MONDAY, 22 APRIL 2019

9:30 am–10:00 am  COFFEE AND REGISTRATION

10:00 am–10:30 am  WELCOMING REMARKS
Nawar Al Qassimi, Development Manager, Sharjah Art Foundation
Christine Dal Bello, Public Affairs Officer, U.S. Consulate General Dubai

10:30 am–11:00 am  KEYNOTE
Manal Ataya, Director General, Sharjah Museums Authority

11:00 am–12:30 pm  SESSION 1. Workshops: Pathways to Engagement — Scholarship, Institutional Partnerships and Community Outreach
In three 30-minute back-to-back workshops, this session addresses key pathways to audience engagement—from scholarship and publications to institutional partnerships (academic and non-academic) and community outreach. How can research, publications and scholarship expand on programming and deepen engagement with the arts? What are the different ways of collaborating, and how can potential partners, both institutional and community-based, be identified?

Research as an Audience Engagement Strategy
Nancy Micklewright, Head of Public and Scholarly Engagement, Freer|Sackler – Smithsonian Institution

Growing Programmes through Partnerships
Mohannad Al Bakri, Director of External Relations and Partnerships, NYU Abu Dhabi Arts Center

Community Collaboration and Audience Engagement
Noora Al Mualla, Curator/Art Centres Manager, Sharjah Art Foundation

12:30 pm–2:00 pm  SESSION 2. Breakout Sessions and Working Lunch: Engaging New and Diverse Audiences
After a brief introduction, participants will break into small groups to share insights from their institution’s initiatives for engaging new and diverse audiences. Focusing on both challenges and opportunities, participants will identify key tactics and approaches that have led to success in building wider audiences. Each group will discuss a number of questions and record the responses, which will be shared with the whole group after lunch.

Introduction: Emily Haight, Communications Specialist at the National Portrait Gallery, Smithsonian Institution

Group facilitators:
Emily Haight, Communications Specialist at the National Portrait Gallery, Smithsonian Institution
Matthew Lasnoski, Educator in Youth and Family Programs, Freer|Sackler – Smithsonian Institution
Nancy Micklewright, Head of Public and Scholarly Engagement, Freer|Sackler – Smithsonian Institution
Kathleen Butti, Editor, Sharjah Art Foundation
Outreach and Engagement:  
Broadening Access to Arts and Culture  
A Sharjah Art Foundation  
Professional Development Programme  

22–23 April 2019  
Sharjah Art Museum  

Partners:  
U.S. Consulate General Dubai  
Smithsonian Institution, Washington, DC  
Sharjah Museums Authority  

Supporting Partner:  
UAE Ministry of Culture and Knowledge Development  

Sessions will be in both English and Arabic. Simultaneous translation will be available throughout the event.

2:00 pm–2:15 pm  
BREAK

2:15 pm–2:30 pm  
BREAKOUT SESSION RECAPS
Emily Haight, Communications Specialist at the National Portrait Gallery, Smithsonian Institution

2:30 pm–3:30 pm  
SESSION 3. Workshops: Outreach and Education in the Digital Age  
In two focused 30-minute workshops, this session examines digital tools and strategies—from social media to online platforms—that can widen outreach and audience engagement and enhance the learning experience. How can institutions harness the power of digital to maximise results?

Making an Impression: Best Practices in Social Media
Emily Haight, Communications Specialist at the National Portrait Gallery, Smithsonian Institution

Revolutionizing Books
Eman Bushlaibi, Director, Sharjah Public Libraries at Sharjah Book Authority

3:30 pm–5:00 pm  
SESSION 4. Panel: The Role of Public Programming in Audience Engagement  
This panel explores the role of public programming in building and sustaining audiences. How can artists and arts institutions develop programming that appeals to community members across a broad spectrum of backgrounds and experiences in order to widen access to arts and culture?

