



MOTIVATION

Susan van 't Slot -Koolman

I would like to remain on the board and become the chair, if possible. Both the internal organization within the board and the outreach to the ICOM members around the world would benefit from more focused attention. A professional organization such as ICOM offers like-minded people the opportunity to connect and get informed. Within MPR there is room to do this in a more social and equal way. I think that we should not operate as a company/institution but as a supporting professional organisation. So that the ICOM members can get the most out of their MPR membership. It is not a question of quantity, but quality.

VOTE HERE : <https://xoyondo.com/op/85tjKuBqn8SC1fP>

FOR THE ICOM MPR COMMITTEE

I would like to pursue three big goals:

1. Our identity. Who and what are we and what goals are we pursuing? If we want to have impact, be relevant and constructive, our colleagues worldwide should know what they can expect of us and how we can service them. We are now too small a committee compared to the size of our global colleague group of people in museum communication. Let's get a clear idea of what we are and who we serve, this will benefit our members and us.

2. Our communication strategy. As a worldwide NGO ICOM - MPR has a role to inform and foster the museum sector. In creating a new definition there is a lot to communicate with the world. As MPR chair I would like to take a more leading role in

communicating museum values. To do that we need to have a clear strategy in how we want to reach and engage people as a committee, with an idea of what we want to communicate, without losing sight of our identity.

3. More members / more engagement. We are talking about that a lot. In my years in the Dutch board, I was responsible for new members. In 2013 when I started there were 2000 members in the Netherlands and in 2019 (when I had to leave the board) - 6000. If you know who you are and what you want to say, the museum communicators will have a clear understanding how they benefit of being a part of our family. In addition: more members is more income is more outreach.

PERSONAL

I am a highly ambitious person, with a grounded attitude. I would love to put my focus, energy, and cheerful personality at the service of this board. I believe in the power of a network organization where everyone can excel in their own strength. As chair I want to make an MPR strong with clout where it matters. And with our team of highly professional board members, I believe we can.

BIO SUSAN VAN 'T SLOT- KOOLMAN

Education, marketing, project leader with a focus on Museums

I currently (2020-2022) work for the SKD- Royal Defense Museums Foundation- in marketing and communication. I am responsible for all marketing at the Marines Corps Museum and for external contacts for the whole organization.

The 12 years before (2007/2019) I worked for the Reinwardt Academy (Amsterdam University of the Arts - department Museology) as teacher, marketing-communication, project leader and program creator. I was responsible for marketing, communication and events (very often in cooperation with museums and heritage organizations). Because my broad knowledge of history & museology I created programs for heritage and museum professionals from concept to execution.

Before the Reinwardt Academy I worked for several communication/advertising agencies in Amsterdam, like Leo Burnett, as account manager for bigger and smaller accounts like Fiat and Toyota but also museums and artist in the Netherlands.

Academic Degrees: History, Museology and Marketing