

**ICOM MPR annual conference
17 — 20 | 9 | 2011 Brno
Czech Republic**

The International Committee for Marketing and Public Relations (ICOM MPR) is holding an annual conference interesting for experts in the area of market communications and management of a museum. Working language is English. No simultaneous translation into other languages will be provided during the conference sessions.

Second announcement

On-site organizer

Slezské zemské muzeum

Co-organizers

Moravská galerie v Brně

**Ústav hudební vědy
Filosofické fakulty
Masarykovy univerzity**

Measuring [and Promoting] Museum Success

Supported by:
ICOM Czech National Committee

Masarykova univerzita – Mendelovo
muzeum
Moravské zemské muzeum
Muzeum Brněnska
Muzeum města Brna
Technické muzeum v Brně
Turistické informační centrum

Conference Programme
Saturday 17 —
Wednesday 20
September 2011

Sa
17

Arrival and registration at Museum of Applied Arts (Moravian Gallery) Husova street 14

Brno sightseeing tour (for registered only)

Get-together party

Su
18

Museum of Applied Arts MG
Husova street 14

key note by **David O'Brien**
Measuring success: current conversations with governments. How do governments measure the success of museums and what are the issues involved in matching government expectations?

Conference papers

key note by **Lynn Dierking**
Being of value: Intentionally fostering & documenting the impact of museums

Conference papers

Possibility to visit exhibitions in two palaces of Moravian Gallery

Mo
19

Museum of Applied Arts MG
Husova street 14

key note by **Carol Scott**
Measuring the immeasurable: capturing the intangible value of museums

Conference papers

afternoon and evening: Excursion to Technical Museum, Austerlitz Battle Memorial and Rajhrad Monastery [Museum of Moravian Literature]

Tu
20

morning
Excursion to Brno City Museum [Spilberk Castle] and Mendel Museum

afternoon
Conference papers, MPR meeting

Farewell party, Governor's Palace [Moravian Gallery], Moravske nam. square 1a

possibility to visit exhibitions of Moravian Gallery

We
21

Museum of Applied Arts MG
Husova street 14

Student section of the conference, details to be specified. We will be happy if you stay with us and share your knowledge with the youngest generation of museum people

An updated program can be found on www.mpr.icom.museum

Registration, fees and cancellations

To register, please complete the registration form enclosed in this leaflet. Take a copy for your files. Include a copy of your fee-remittance receipt. Payments should be made at the time of registration.

Payments

All fees must be paid in Euros (€) in advance, at the time of registration. Please note that all payments should be free of bank handling charges. No cheques or bank drafts are accepted. Payments should be submitted using money transfer to the following bank account:

Bank Komerční banka, Opava
IBAN (for money transfers from EU countries) CZ4601000000000001438821
SWIFT KOMBCZPPXXX
Account number 1438821/0100
Account holder Slezské zemské muzeum
Reference 'MPR' and delegate's name

Please fill in the full account number and check that your name and 'MPR' are clearly legible in order to ensure that the payment is correctly registered. Attach a copy of the receipt to the registration form.

Cancellations

If notice of cancellation is received by 30 June 2011, all but €50 of the registration fee will be refunded (this is a handling fee). If notice of cancellation is received between 30 June and 15 August 2011, 50% of the registration fee will be refunded. If notice of cancellation is received after 15 August 2011, no refund will be made. Kindly note that all cancellations and/or changes in registration must be made in writing.

Conference fees

one-day participation fee	100 €
regular fee (after 30 June 2011)	250 €
accompanying persons	190 €
retired ICOM members	150 €

The conference fee for delegates covers participation in sessions, printed conference materials, refreshments during the breaks, lunches, the get-together and farewell party, the diner and two excursions. Value added tax (VAT) is 0%. The one-day fee for the conference covers participation in the day's sessions, printed conference materials, and refreshments during the breaks and lunch. One-day fee also includes day's social program. Value added tax (VAT) is 0%.

Confirmation of registration

We will confirm registration upon receipt of the registration form and payments. No registration processing will take place before all the fees have been received.

250
100
250
190
150

Accommodation

We recommend you to stay in one of the conference hotels which support us by offering a special price. All prices are per room per night, and they include breakfast and VAT.

