

MUSEUM COMMUNICATOR (MU.COM.)

LLP-LDV/TOI/10/IT/489

First Transnational Workshop

Rome, 3 - 4 February 2011

Venue: CIDEM - *Aula seminari e tesi (aula T)*
“Vetriere Sciarra”
Via dei Volsci, 122 - Rome

PROGRAM OF 3 FEBRUARY

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| h. | 14.30 | Prof. Nicola BOCCELLA , Director of CIDEM – Sapienza Università di Roma
Official welcome |
| h. | 15.00 | Marco MERLINI , Co-ordinator of MU.COM. Project, EURO INNOVANET
General presentation of the Project and schedule of activities, with particular focus on: <ul style="list-style-type: none">▪ Introduction to the Project▪ Planning of activities▪ Executive workplan▪ Products and results expected from the Project▪ Dissemination plan |
| h. | 15.15 | Discussion and agreement on the workplan |
| h. | 15.30 | Museo Internazionale delle Ceramiche – Fondazione MIC
Training needs and perspectives for communicating inside the Museum: the contribution to the MU.COM Project for the development of the “Museum Communicator”. |
| h. | 15.45 | University Lucian Blaga
Training needs and perspectives for communicating inside museums: the contribution to the MU.COM Project for the development of the “Museum Communicator”. |
| h. | 16.00 | The Brukenthal Museum
Training needs and perspectives for communicating inside the Museum: the contribution to the MU.COM Project for the development of the “Museum Communicator”. |

- h. 16.15 Coffee break
- h. 16.30 ***The Jordan Ivanov Museum***
Training needs and perspectives for communicating inside the Museum: the contribution to the MU.COM. Project for the development of the “Museum Communicator”.
- h. 16.45 ***Provincia di Ragusa***
The contribution to the MU.COM. Project for the development of the “Museum Communicator”.
- h. 17.00 ***OAKE Associates***
The contribution to the MU.COM. Project for the development of the “Museum Communicator”.
- h. 17.15 ***Irene SALERNO, CIDEM***
Presentation of the SWOT analysis outcomes about the starting Model for “Museum Communicator”.
- h. 17.30 Brainstorming
- h. 18.30 Signature of the contracts between the CIDEM and the Partners
- h. 18.45 End of the first day meeting
- h. 20.00 Dinner of the partnership

PROGRAM OF 4 FEBRUARY

Morning session

- h. 10.00 **Giuseppe METITIERO** - CIDEM
EXPLANATION OF ADMINISTRATIVE AND FINANCING ASPECTS:
- Sharing of administrative and financial handbook
 - Financing
 - Co-financing
 - Financial provisions: expenditure statement, eligible costs and procedure for payments
 - Invoices repayment
 - Financial reports
 - Monitoring and evaluation of the overall progress of the project: plan, tools, steps, expected results
- h. 11.15 Coffee Break
- h. 11.30 **Vincenzo LEONE, TRUST**
Presentation of the Project Web site and Project graphic design
- h. 11.45 Discussion and agreement on the graphic design proposal
- h. 12.00 **Marco MERLINI**
Constitution of the Management Committee
Each partner should indicate the person responsible of:
- a) Administration
 - b) Diffusion/exploitation
 - c) Products to be realised
- Summary of the next steps (next 6 months) of the MU.COM. Project:
- Realisation of the web portal for the project;
 - Realisation of a mailing list (media and Institutions);
 - Brochure of the project;
 - Newsletter n. 1
 - Peer review meetings and related reports
 - Newsletter n. 2
- h. 12.30 **Joint discussion and agreement on the Project schedule**
- h. 13.00 Lunch
- h. 14.30 Departure all participants