



Report of the 38th Conference of IATM Utrecht, The Netherlands, 3-5 June 2013 “Museums in the 21st Century”

By Mikael Dunker, IATM Communications Officer



Paul van Vlijmen, head of the Dutch Railway Museum, welcomes all to the 38th IATM Conference.



IATM President Robert Sjöö opens the conference!



Joachim Breuninger from the IATM board, talks about the IATM Fellowship programme – Skillbridge. You can get up to 2.500 euro - apply now! More info on our website: <http://www.iatm.museum/skillbridge>



Jos Zijlstra is guiding through the exhibition at the Dutch Railway Museum.



Demonstration by Cisca Simons, Dutch Railway Museum.



Coffee break, Dutch Railway Museum.



Sandra Bechtholt talks about marketing of the Dutch Railway Museum.



Sandra Bechtholt (right), Dutch Railway Museum.



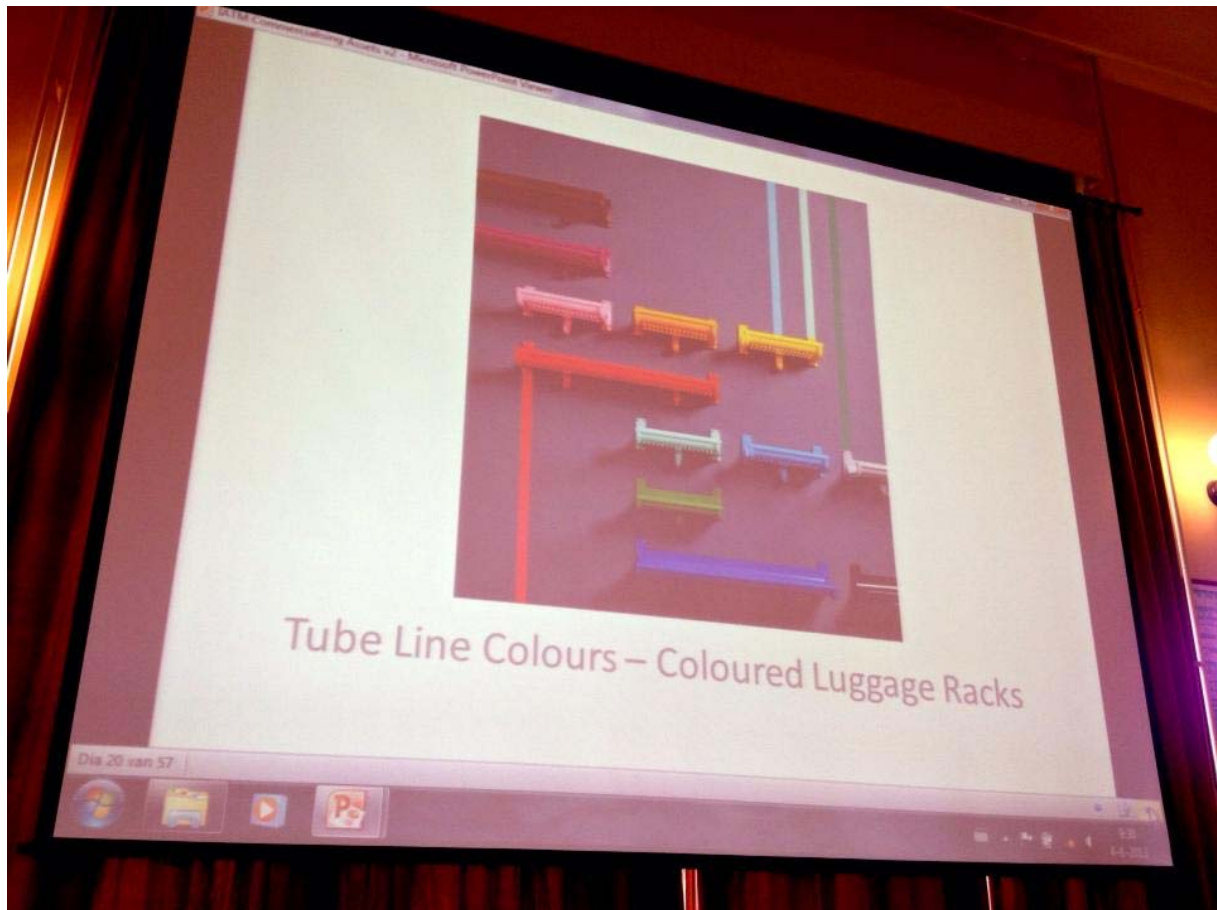
Evelien Pieterse speaks about the Dutch Railway Museum's current war exhibition.



