

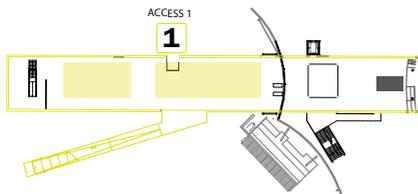
A stylized, colorful silhouette of the Munich skyline against a dark blue background. The skyline includes the spires of St. Peter's Church, the towers of St. Paul's Church, the tall, slender tower of the Munich Tower, the large dome of the Frauenkirche, the spires of St. Martin's Church, and the clock tower of the Glockengießerhaus. The colors used are shades of blue, purple, red, orange, and yellow.

THE  
5<sup>TH</sup> TOURING  
EXHIBITIONS  
*meeting*

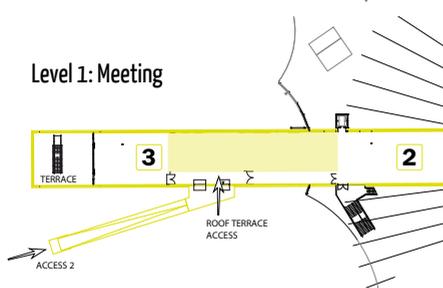
July 7th–8th, 2017  
Munich – Olympic Park

Migrant Exhibitions in a World where Pop Singers are Managed by Political Spin Doctors

## Level 0: Registration



## Level 1: Meeting



- 1** Registration
- 2** Club – Conference area
- 3** Coubertin – Lounge
- 4** Welcome Dinner Reception at Small Olympic Hall
-  Shuttle Bus

# General Information

## Meeting Locations

### Thursday July 6

Registration at the conference Hotel, Leonardo Royal Hotel Munich, Moosacher Str. 90, 80809 Munich

### Friday July 7

Conference programming and the UEG Dinner Party at “MAGIC CITY: THE ART OF THE STREET” at the Olympic Park Munich (Coubertin Club and Small Olympic Hall)  
Address of the Olympic Park: Spiridon-Louis-Ring 21, 80809, Munich

### Saturday July 8

Conference programming at the Olympic Park Munich (Coubertin Club)  
Address of the Olympic Park: See above

## Headquarters Hotel

The Leonardo Royal Hotel Munich  
Moosacher Str. 90, 80809 Munich

## Delegate List

Available at the registration desk and online at: [touringexhibitions.org](http://touringexhibitions.org)

## Name Badges

Must be worn at all times.

## Evening Events – Tickets for Accompanying Persons

Available for purchase at the registration desk.

## Mobile Phones, Pages, Tablets

Must be silenced in the conference area.

## Wi-Fi

Complimentary Wi-Fi available.

## Shuttle Bus

Regular shuttle buses circulate during conference hours between the headquarters Hotel, Leonardo Royal Hotel Munich and the Olympic Park.

Friday, July 7				Saturday, July 8	
Olympiapark – Coubertin Club	Leonardo Royal Hotel Munich	Olympiapark – Coubertin Club	Leonardo Royal Hotel Munich	Olympiapark – Coubertin Club	Leonardo Royal Hotel Munich
	8:45	17:15	17:15		9:15
9:00	9:00	17:30	17:30	9:30	9:30
9:15	9:15	17:45	17:45	9:45	9:45
9:30	9:30	18:00	18:00	10:00	10:00
9:45	9:45	18:15	18:15	10:15	
10:00	10:00	18:30	18:30		10:30
10:15		18:45	18:45	11:00	
	10:30	19:00	19:00	12:00	
11:00			19:15		12:30
	11:30	19:30		13:00	
12:00			19:45	13:00	13:30
	12:30	20:00		14:00	
13:00			20:15	14:00	14:30
	13:30	20:30		15:00	
14:00		20:45	20:45		15:30
	14:30	21:00	21:00	16:00	
15:00		21:15	21:15		16:30
	15:30	21:30	21:30	17:00	17:00
16:00		21:45	21:45	17:15	17:15
	16:30	22:00	22:00	17:30	17:30
17:00	17:00	22:15	22:15		
				17:45	17:45
				18:00	18:00
					18:15

Migrant Exhibitions in a World where Pop Singers  
are Managed by Political Spin Doctors

# Welcome to the 5th Touring Exhibitions Meeting!



After gatherings in Paris (2012), Berlin (2013), Munich (2014) and Istanbul (2015), we're excited to be celebrating the 5th anniversary of the conference here with you, back in Munich, in the fabulous surroundings of the Olympic Park, our generous host venue for the event.