Nancy Micklewright, Head of Public and Scholarly Engagement, Freer|Sackler – Smithsonian Institution
Shona Illingworth, Artist
Lana Shamma, Programmes Manager, Art Jameel
Hessa Al Ajmani, Community and Outreach Programme Coordinator, Sharjah Art Foundation
Moderator: Alya Al Mulla – Curator, Sharjah Art Museum

5:15 pm–6:30 pm  
GUIDED TOUR of Sharjah Biennial 14: Leaving the Echo Chamber  
Participants are invited to meet in the Sharjah Art Museum reception area for a tour of SB14 works in the museum and Bait Al Serkal.

7:00 pm–9:00 pm  
DINNER  
Participants are invited to a dinner at Fen restaurant. Shuttles will depart for Fen at 6:30 pm from the Sharjah Art Museum.
TUESDAY, 23 APRIL 2019

9:30 am–10:00 am COFFEE AND REGISTRATION

10:00 am–10:15 am KEYNOTE
HE Noura Al Kaabi, UAE Minister of Culture and Knowledge Development

10:15 am–11:30 am SESSION 5. Case Study and Breakout Sessions: PR and Brand Management for Building Audiences
This session considers the importance of PR and a clear and positive institutional image in building audiences, both local and international. After a presentation of a successful PR campaign, participants will divide into small groups to consider how all departments can play a part in formulating and promoting the institutional ‘brand’.

Introduction: Maryam Wissam Al Dabbagh, Co-Founder, Rouya Consultancy, and Founder, IAA

Group facilitators:
Emily Haight, Communications Specialist at the National Portrait Gallery, Smithsonian Institution
Matthew Lasnoski, Educator in Youth and Family Programs, Freer|Sackler – Smithsonian Institution
Nancy Micklewright, Head of Public and Scholarly Engagement, Freer|Sackler – Smithsonian Institution
Kathleen Butti, Editor, Sharjah Art Foundation

11:30 am–11:45 pm BREAKOUT SESSION RECAPS
Kathleen Butti, Editor, Sharjah Art Foundation

11:45 pm–12:45 pm SESSION 6. Workshop: Measuring Audience Impact
This workshop examines the ways that cultural and arts institutions can measure the impact of their public programming, exhibitions and initiatives. What are the intended outcomes of particular programmes, and how can success be determined and quantified?

Matthew Lasnoski, Educator in Youth and Family Programs, Freer|Sackler – Smithsonian Institution

12:45 pm–2:00 pm LUNCH

2:00 pm–3:00 pm SESSION 7. Talk: Fundraising and Patronage for Arts and Culture
This talk addresses the challenges and opportunities inherent in the process of raising funds and securing patrons to support the arts. How do institutions impart a sense of value to potential funders and patrons? What role do patrons play in supporting the arts, and what attracts them to particular institutions, museums, galleries or artists?

Nawar Al Qassimi, Development Manager, Sharjah Art Foundation

Sessions will be in both English and Arabic. Simultaneous translation will be available throughout the event.
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A Sharjah Art Foundation Professional Development Programme

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3:00 pm–4:30 pm
SESSION 8. Panel: Gateways to Participation and Accessibility
This session looks at how arts institutions can broaden audience engagement through increased accessibility and more varied programming. Speakers will give short presentations, and then participants will discuss ways to attract audiences of different ages and backgrounds and address issues of accessibility and inclusion.

Shaikha Al Mazrouei, Senior Education Specialist for Accessibility Programmes, Sharjah Museums Authority
Matthew Lasnoski, Educator in Youth and Family Programs, Freer|Sackler – Smithsonian Institution
HE Reem Abdel Rahim Bin Karam, Director, NAMA Women Advancement Establishment
Moderator: Nancy Micklewright, Head of Public and Scholarly Engagement, Freer|Sackler – Smithsonian Institution

4:30 pm–4:45 pm
CLOSING REMARKS
Nawar Al Qassimi, Development Manager, Sharjah Art Foundation

4:45 pm–6:30 pm
Visit to the Sharjah Museums Authority’s Museums Express bus and closing reception
The Museums Express bus, which travels to schools across the Emirate of Sharjah to present exhibits from different Sharjah museums, will be parked outside the main entrance of Sharjah Art Museum. Symposium participants are invited to join guided tours beginning every 10 minutes.

The closing reception will take place in the Sharjah Art Museum café and is hosted by the Sharjah Museums Authority.