Peter-Paul de Winter talks about the collections of the Dutch Railway Museum.



Sam Mullins talks about Commercialising the Assets of London Transport Museum.



Example of products created by the London Transport Museum for the 150 years anniversary: Tube Line Colours – coloured Luggage Racks. Very popular, sold in The museum shop and online. From Sam Mullins presentation.



Roy Cremers, owner and founder of Voordekunst.nl, talks about Crowdfunding and creating a tool to generate income from the market. And how to encourage entrepreneurship among artists and institutions.

tips

- give your campaign a 'face'
- the more concrete the better
- make it urgent - call for action
- rewards can make a difference

Roy Cremers' Crowdfunding tips.



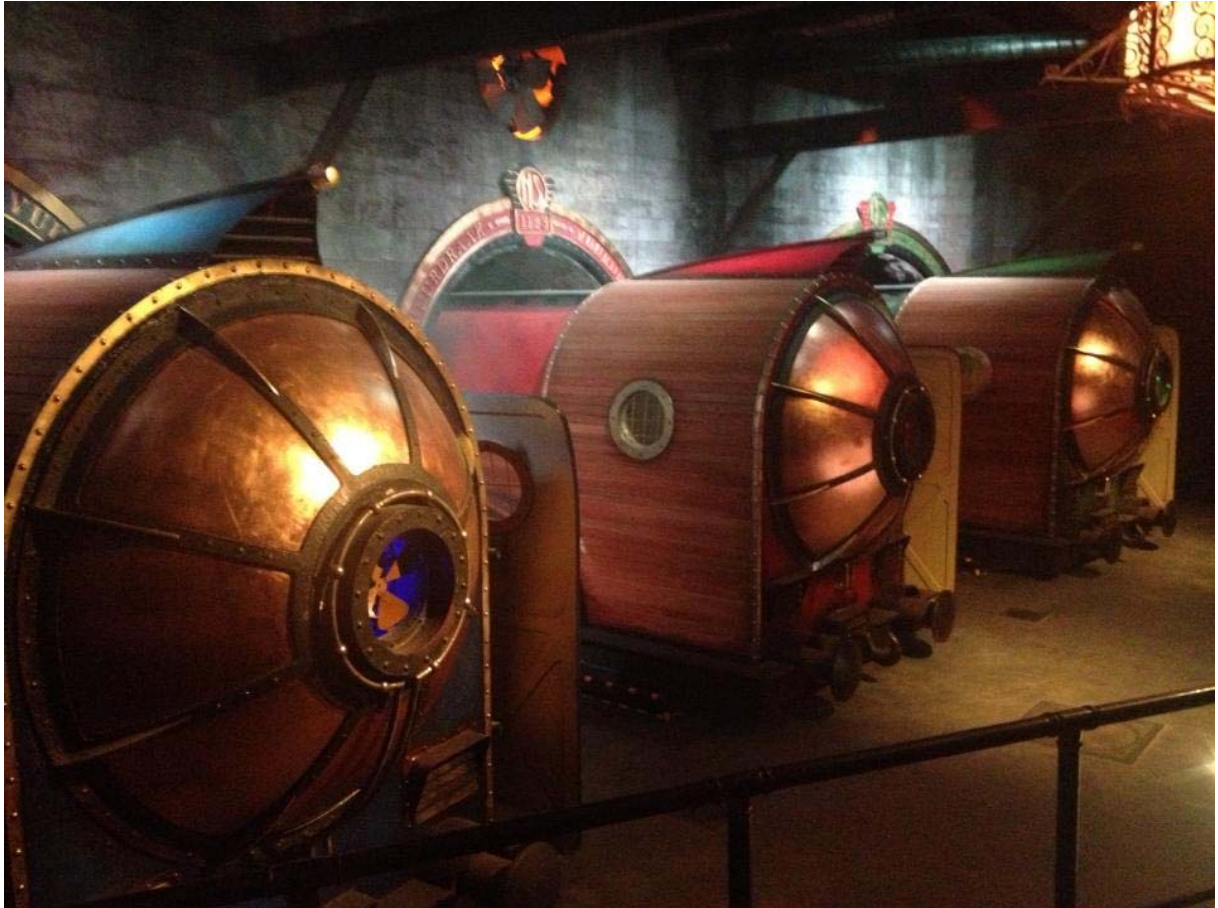
Christian Göbel about the Opportunities and Challenges for the German Newspaper Museum facit the End of the printed Newspaper.