Best Western Premier Hotel International [4 stars]

Husova street 16

Luxurious hotel located at the foot of the Spilberk Castle. An important functionalist building from 1962 and listed as a cultural heritage site, it was influenced by both the pre-war Bauhaus style and the Brazilian architecture of Oscar Niemeyer. Especially noteworthy is the hotel interior which is decorated with works of art from the Brussels movement, the only avant garde art school of the latter half of the 20th century in which Czech artists played a major international role. Price covers buffet breakfast, use of wireless internet connection Wi-Fi, whirlpools, saunas and steam in the hotel fitness center. A minute walk for a conference venue [it isn't a joke].

www.hotelinternational.cz

single room 80 €
double room 100 €

For reservation please contact
reservation@hotelinternational.cz
phone no.: +420 542 122 811
To get the conference price please mention 'ICOM conference'.

Hotel Continental [4 stars]

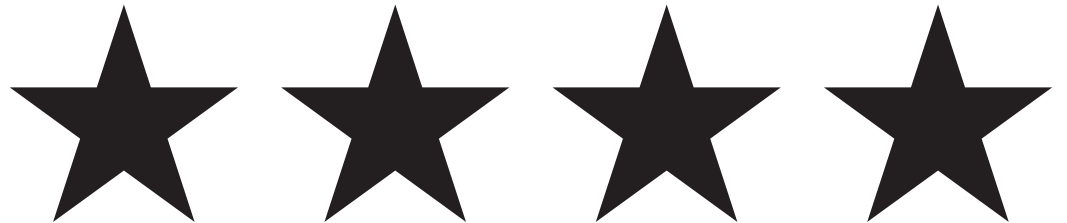
Kounicova street 6

The hotel is located in a quiet part of the city; however, it is at the same time very close to the city centre. It is built on the site of the former native house of famous architect Adolf Loos. The building is interesting for its look inspired with the international architecture and 'Brussels' style. It is one of the most interesting buildings in Brno erected in the latter half of the 20th century. Price covers breakfast. Ten minutes' walk to the conference venue.

www.continentalbrno.cz

single room 1 200 Kč [approx. 50 €]
double or twin room 1 600 Kč
[approx. 65 €]

For reservation please contact
info@continentalbrno.cz or use 'normal booking form' on the hotel web page. Please do not use 'on-line fix form'! To get the conference price please mention 'ICOM conference'.



General information

Airport transport

Brno lies in the central part of Europe and within its two hundred-kilometre radius there are three important European capitals: Prague (airport Prague – Ruzyně, PRG), Vienna (airport Vienna Intl., VIE) and Bratislava (airport Bratislava Ivanka, BTS). The airport in Brno (airport Brno Tuřany, BRQ) situated 7.5 km from the city centre serves regular flights.

Transport to Brno

Brno is one of the most important Central-European rail junctions, as it is situated on the international rail route. There are several bus and train connections to Prague, Vienna and Bratislava each day. The best public transport connection is Prague – Brno (every thirty minutes in daytime).

For bus info see www.studentagency.cz (buses from all mentioned cities, in Prague and Vienna they offer also buses from the airport. You can buy a ticket via the web page very easy), for train see www.cd.cz (Czech Railways). Notice that you can be asked to pay an extra fee for a seat (around 8 Eur) at the frontier if you use a train from Vienna.

Need more info?

information about the Czech Republic
www.czech.cz (in English, French, German, Spanish and Russian)

information about Southern Moravia region
www.kr-jihomoravsky.cz
(in English, German, Russian and French)

information about Brno
www.brno.cz
(in English, German and Russian)

Conference organizer

Slezské zemské muzeum
Tyršova 1, 746 01 Opava
Czech Republic
Tel. +420 533 622 999
e-mail: szmo@szmo.cz

contact person: Simona Juračková
jurackova@szmo.cz

updated information
www.mpr.icom.museum



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**Measuring
[and Promoting]
Museum Success**

**Měření [a propagace]
úspěšnosti muzeí**

**ICOM MPR
annual conference
výroční konference**

**17 — 20 | 9 | 2011 Brno
Czech Republic**

Please complete in block letters,
sign and return this registration form to
jurackova@szmo.cz

Vyplňte prosím tiskacími písmeny,
podepište a pošlete na adresu
jurackova@szmo.cz

male muž

female žena

first name jméno

family name příjmení

institution, company instituce, společnost

street ulice

postcode PSČ

city město

country stát

telephone telefon

cellphone mobil

e-mail

Registration form Přihláška

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Invitation letter for visa

Do you need an official invitation for receiving Czech visa?

yes

no

Personal information needed from you to obtain your invitation:

scanned copy of passport (JPEG-file, no more than 400 kb),

dates of arrival and departure,

place of employment, full name of the

institution, its full address and phone

number and your e-mail address

city where you will apply for your visa.