The Touring Exhibitions Meeting is now a biennial event, because we believe that the "turnaround" of touring exhibitions is not fast enough to require a meeting every year. At the same time, we feel that a meeting every two years allows us as producers to put more perspective into the programme, and allows you as delegates to focus even more on what TEM is: The world's only meeting dedicated entirely to touring exhibitions, aiming to complement the major annual gatherings of AAM, ASTC, ECSITE and ASPAC, the global associations of the museums and science centres.

TEM is an initiative made possible by us, SC Exhibitions, with a significant input of our work time and money, the enormous support of our sponsors (whom we introduce on the following pages), and your delegate fees. TEM is a "bottle party" where every guest contributes something. We hope that we'll be a good host of this "bottle party," fulfilling TEM's main goal: To connect people who produce exhibitions and people who host exhibitions, in an environment with an atmosphere like a comic book convention, where there's a sense of excitement for simply being there rather than just for shopping.

TEM can provide you with professional connections that will last for many years to come and with deep insights into what is going on in the touring exhibitions industry internationally. You might not "sell or buy an exhibition" here, but you can exchange experiences with people who work in the same field as you. We do hope that you feel the same, and that the time and money you invest in attending and/or sponsoring the gathering is worth it for you. Please be informed that within four weeks after the conference, we'll release an overview of all attending organizations, with a brief description of the

exhibitions/services/projects offered. Make sure you speak to our conference editor Garry Shaw to be included in this report, which will be published on our website: [touringexhibitions.org](http://touringexhibitions.org)

Our ideas for this year's programme:

As always, TEM provides you with plenty of space and time to network – in the spacious facilities of our HQ hotel, the Leonardo Royal Hotel Munich, and TEM's Business Lounge, open non-stop on both conference days until 5:00 p.m. for your meetings. Like a family, we take our meals together in the Business Lounge.

It's our 5th conference, so we thought we'd make it a bit more special by inviting the wonderful people of Museum Hack (see page 7), the award-winning American museum guide and consulting firm, to take over the conference. Their appearances throughout the conference are not to be missed.

This year's conference key visual by designer Annette Dooman, from Berlin exhibition design firm Studio TK, blends the skylines of Paris, Berlin, Istanbul and Munich. As business people, we take it for granted that our exhibitions (our goods, our services, our cultural projects...) can "travel" freely – that we can go to Berlin or Istanbul or wherever we want. We would probably not consider North Korea as a destination for our touring shows, and we sometimes face taxes or customs duties when entering, let's say, Australia with a German production, but other than that, we take it for granted, without thinking, that our business activities can travel across the globe without any barriers. We also take it for granted that our staff can travel freely across the globe.

Millions of humans don't have such choices. They are forced to flee from failed states, environmental disasters, evil dictators and terrorists, religious oppression and inhuman traditions. In our new exhibition, "MAGIC CITY – THE ART OF THE STREET," the

venue of our big TEM Dinner Party on Friday night, you'll see a number of artworks reflecting on global migration. Also at this year's TEM, you'll meet Tazeen Ahmad (see page 8), co-founder of Humanity's Heart, who will speak about Technology and the Refugee Crisis. Germany has had an intake of more than 1.2 million refugees since 2015. As a business person, I hope that in the long run we've gotten 1.2 million new ticket buyers, because selling tickets for cultural events is what we do. And in order to enable them to buy tickets we need to give them jobs.

A young man from Homs, Syria, Alaa Sad Aldeen, has worked at SC Exhibitions as an intern for the past 3 months – his work at the TEM registration desk marks his first work days as a new employee of our company. We think Alaa will contribute a lot to our team – for example, his Arabic language skills – but we also hired him by purpose to inspire more businesses to hire refugees. That's why I am promoting it here, because you can do it too!

And we got Donald Trump. Long time attendees know: There is no TEM without a book signing! When I read a raving review about “a graphic novel for the Trump era,” I knew that it was a book for this year's TEM. And so, Hannah Berry will join us in Munich to present her latest book, “Livestock,” a satire on our relationship with the media, set in a world where pop singers are managed by political spin doctors, creating publicity for the artists and distractions from government scandals. Listen to Hannah and get your free signed copy on Saturday afternoon (see page 8).

