## MPR Survey 2023 Takeaways



## In 2023 we invited our community to have a [anonymous] say about what we can do to serve you better.

Here are some results.



# We had 103 participants.

1/2 from Europe,12 from Africa,11 from Asia,Nine from LATAM



#### What ICOM National committee do you belong to?

93 out of 103 people answered this question

rlands	9 resp.	9.7%
2	7 resp.	7.5%
	7 resp.	7.5%
States of America	5 resp.	5.4%
	4 resp.	4.3%
a Faso	4 resp.	4.3%
Republic	4 resp.	4.3%
m	3 resp.	3.2%

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Monter Niger Nigeria Pakista Senega Serbia Spain 1 Switzer

 $\sim$ 

Taiwan

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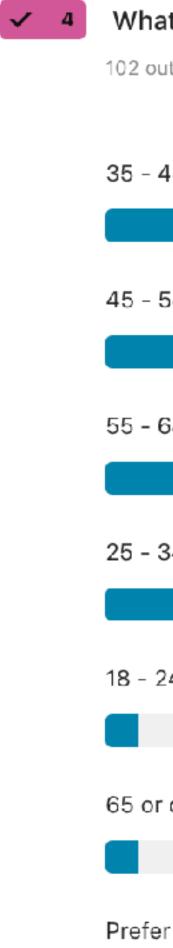
negro	1 resp.	1.1%
	1 resp.	1.1%
a	1 resp.	1.1%
an	1 resp.	1.1%
al	1 resp.	1.1%
	1 resp.	1.1%
	1 resp.	1.1%
erland	1 resp.	1.1%
ı	1 resp.	1.1%



# 80% of us are above 35 yrs.

Only 4% under 25.





#### What category below includes your age?

102 out of 103 people answered this question

44	33 resp.	32.4%
54	27 resp.	26.5%
64	18 resp.	17.6%
34	16 resp.	15.7%
24	4 resp.	3.9%
r older	4 resp.	3.9%
er not to answer	0 resp.	0%



## What are you passionate about?

72% of us are into **Communications and** 52% into Institutional Strategy.



#### What are you passionate about?

103 out of 103 people answered this question (with multiple choice)

Communications	74 resp.	71.8%
Institutional strategy	54 resp.	52.4%
Public relations	53 resp.	51.5%
Collaborations & Partnerships	51 resp.	49.5%
Marketing	50 resp.	48.5%
		10.070
Branding	43 resp.	41.7%
Media (or Press) Relations	42 resp.	40.8%
Toors management	41 resp.	20.004
Team management	41 tesp.	35.076
Audience Research	37 resp.	35.9%
Social media	33 resp.	32%
Fundraising	23 resp.	22.3%
Technology/IA	22 resp.	21.4%

# Is MPR really relevant to you today?

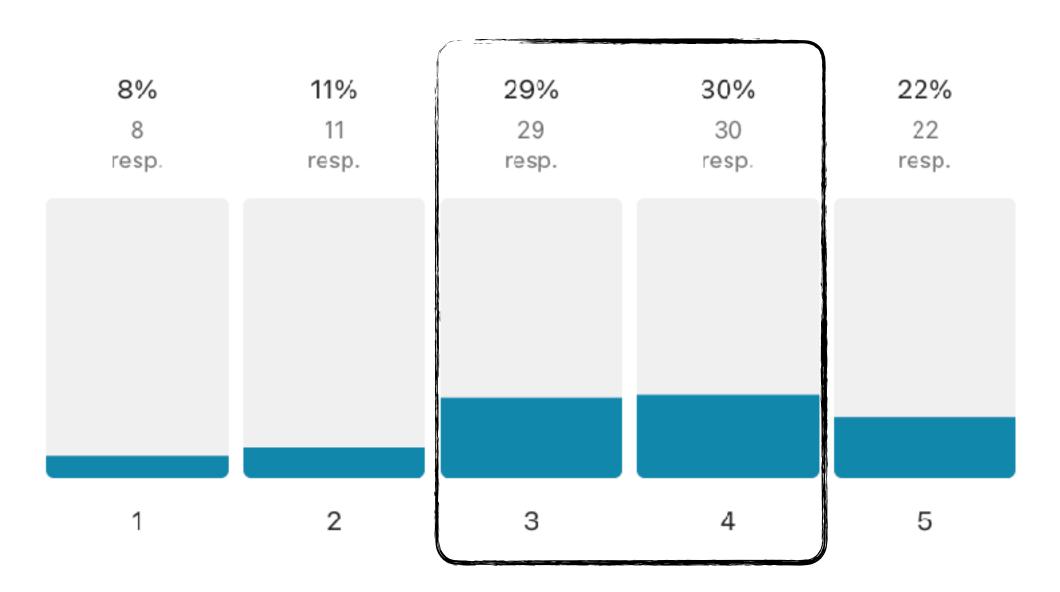
MPR's general experience rated 3.5 out of 5.

### How relevant is ICOM-MPR to you? Is it satisfactory? Or not that much?

Avg. 3.5

100 out of 103 people answered this question

**★** 9



## We also offered some open questions where people could share their feelings

Here are some feedback.

"More active, or maybe increase visibility of your work. Sometimes I feel like these committees in large organisations are closed circled and hard to communicate with.

It might sound like a paradox considering that ICOM MPR is a committee dedicated to bettercommunicating museum work".

### "Be more open to all of us".

### "I have had absolutely **no contact** from MPR even though I have been in the group for years".



"You are on a good way with the newsletter, online events and this survey. Let's see how this new start goes on".

### During the year we already tried to generate a quick response.

Here are some actions.



"I am associating museum and cultural heritage with sustainable development and climate action. For this I need more support and contributions from your side".

[anonymous]



#### INTERNATIONAL CONFERENCE CONFERENCIA INTERNACIONAL



ICOM MICMAH MINTERCOM MICTOP MICTOP



"I would like a committee that adresses relevant and new even experimental stuff in our field. I would love to learn from inspirators around the globe".

[anonymous]



# MANIFESTO MPR WEBINAR SERIES 2023

### LIVE PRESENTATIONS VIA ZOOM + Recorded Session on Youtube

# "You can give more training related to MPR".





"Une bonne communication, la formation des membres, l'information des membres sur les projets de ICOM".



### Get aboard and collaborate. Starting right now.

### Let's connect.



## Thank you.