Martin Bütikofer, CEO, Swiss Museum of Transport shares his thoughts about two challenges - the guests and (less) money from the government.



The beautiful conference room at Het Spoorwegmuseum / Dutch Railway Museum.



Lunch break! Let's get into those machines for a ride! Dutch Railway Museum.



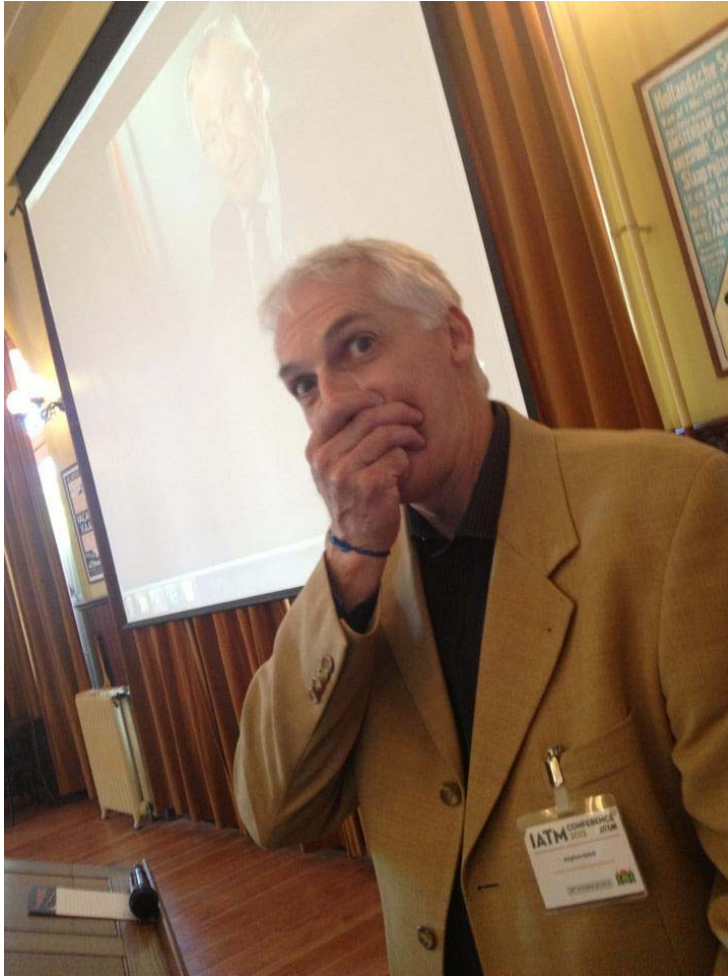
We're up for a ride in the Time Machines!



Conference delegates are taking a look at still images of themselves, photographed during the ride!



IATM board member, Bianca Gendreau of Canadian Postal Museum / Canadian Museum of Civilization. Topic: Connecting visitors to Canadian history with philatelic exhibitions.



IATM Board Member and Director General of Canada Aviation and Space Museum, Stephen Quick, makes a Darth Vader imitation before his presentation! (The museum is currently showing a Star Wars exhibition). Topic: The Business of Running a 21st Century Transport Museum.



IATM Board with President Mr Robert Sjöö by the podium.



IATM President Robert Sjöo gives a warm hand to Poul Thestrup from the Danish Railway Museum, for his great work as the IATM Treasurer for the past nine years.



Sam Potts from National Railway Museum shared some new and much appreciated perspectives on social media.



Benjamin Kriwanek and Georg Wohlfarth from Mercedes Benz Museum talked about apps and how the museum works with social media.