This year, we've produced a much leaner programme brochure than usual because our annual magazine, SHOWBIZ CULTURE, contains 104 pages of great reading material – take a copy for your flight home!

Thank you for coming, and have a good time:

Christoph Scholz, Director SC Exhibitions.



## Our Conference Partner: Museum Hack



For the 5th anniversary edition of TEM, we wanted to do something special, so we invited museum tour company Museum Hack to “hack” the conference. As our conference partner, they'll be hosting ice breaking sessions on Friday 7th July and a workshop on Saturday 8th July. They'll also be leading ad-hoc tours of our exhibition “Magic City” during the dinner party on Friday evening.



A US-based company, Museum Hack are famous for their “renegade” tours of some of the world's best museums. “This isn't your grandma's museum tour,” their website proclaims – and it's true, their tours feature little-known stories about the artworks on display and the artists who created them, museum gossip, and fun activities for groups (sometimes their tours include wine too).

Their aim is to make tours fun and engaging, so each is unique and customized, adapted as the tour group explores the museum collection. Currently, you can take Museum Hack tours of four US museums: the Metropolitan Museum of Art, New York, the American Museum of Natural History, New York, the National Gallery of Art, Washington D.C. and the de Young Fine Arts Museums of San Francisco.

But wait! There's more: Museum Hack also offer team building tours for companies both big and small, sometimes sending team members on a scavenger hunt, following clues around the museum; so far, their business clients have included Google, Facebook, Spotify, Etsy, KPMG, Lego, Adobe, ESPN and the New Yorker.

**MUSEUMHACK**

If you want to learn more about Museum Hack and their work, TEM is the perfect place to chat with them. You can also visit their website: [museumhack.com](https://museumhack.com)

# Featured Speakers

## Tazeen Ahmad



Tazeen Dhunna Ahmad is the founder of Humanity's Heart, a project that aims to share the experiences of those fleeing conflict and those seeking to help them, and connects people with initiatives around the world. Humanity's Heart also produce their own films focusing on the Refugee Crisis. Their latest film is about technology and migration. Tazeen writes in the Guardian, "Smartphones have changed the way people flee," providing people with maps, weather reports and translators, helping them to reach safety. She adds that technology is also being used "to transform conditions and empower more than 22 million refugees worldwide."

[www.humanitysheart.com](http://www.humanitysheart.com)

## Hannah Berry



Hannah Berry is a writer, illustrator, podcaster and editor. Her latest book, "Livestock," is a satire on our relationship with the media, set in a world where pop singers are managed by political spin doctors, creating publicity for the artists and distractions from government scandals. Hannah studied illustration at the University of Brighton, and at the same time published her first graphic novel, "Britten & Brülighly." Her second graphic novel, "Adamtine," was published in 2012. Hannah has contributed to several comic publications, had her work exhibited in solo and collective exhibitions, and co-hosts a podcast. "Livestock is that rare thing: a comic book that has only grown more essential in the gap between its inception and its publication," says The Guardian newspaper.

[www.hannahberry.co.uk](http://www.hannahberry.co.uk)

# Introducing TEM's Sponsors

**asisi Panorama International** was founded by artist Yadegar Asisi, creator of the biggest panoramas in the world. When developing his large-scale 360 degree panoramas, Asisi consults photo archives, drawings, sketches and paintings, and visits locations connected with his topics. Standing in the middle of Asisi's vast, round panoramas, visitors become immersed in their surroundings and marvel at the detail. The atmosphere is further enhanced through the use of lighting and sound effects. Among his panoramas, Asisi has created scenes of the Titanic lying on the ocean floor; and Rouen in 1431, the year in which Joan of Arc was burned at the stake in the city.

**asisi PANORAMA INTERNATIONAL** Learn more about asisi Panorama International at: [asisi.de/en](http://asisi.de/en)

**JVS Group** is a producer of exhibitions and promoter for exhibitions, performances and events in the Czech Republic, Slovakia, Hungary and Poland. The company has promoted shows including "Titanic," "Body, The Exhibition," "The Kelly Family," and "Harry Potter in Concert." They are also the producer behind the exhibition "Cosmos Discovery." This is the largest travelling astronautics exhibition in the world, and features more than 200 objects from the USA and the Soviet Union, assembled to tell the story of manned space flight from its beginnings to the present day. The company also develop events, including golf tournaments, sports events, awards, teambuilding events and fashion shows, among others.

