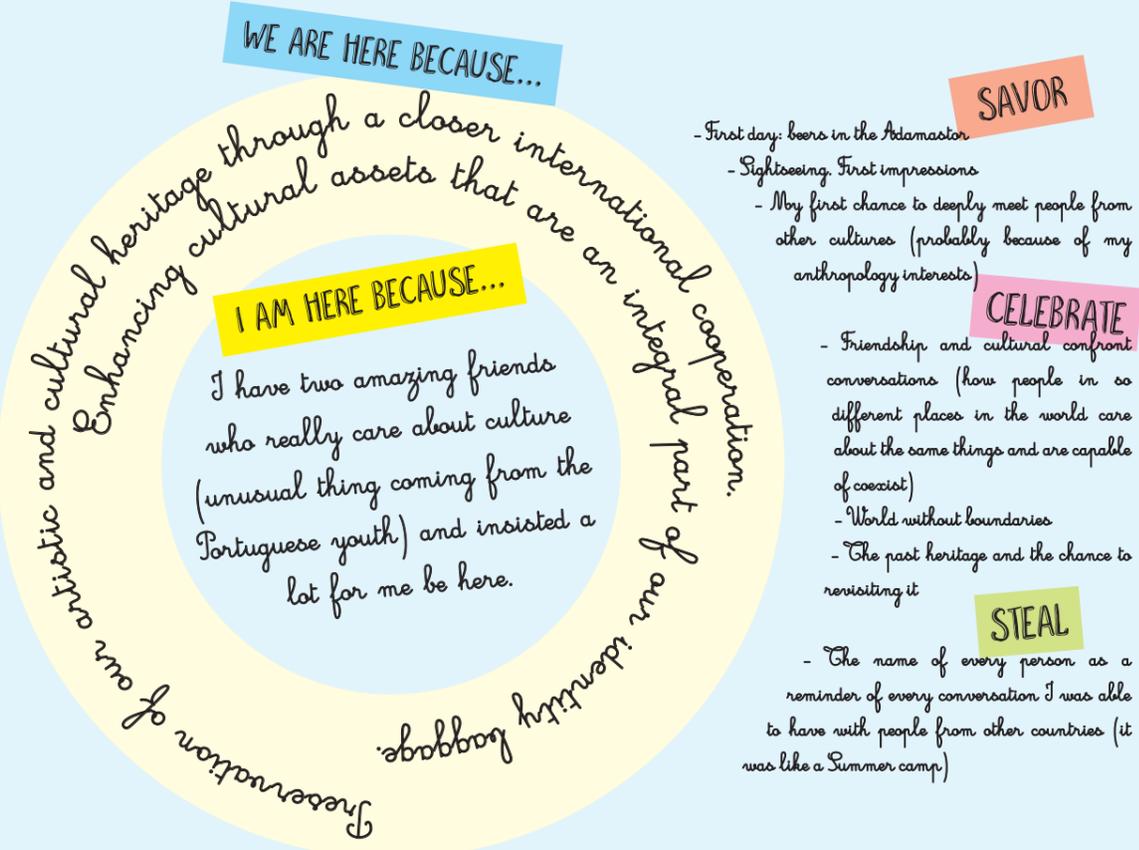
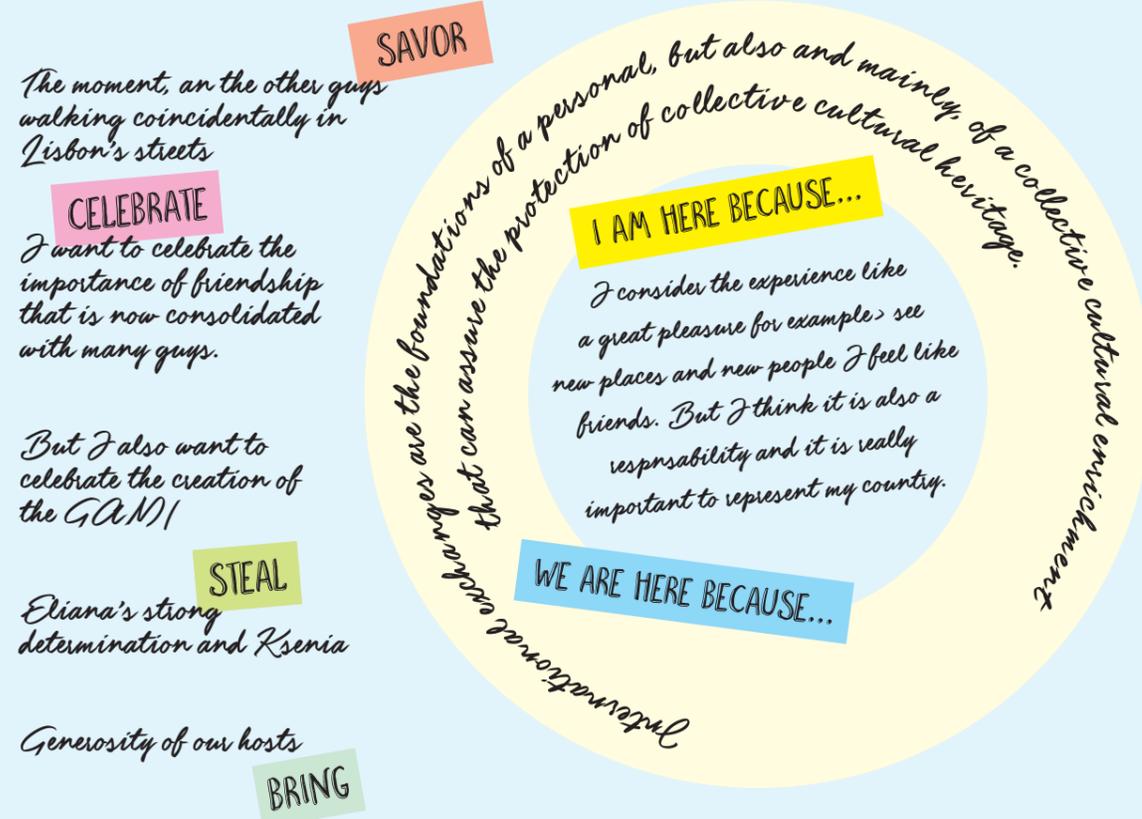