IATM Board member, Louise Innes from National Museum of Scotland, about Twitter – tool or trend.



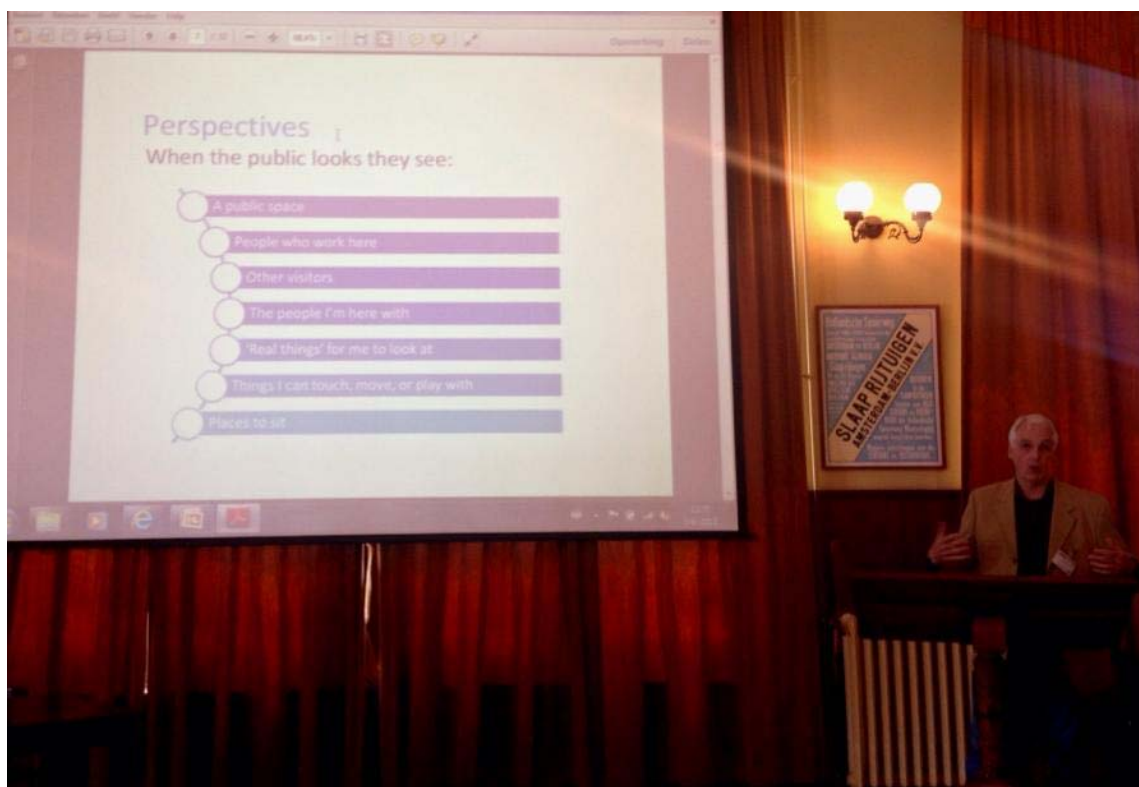
IATM Board member and Director of Post & Tele Museum Denmark, Birgitte Wistoft. Topic: Changes of the museum and positive visitor numbers as a result of those changes.



Martin Gerster Johansen, Curator of Post & Tele Museum Denmark, about how the museum is using Facebook.



IATM Board member Stephen Quick about the "Visitor Experience".
This is what we (the museums) see.



And this is what the museum visitors see.



Pernilla Klingofström, new IATM Board member and Museum Director at the Swedish Postal Museum, talks about the changes and challenges of the museum.



Christoffer Sandahl, Director of Stockholm Transport Museum, talks about the future plans which includes moving the museum to a new city area but with less space.



Train Nerds IATM President, Robert Sjöo and Paul van Vlijmen, Director of The Dutch Railway Museum. (The hat inscription "Tågnörd" means Train Nerd in Swedish).



Delegates of the 38th IATM Conference, held at The Dutch Railway Museum / Het Spoorwegmuseum in Utrecht, The Netherlands, 3-5 June 2013.

Thank all for participating and contributing to the discussions and also a special thank you to our host The Dutch Railway Museum! We've had a very good time during these days!