**JVS group** Learn more about JVS Group at: [jvsgroup.cz](http://jvsgroup.cz)

**RSF** is one of the world's leading producers of digital audioguides and audiovisual equipment for museums and exhibitions. They produce the largest, most advanced and most innovative range of audioguides on the market; these are used by visitors for both guided and self-led tours, and can be either simple or fully interactive. Additionally, RSF provide professional audiovisual equipment for a variety of cultural contexts, including audio and video players, lighting control and much more. Their innovation and reliability has led to more than 600 museums, galleries, archaeological parks and heritage sites,

including the Uffizi in Florence and the Prado in Madrid, to use RSF. Learn more about RSF at: [rsf-int.com](http://rsf-int.com)

**EFM** provide project logistic solutions for the live entertainment industry. They have worked with some of the biggest names in music, sport, automotive, broadcasting and performing arts, and whether by air, sea or land, they'll ensure that shipments arrive on time. They offer a variety of delivery options, including courier and same day services, enabling clients to find the right balance between time and cost. EFM also offer various documentation services and warehousing solutions, while for highly specialist shipments, their project team can plan and coordinate the entire end to end logistics, ensuring that everything goes to plan, on budget, every time.



Learn more about EFM at: [efm-worldwide.com](http://efm-worldwide.com)



**GES** bring brands and customers closer together through events, exhibits and exhibitions, and work with organizers and exhibitors from across the planet to realize their marketing needs. Their mission is to create the world's most meaningful and memorable experiences for marketers, organizers and event attendees. They have created some of the world's most well-loved touring exhibitions, from concept to design, shipping and execution, including "Harry Potter: The Exhibition" and the upcoming "Avatar: Discover Pandora." Due to the quality of their work, GES and their clients have received over 180 awards since 2010, and have featured in magazines, including Event Marketer and Exhibitor.



Learn more about GES Events at: [ges.com](http://ges.com)

**Universal Exhibition Group** are experts in international touring exhibitions. They work with global partners to offer comprehensive and hands-on expertise in concept development, brand marketing, educational outreach, touring logistics and production, booking and marketing. When developing an exhibition project, they work on its conception and research, planning and design, organization and timely realization. And thanks to their

expertise, over the years, Universal Exhibition Group have realized many successful exhibitions, including "Titanic," "Camp Ice Age," "Transformers," and "Van Gogh - Life in Art."



Learn more about Universal Exhibition Group at: [universalexhibition.net](http://universalexhibition.net)

**The Shipping Monster** provides logistics and transportation to touring exhibitions and the entertainment industry, covering airfreight, ocean freight, trucking, carnet preparation and customs brokerage, among others. For more than 15 years, they have moved shows and events in 148 cities and 36 countries collectively, and have worked with exhibitions including, The "International Exhibition of Sherlock Holmes," "Downton Abbey - Dressing Downton" and "Mythbusters: The Explosive Exhibition." Additionally, with over 450 locations throughout North America, their company Dark Show Storage offers



climate-controlled and dry storage for exhibitions. Learn more about The Shipping Monster at: [theshippingmonster.com](http://theshippingmonster.com)

**World Touring Exhibitions** produce and represent popular interactive exhibitions around the world, including "Travelling Bricks," "Experience Da Vinci," "Space the Final Frontier," and "Marilyn Monroe" - the first international travelling exhibition of objects owned by the famous icon. Viewed by millions of people, their exhibitions are educational and entertaining, as well as dynamic, and can be found in some of the world's most popular venues. The company is part of World Concert Artists Ltd, which has specialized in artists, shows and touring exhibitions for over 15 years.



Learn more about World Touring Exhibitions at: [worldtouringexhibitions.com](http://worldtouringexhibitions.com)

**GPS Global** are innovators in tour planning, freight management, cargo transportation and shipping, with over 25 years experience. Managing a network of cargo agencies around the globe, the company offers worldwide support and logistical coverage, with their experienced and inventive team always searching for the most suitable, effective, efficient and secure solutions. When transporting cargo for live entertainment, their fleet features temperature controlled, roller bedded and double floored trailers, and the company can offer delivery into the venue or theatre hall. They have worked with orchestras, theatrical sets, props, stage and sound equipment.