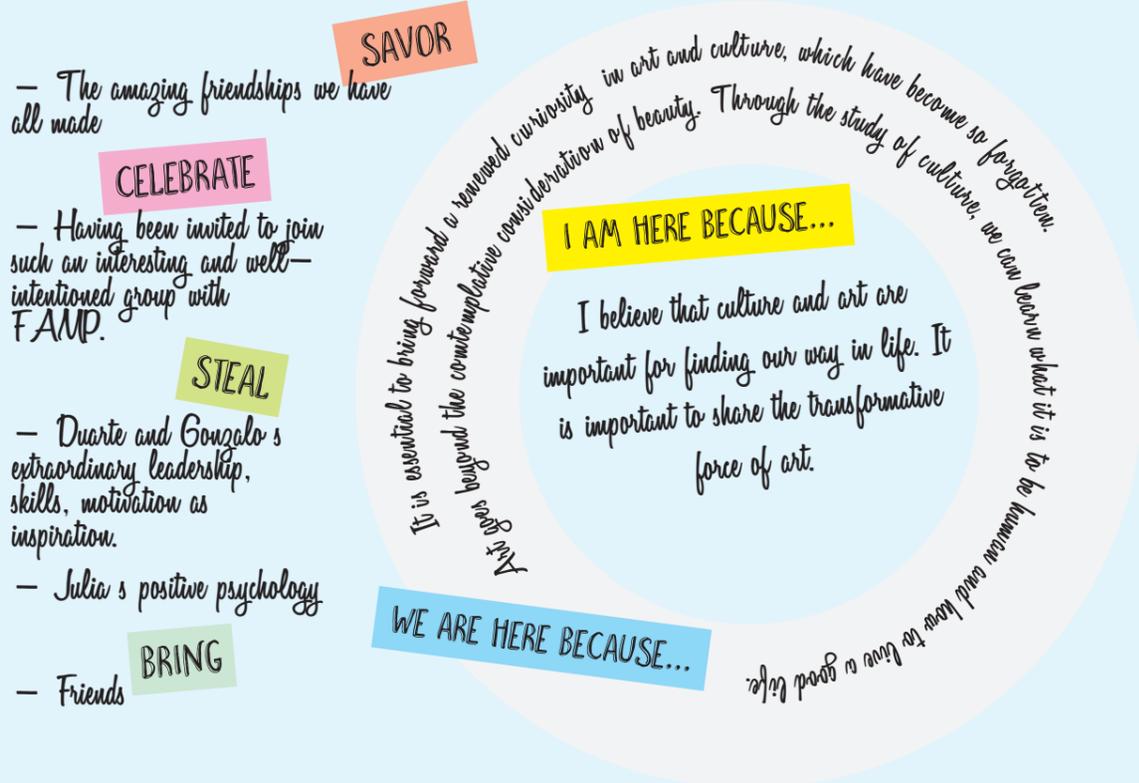