Conference fee Registrační poplatek

It covers printed conference materials, coffee breaks and 3 lunches during the conference, one dinner and two evening parties, and all expenses related to trips.

Zahrnuje tištěné konferenční materiály, občerstvení o přestávkách, tři obědy, večeři a dva večírky a všechny náklady spojené s výlety.

after 30 June 2011 po 30. červnu 2011

250 € / 6 250 Kč

one-day participation fee (please tick a day) jednodenní účast [zahrňte, prosím, den] 100 € / 2 500 Kč

18 September 18. září

19 September 19. září

20 September 20. září

accompanying persons doprovod

190 € / 4 750 Kč

retired ICOM members

členové ICOMu – senioři

150 € / 3 750 Kč

please indicate fee amount

zde prosím uveďte částku

Excursions Exkurze

Brno sightseeing tour 17 September prohlídka brněnských památek 17. září

10 € / 250 Kč

Excursion 19 September Exkurze 19. září

included in registration fee

zahrnuta v registračním poplatku

Excursion 20 September Exkurze 20. září

included in registration fee

zahrnuta v registračním poplatku

Social program Společenské akce

Get-together party 17 September

Seznamovací večírek 17. září

included in registration fee

zahrnuta v registračním poplatku

Farewell party 20 September

Rozlučkový večírek 20. září

included in registration fee

zahrnuta v registračním poplatku

total celková cena

Payment Platba

All fees must be paid in Euro (€) by money transfer to the following bank account. Všechny poplatky je nutné uhradit v eurech nebo českých korunách převodem na účet:

bank banka

Komerční banka, Opava

IBAN CZ460100000000001438821

SWIFT KOMBCZPPXXX

account holder majitel účtu

Slezské zemské muzeum

reference vzkaz pro příjemce

'MPR' and delegate's name

„MPR“ a Vaše jméno

account number číslo účtu **1438821/0100**

No cheques or bank drafts are accepted.

Early bird conference fee should be paid until 30 June 2011. Šeky ani bankovní směnky se nepřijímají. Zvýhodněná výše poplatku se vztahuje na platby provedené do 30. června 2011.

Special information Doplňující informace

(dietary restrictions, etc.)

dietní omezení apod.

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Accommodation Ubytování

We recommend you to stay in one of the conference hotels which support us by offering a special price. Doporučujeme Vám ubytovat se v jednom z konferenčních hotelů, které naši akci podporují speciálními slevami.

Best Western Premier Hotel International [★★★★]

www.hotelinternational.cz

single room per night
jednolůžkový pokoj/noc 80 €

double room per night
dvoulůžkový pokoj/noc 100 €

**For reservation please contact
reservation@hotelinternational.cz
phone no.: +420 542 122 811.
To get the conference price please
mention 'ICOM conference'.**

Pro rezervaci prosím kontaktujte
reservation@hotelinternational.cz
tel.: +420 542 122 811, zmíněnou cenu
získáte po uvedení hesla „ICOM
konference“.

Hotel Continental [★★★★]

www.continentalbrno.cz

single room per night
1 200 Kč (approx. 50 €)
jednolůžkový pokoj/noc 1 200 Kč

double or twin room per night
1 600 Kč (approx. 65 €)
dvoulůžkový pokoj/noc 1 600 Kč

**For reservation please contact
info@continentalbrno.cz or use 'normal
booking form' on the hotel web page.
Please do not use 'on-line fix form'! To
get the preceding price please mention
'ICOM conference'.**

Pro rezervaci prosím kontaktujte
info@continentalbrno.cz nebo využijte
formulář k běžné rezervaci. Prosím
nepoužívejte formulář „fixní rezervace“!
Zmíněnou cenu získáte po uvedení hesla
„ICOM konference“.

**If you decide to stay in a different hotel,
we recommend you to stay close to a
city center. Pokud se rozhodnete pro
ubytování jinde, doporučujeme zůstat
v blízkosti centra města.**

date datum

signature podpis