

ICOM international
council
of museums

INTERCOM ICOM
international
committee for museum
management

ICOM Croatia
Croatie
Hrvatska

ICLCM ICOM
international
committee for
literary museums

ICOM international
council
of museums
Southeast Europe

ICOM international
council
of museums
Bosnia Herzegovina



MAS MUZEJ
ANTIČKOG
STAKLA

museum reputation as a leadership tool

INTERNATIONAL
MUSEUM FORUM WITH
TRAINING WORKSHOP

21 — 24 SEPTEMBER 2025 | TREBINJE

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Museums as important social infrastructure must nourish a community-cantered approach in their work. It is a two-way corridor for mutual interaction taking into account current issues that should be addressed in museums. Besides providing informal education and cultural programs as a vital source for social and economic advancement, a museum's role is also to enhance well-being and individual enrichment. In a stressful environment of Anthropocene and time of great uncertainty, museums are more than ever requested to empower people and enrich communities. They serve as a "community platform" providing inclusive support for all citizens and their neighbourhoods. The international forum will address concepts of inclusivity and relevance in boosting museum reputation and in building a trusted museum brand.

The forum will offer presentations and panel with several distinguished speakers coming from the USA, Italy, Croatia, UK, Bosnia and Herzegovina and Egypt. The special focus is cast on local communities facing overtourism and workforce migrations. The result of the training is how museums can build a narrative advocating a friendly eco-system in their environment. In order to achieve the goal, museums have to implement a healthy and inclusive approach in building their reputation. The training addresses three different models in building reputation within a sustainable framework.

1. Advocating sustainability in tourism-burden places
2. Creating bridges in diverse communities
3. Managing the reputation

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PROGRAMME

21 SEPTEMBER 2025

Arrival of the participants to Dubrovnik / Trebinje & Transport of lecturers from Dubrovnik to Trebinje
Welcome dinner for lecturers

22 SEPTEMBER 2025 | MUSEUM OF HERZEGOVINA, TREBINJE

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| 09.00 | Registration of participants |
| 09.30 | Welcome by hosts
Ivana GRUJIĆ, director, President of ICOM BiH
Goranka HORJAN, chair of INTERCOM and project coordinator |
| 10.00 | PANEL WITH EXPERTS
Cristina VANNINI, Secretary, INTERCOM
Ljubiša VELJKOVIĆ, director of the Museum of East Bosnia
Ivana GRUJIĆ, ICOM BiH, director of Museum of Herzegovina, Trebinje
Moderation: Goranka Horjan, INTERCOM |
| 10.30 | STUDY CASES
Fatma SOLIMAN, Grand Egyptian Museum, Egypt: The Grand Egyptian Museum – reputation based on world famous cultural heritage
Alenka Černelić Krošelj, ICOM SEE Chair: Castles in Slovenia: museums and heritage sites – creating bridges in communities
Jurica Sabol, INTERCOM member and ICOM SEE Board member: European Heritage Label in building the reputation of the Neanderthal site in Krapina
Moderation: Darko BABIĆ, ICOM Croatia
Discussion with audience |
| 11.30 | Coffee break |

12.00 WORKSHOP TRAINING

Cecilia MARTIN, Brand Strategist for Culture, London, UK:
Brand Purpose to Propel Your Reputation

An energising workshop that equips museum professionals with tools to develop purpose-led branding that strengthens reputation.

In a time when impact, trust, and credibility matter more than ever for museum reputation, this session explores how branding can create meaning, shift perceptions, and build emotional connections that enhance how museums are perceived. Through case studies, peer learning, hands-on exercises, and purpose-led strategies, participants will discover how branding not only helps museums stand out, but also stand for a better world. The goal: to shape a strong brand purpose that inspires trust and support, transforming museums into spaces of possibility that bring change closer to people's lives.

14.00 Lunch break

15.00 Visit to the Museum of Herzegovina, Trebinje

23 SEPTEMBER 2025 | MUSEUM OF HERZEGOVINA, TREBINJE

09.00 Registration of participants

09.30 Jadran Antolović: Mentimeter Survey
Onsite survey with analyses

10.30 WORKSHOP TRAINING

James Heaton, President, Tronvig Group; New York, USA:
Managing Museum Reputation

An interactive workshop designed to equip museum professionals with a small set of practical tools to actively improve both their public reputation and operational performance.

Working from first principles, this workshop builds on Cecilia Martin's exercise on finding your purpose and walks through how museums can bring their purpose to life. James engages attendees with a set of fundamental questions as a means to explain the key elements of a reliable and proven framework for the systematic improvement of museum reputation and organizational impact.

12.00 Coffee break

12.30 STUDY CASES

Matija DRONJIĆ, ICOM Croatia: Festivalization as a Cultural Strategy: UNESCO Intangible
Heritage in Contemporary Tourism Promotion

Alma LEKA, ICOM BIH: Museum scene in Sarajevo

Darko BABIĆ, ICOM Croatia: Regional museum Benkovac: building a relevant museum concept

Moderation: Simo RADIĆ, ICOM BIH

Discussion with audience

11.30 Coffee break

24 SEPTEMBER 2025

Heritage sites visit

Departure of participants

Why to attend?

The International Museum Forum with the training workshop directly strengthens the development of museum cultural infrastructure and its resilience through communication and building a desirable reputation. The program is open to museum staff, leaders and curators and professional staff from interpretation centres. The program contributes to the recognition, evaluation and encouragement of excellence through educational interactive workshops for museum professionals.

The participation is free of charge!