Learn more about GPS Global at: [gpsglobal.eu](http://gpsglobal.eu)



**Kaleido Entertainment** develop touring exhibitions for the international market. They have sold over 252,000 tickets for musical shows and exhibitions over the past three years, and their managerial team have decades of experience in the entertainment industry. Kaleido Entertainment are also the creators of “Game Creator” – the most popular Hungarian musical show ever.



Learn more about Kaleido Entertainment at: [kaleidoentertainment.com](http://kaleidoentertainment.com)



**Imagine Exhibitions** has played a key role in creating, producing and marketing some of the world’s most popular museum-quality exhibitions and attractions. The company has worked with more than 25 travelling exhibitions across the world – involved in design and creation, to placement and presentation – and in total, these have been seen by around 40 million people. The team at Imagine Exhibitions has over 20 years of experience, working in areas from travelling exhibitions to permanent installations and museum consulting. Among Imagine Exhibitions’ shows are: “Hunger Games: The Exhibition,” “The Power of Steampunk” and “Titanic The Exhibition.”



Learn more about Imagine Exhibitions at: [imagineexhibitions.com](http://imagineexhibitions.com)

**Flying Fish** provide a comprehensive consulting, sales and marketing, and operational management service to the touring exhibition industry, both within Australia and around the world. The company work for museums, science centres, travelling exhibition companies and entertainment promoters, and

use their experience to sell, design, produce and manage world-leading touring exhibitions. Together, the team at Flying Fish have managed and executed projects in more than 30 cities and 20 countries, and offer open and honest communication; meticulous planning; flexibility; and the ability to adapt quickly. Their touring exhibitions include “Tyranosaurs: Meet the Family,” “Neighbourhood Earth” and “Fearless Genius.”



Learn more about Flying Fish at: [flyingfishexhibits.com](http://flyingfishexhibits.com)

## PROGRAMME AT-A-GLANCE

### Thursday July 6

5:00 p.m. – 8:00 p.m.  
Early registration opens

### Friday July 7

From 9:00 a.m.  
Registration and Help Desk open  
GES Business Lounge open  
10:30 a.m. – 11:00 a.m.  
New delegates’ orientation  
11:00 a.m. – 12:00 p.m.  
Fit for the conference: Ice breaking sessions with Museum Hack  
12:00 p.m. – 1:30 p.m.  
World Touring Exhibitions’ Welcome Lunch  
2:00 p.m. – 2:30 p.m.  
Welcome to #TEM2017  
2:30 p.m. – 3:30 p.m.  
The TEM Flea Market Part I –  
The first 15 presentations  
3:30 p.m. – 4:00 p.m.  
Imagine Exhibitions’ coffee break  
4:00 p.m. – 5:00 p.m.  
The TEM Flea Market Part II  
5:30 p.m. – 9:30 p.m.  
The UEG Dinner Party at “MAGIC CITY: THE ART OF THE STREET” Small Olympic Hall

### Saturday July 8

From 10:00 a.m.  
Registration and Help Desk open  
GES Business Lounge open  
10:00 a.m. – 10:15 a.m.  
Welcome to the Day  
10:15 – 11.15 a.m.  
Inspiration Talk by Tazeen Dhunna Ahmad: Technology in the Refugee Crisis  
11:15 a.m. – 12:15 p.m.  
Museum Hack workshop: “How to Hack Anything, Museum Hack Style”  
12:15 p.m. – 1:30 p.m.  
GPS lunch break  
2:00 p.m. – 2:30 p.m.  
The Open Forum  
2:30 p.m. – 3:30 p.m.  
Book talk and signing:  
Hannah Berry’s “Livestock”  
3:30 p.m. – 5:00 p.m.  
Flying Fish’s Coffee break and Kaleido Entertainment’s Farewell Drinks

# Programme

## Thursday, July 6th

Headquarters:  Leonardo Royal Munich

5:00 p.m. – 8:00 p.m.

**Early Registration for #TEM2017  
in the hotel lobby**

## Friday, July 7th

Headquarters:  Leonardo Royal Munich

Morning hours

Use the Friday morning hours for your breakfast meetings in the Leonardo Royal Hotel Munich.

From 8:45 a.m.

The EFM shuttles travel from the hotel to the Olympic Park, where the conference venue, the Coubertin Club, is located. Please consult the shuttle timetable. We'd like to thank our friends at logistics company EFM for sponsoring the shuttle service!



