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ICOM International Committee for Marketing and Public Relations December 2022

HAVE YOU RENEWED YOUR MEMBERSHIP FOR 2023?

Don't forget to contact your National Committee to renew your membership and join MPR in 2023! We are developing a members' poll to get your ideas and learn how the committee can better serve you and your museum. Learn more about the benefits of ICOM membership and find your National Committee here: <https://ecs.page.link/6hAzQ>

ANNOUNCING NEW BOARD MEMBERS AND OFFICERS

We are pleased to announce our new board members and officers for 2022-2025. The Board of ICOM's International Committee for Marketing and Public Relations manages the Committee's objectives and reports to the governing board of ICOM.

Thank you to all the MPR members who voted in the election for chair. We will actively reach out to serve and involve members through increased communications, publications, webinars, annual meetings in 2023 and 2024, and more.

Due to ICOM rules, two of our board members--Joy Hsin, Taiwan, and Björn Stenvers, The Netherlands--were unable to continue as board members for this term, but they will continue to be a great resource for us and stay involved in MPR!



Left to right, top row: Chair, Deborah Ziska (United States); Secretary, Anastassia Belessioti (Italy); Treasurer, Susan van 't Slot-Koolman (The Netherlands)

Left to right, bottom row: Natia Khuluzauri (Georgia), Luis Marcelo Mendes (Brazil); Anna Dentoni (Italy)



MPR ROCKS "THE POWER OF MUSEUMS" AT ICOM PRAGUE 2022

Watch our website, social media, and future e-newsletters as we continue to publish videos and reports about our programs and presenters at ICOM's 26th General Conference. If you registered for the Conference, you may access all the on-site speakers here: <https://icomprague2022.gcon.me/page/home>

MPR's keynote speakers Ihor Poshyvailo, Director-General of Maidan Museum, Kyiv; Alexandra Kusá, Director, Slovak National Gallery; Marília Bonas, Director, Museu da Língua Portuguesa, Sao Paulo; and more than 20 presenters addressed MPR themes of The Power of Museums to Inspire, Engage, and Take Action.

Our all-day, off-site program at the historic and hip Kampus Hybernaska went live on YouTube and was attended in Prague by more than 60 colleagues. A panel moderated by Lucimara Letelier, Brazil, included Bonas; Linda Apiyo Mboya, President, ICOM-Kenya; Renata Motta, President, ICOM Brazil; and William Alejandro Gamboa Sierra, President, ICOM Colombia, discussing Taking Action in a Post-Covid World.



Manifesto Museums for Action activity led by Letelier and Cecilia Martin, United Kingdom, engaged more than 30 participants to turn beliefs, inspiration, and hope identified during the conference into action. More to come!

Travel grantees

Pictured below are MPR's Young Member Travel Grantees' Narangoo Munkhdelger, Mongolia; Samar Saeed, Egypt, and Edvaldo Xavier de Mendonça, Brazil; who closed our program, speaking about their experiences during the conference.

We are impressed by the quality of our seven MPR member posters, which you can find at this link by scrolling down to MPR: <https://icomprague2022.gcon.me/topics>

MPR, led by former MPR Board Chair Matthias Henkel, also joined AVICOM and ICOM Germany in a session on *The COVID19 Challenge* about museums and their digital engagement in times of crises, based on results of the Solidarity Project.



[Manifesto Activity around table photo]

THANK YOU TO MPR BOARD MEMBERS, 2019-2022

We are deeply grateful to the outstanding service of our previous board members. Notable activities during their term were a digital pivot and response to our annual meeting during the pandemic; the 2021 hybrid conference done in cooperation with ICOM-Russia, *Let's Talk. Reimagine the Visitor Journey*; and our recent programs in Prague.

Pictured above during ICOM's 26th Annual Conference, left to right: Anastassia Belessioti, Italy; Matthias Henkel, Chair, Germany; Cecilia Martin, United Kingdom; Björn Stenvers, Treasurer, The Netherlands; Lucimara Letelier, Brazil; Anna Dentoni, Italy; Yu-Chien Chang, Secretary, Taiwan; Deborah Ziska, Vice Chair, United States; and Susan van 't Slot-Koolman, The Netherlands.

Not pictured: Joy Hsin, Taiwan; Simona Pokorná Jurackova, Czech Republic; Suresh Lakhe, Bangladesh; Tamara Ognjević, Serbia; Fernand Ossende, Cameroon/Egypt; Yu Zhang, France.



WANT TO SHARE WITH US?

We welcome your news about members and communications, marketing, and fund raising activities at your museums to publish in our newsletter or on social media. Please send it to: ICOMMPRNews@gmail.com

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<https://mpr.mini.icom.museum/about-mpr/board-members/>



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