- SAVOR**
- Walking in Cascais
- Walking the Canals
- Drum circle overlooking the river on day 1
- First tour of Museo Arte Antiga
- Getting to know Ksenia a little better
- New friendships with old people
- CELEBRATE**
- Helping USFFM with their grant program
- STEAL**
- The level of organization of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



Young Friend #7 & #8

Young Friend #9 & #10



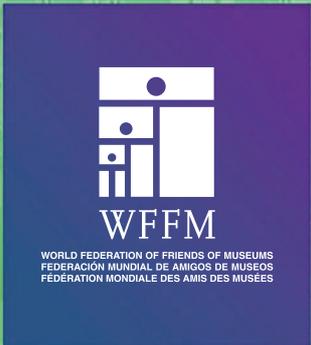
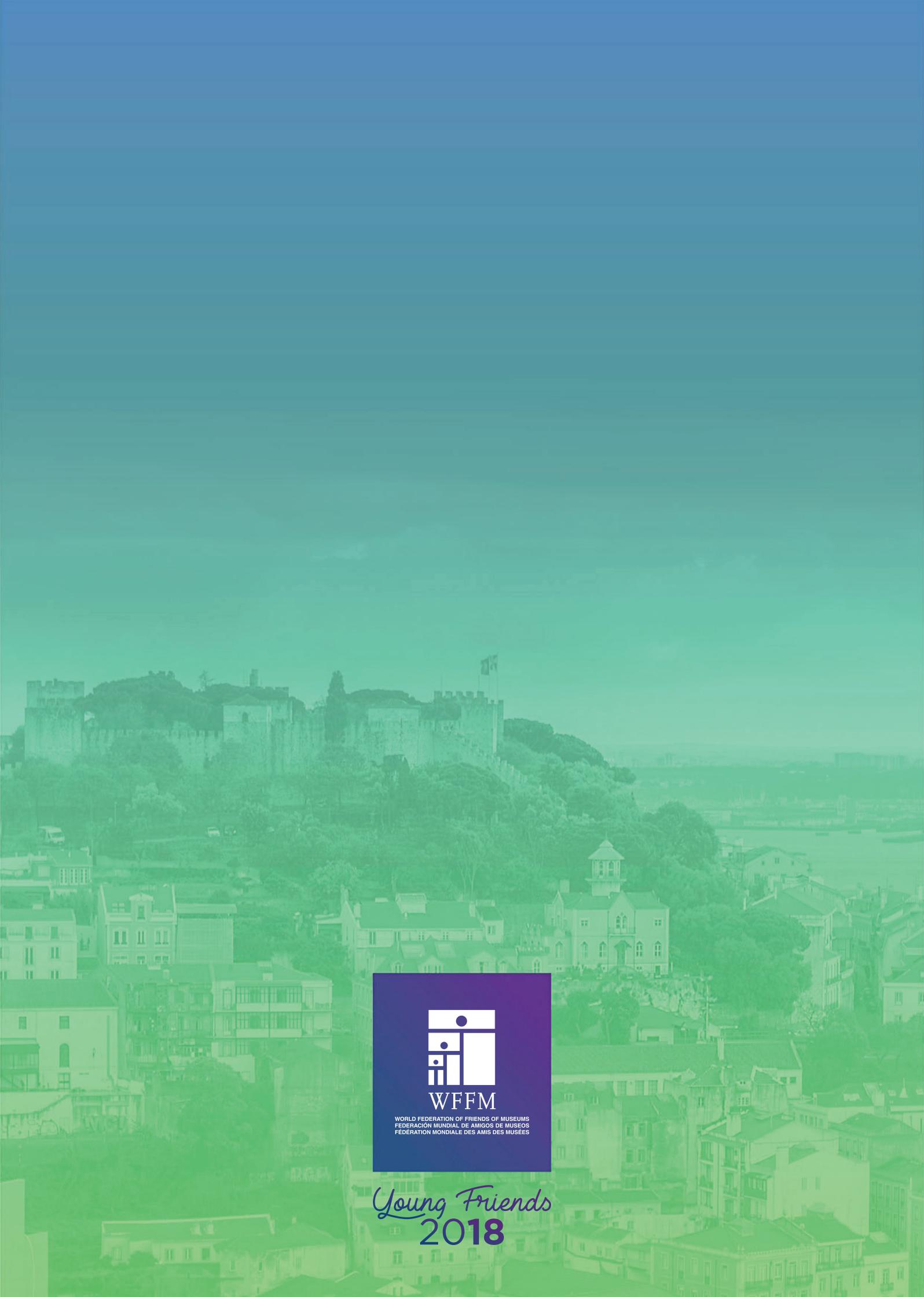
Young Friend #11 & #12

Young Friend #13



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