Give EFM's Lisa Ryan a kiss when you see her at the conference.

### The Coubertin Club at Olympic Park

From 9:00 a.m.  
**Registration and Help Desk**



From 9:00 a.m.  
**GES Business Lounge Open**



Register for the conference and meet fellow delegates at the GES Business Lounge – the place for your meetings, meals and deals, where a cup of coffee or tea will always be available. The lounge opens on Friday and Saturday from 10am to 5pm and is sponsored by our friends from GES (think of the Harry Potter and Avatar exhibitions); say “Thank You!” to Lisa O’Keefe when she’s around. And many thanks to The Shipping Monster for sponsoring the high speed internet network, providing everyone with free wifi!

10:30 a.m. – 11:00 a.m.

### **New delegates’ orientation**

New to TEM? Conference manager Daniel Batyi and conference editor Garry Shaw will prepare you for the conference. Veteran attendees are welcome too!

11:00 a.m. – 12:00 p.m.

### **Fit for the conference: Ice breaking sessions with Museum Hack**



Lonely? Bored? Fancy meeting other delegates in an activity similar to speed dating? Or want a Powerpoint Karaoke training session to improve your presentation skills for the afternoon’s Flea Market? Then this workshop is the right place for you! Our very special “This-is-not-your-Grandma’s-museum-tour” guests from Museum Hack will start their conference programme.

12:00 p.m. – 1:30 p.m.

### **World Touring Exhibitions’ Welcome Lunch**



After a morning full of meetings and sessions, Corrado Canonici and ev-

erybody at World Touring Exhibitions invite you for lunch! But be aware: in business, there’s no such thing as a free meal – so sign your contracts with Corrado prior to lunch!

2:00 p.m. – 2:30 p.m.  
**Welcome to #TEM2017**



Hosted by Christoph Scholz, Museum Hack and our key sponsors Asisi Panorama International, JVS Group and RSF, as well as our host the Olympic Park Munich. We also offer a special welcome to our new colleague from Syria, Alaa Sadaldeen.

2:30 p.m. – 3:30 p.m.

### **The TEM Flea Market Part I – The First 15 Presentations**

Hosted by Christoph Scholz  
One of the most enjoyable parts of the conference, the infamous TEM Flea Market returns this year with a difference: it’s split into two parts, giving visitors more opportunity to digest the content of the presentations. Delegates are given three minutes each

# Programme

to present their exhibitions and venues to the rest of us, providing a quick and entertaining way of knowing who does what, where.

3:30 p.m. – 4:00 p.m.  
**Imagine Exhibitions’  
Coffee Break**



Tom Zaller and his Imagine Exhibitions’ team are making exhibitions out of simply everything: Whether the Hunger Games films or the British TV series Downton Abbey, America’s biggest musical Hamilton or Jurassic Park. The only thing they don’t have (yet) is a coffee exhibition. Because they’re always eager to sponsor our first coffee break, we predict that “Starbucks – The Exhibition” by Imagine Exhibitions will be announced at the next TEM.

4:00 p.m. – 5:00 p.m.  
**The TEM Flea Market Part II –  
The Second 15 Presentations**

At our 2nd TEM in Berlin a delegate asked: “Are used exhibitions cheaper at the Flea Market?” The question was

never answered at past TEMs, so probably we’ll learn more this year. After the presentations, we will take a short walk from our conference venue to the Small Olympic Hall.

5:30 p.m. – 9:30 p.m.  
**The UEG Dinner Party  
at “MAGIC CITY –  
THE ART OF THE  
STREET”**



Hosted by UEG, the “MAGIC CITY” team and Museum Hack

Our friends from Universal Exhibitions Group, better known as UEG, are loyal TEM supporters, and you should be especially thankful because the UEG guys serve the very first drop of alcohol at this year’s conference!

But what will happen during our dinner party you ask? Well, we have plenty lined up! From 5:30 p.m. to 6:30 p.m. there’ll be a welcome drink reception and visits to our exhibition “Magic City” accompanied by tour guides. Afterwards, from 6:30 p.m. to 6:45 p.m. Christoph Scholz and Museum Hack

will welcome everyone to the event, and then, from 6:45 p.m., you’ll be able to enjoy some fabulous food and drinks while listening to our DJ play lounge music.

But wait! There’s more! Between 6:45 p.m. and 9:30 p.m., you’ll also be able to enjoy our colourful street art accompanying programme: there’ll be a breakdancer performing in “Magic City’s” Market Place between 6:45 p.m. and 8:45 p.m.; from 7:00 p.m. to 9:30 p.m., our Magic Lab will open giving you the opportunity to design your own street art under professional guidance – does an artist hide within you? Let’s find out! Also, from 7:00 p.m. to 9:30 p.m. there’ll be Calligraffiti workshops for all delegates. Calligraffiti mixes calligraphy, typography and graffiti, and involves artists transforming words into a visual composition – it’s another opportunity to set free your inner artist! And we can’t forget Museum Hack: from 7:00 p.m., they’ll be performing ad hoc, “not your grandma style” tours of “Magic City.”

## Saturday, July 8th

Headquarters:  Leonardo Royal Munich

Morning hours

Use the Friday morning hours for your breakfast meetings in the Leonardo Royal Hotel Munich.

From 9:15 a.m.

The EFM shuttles travel from the hotel to the Olympic Park, where the conference venue, the Coubertin Club, is located. Please consult the shuttle timetable.



The Coubertin Club at Olympic Park

From 10:00 a.m.  
**Registration and Help Desk**



From 10:00 a.m.  
**GES Business Lounge open**



Register for the conference and meet fellow delegates at the GES Business

# Programme

Lounge – the place for your meetings, meals and deals, where a cup of coffee or tea will always be available. The lounge opens on Friday and Saturday from 10am to 5pm and is sponsored by our friends from GES (think of the Harry Potter and Avatar exhibitions); say “Thank You!” to Lisa O’Keefe when she’s around. And many thanks to The Shipping Monster for sponsoring the high speed internet network, providing everyone with free wifi!

10:00 a.m. – 10:15 a.m.

## Welcome to the day

Hosted by Christoph Scholz and Garry Shaw.

10:15 a.m. – 11:15 a.m.

## Inspiration Talk: Technology in the Refugee Crisis

Tazeen Dhunna Ahmad, founder of Humanity’s Heart, speaks about refugee hackathons and 3D printing, apps for the world’s displaced people and how



smartphones have changed the way people flee danger. She will also discuss how technology is helping people to respond to the biggest humanitarian crisis since the Second World War.

11:15 a.m. – 12:15 p.m.

## Museum Hack workshop “How to Hack Anything, Museum Hack Style”



In this session, Museum Hack will break down their thinking on aging museum experiences, and the lessons they’ve learned consulting with brands and corporations on hacking everything from training processes to their customer experiences. In this interactive, experience-based workshop, activities may include: a trivia game with active challenges, and “Powerpoint Karaoke” in which panelists will be given an unexpected topic and forced to give an impromptu lecture (accompanied by unseen slides)!

12:15 a.m. – 1:30 p.m.

## GPS Lunch Break

Your GPS to find the way to the good



food: Logistic specialists GPS invite you to lunch! Thank you, guys!

2:00 p.m. – 2:30 p.m.

## The Open Forum

Christoph Scholz and Garry Shaw host the traditional TEM wrap up session. Remarks, comments, questions are all welcome!

2:30 p.m. – 3:30 p.m.

## Book talk and signing: Hannah Berry’s “Livestock”

It’s not TEM without a book!

A special book talk and signing with graphic novelist Hannah Berry. In their review of this hot-off-the-press graphic novel, The Guardian newspaper wrote, “Imagine – and to be honest, it shouldn’t be too hard – a world in which teenage pop singers are run not by rapacious Simon Cowell types, but by political spin doctors who sign them up to this or that party, with benefits for both sides.” Will



this be reality when we meet again at the next TEM in 2019? The brand new graphic novel “Livestock” will be given free to all TEM delegates (as long as supply lasts).

3:30 p.m. – 5:00 p.m.

## Flying Fish’s Coffee break and Kaleido Entertainment’s Farewell Drinks



A new way of closing TEM: Unwind in the business lounge and the conference area for chats, selfies, coffee, cakes, snacks, beer and wine. Meet the Museum Hack crew and our featured speakers Tazeen Ahmad and Hannah Berry. Say Goodbye to conference manager Dani Batyi, who will be leaving SC Exhibitions after eight great years – back home to lovely Budapest. And say hello to all our sponsors.

The last shuttle leaves the Coubertin Club for the Leonardo Royal Hotel Munich at 6:00 p.m.

