

# Introducing the International Museum Day kit

*Museum visitors the world over will be celebrating International Museum Day 2010 on and around 18 May. This year's theme is social harmony. To help you plan International Museum Day and publicise your events and activities, ICOM has put together a communications pack for members.*

International Museum Day has been celebrated every year since 1977. It provides an opportunity for museum professionals to meet the public and help them realize the challenges museums face in endeavouring to be – as the ICOM definition of museums puts it – “an institution at the service of society and its development”.

> All year round, visitors come to museums for their collections and exhibitions. The aim of International Museum Day is to draw attention to the museum professionals who work to present our heritage and ensure that culture is handed on from generation to generation. This year's International Museum Day will focus on social harmony, the theme of the General Conference due to take place in Shanghai from 7 to 12 November 2010.

## Tools to help you plan International Museum Day

> To help you organize International Museum Day, ICOM has put together a communications pack for its members. In addition to the resource pack of ideas for suggested activities, this year, for the first time, it also contains poster and media kits.

> The 2010 International Museum Day poster is designed to convey a message of solidarity amongst peoples and generations and harmony between cultures (along the lines of the popular 1980s Benetton advertising campaigns). You can use the poster kit to produce French, English and Spanish versions of the visuals in a range of formats and incorporate your museum's specific information.

> Ideas for attracting visitors on 18 May include free admission, evening opening, partnerships with schools, competitions, lectures, shows and much, much more. Why not hold a Miss Museum contest, or use viral marketing to raise the profile of your museum's website?

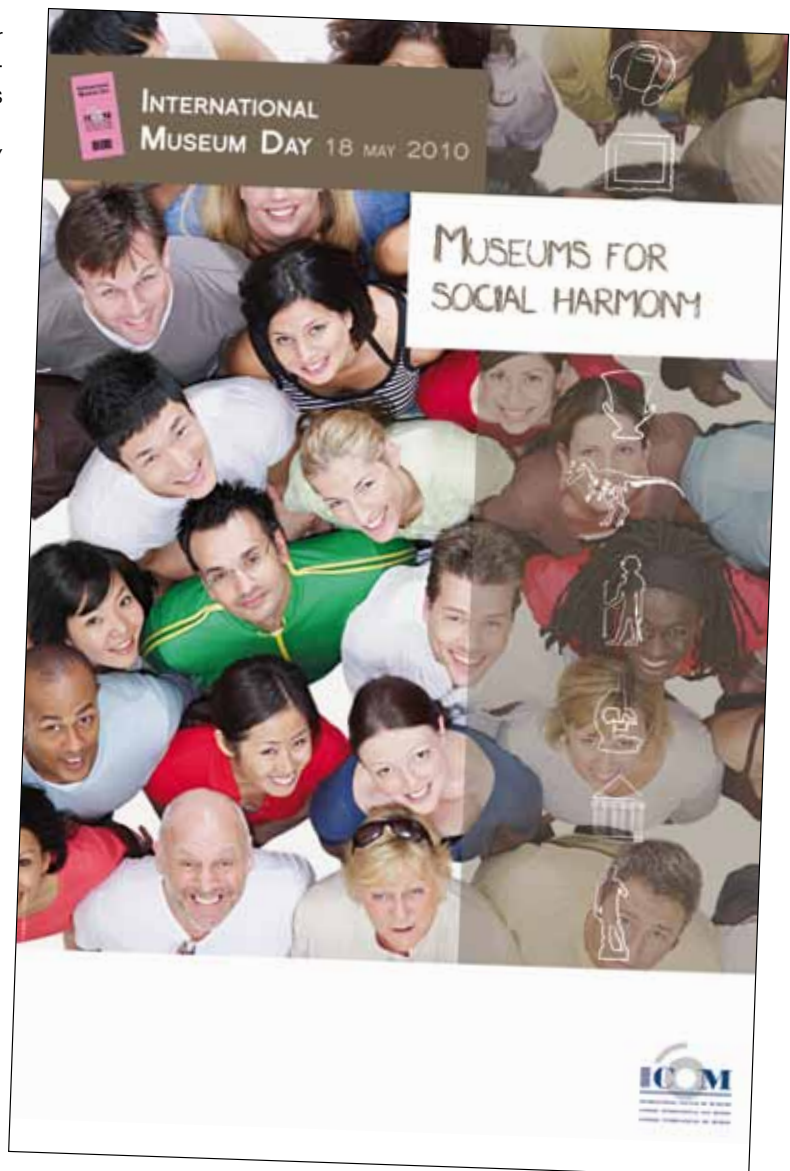
> International Museum Day is intended to raise public awareness about museums all over the world. Its success depends on the exciting activities and events you organise, and on communicating effectively with the media. To help you with this aspect, we have compiled a media kit containing press releases you can use to spread the word about International Museum Day to the print, online and broadcast media.

For more information, see:

[http://icom.museum/doc/imd2010\\_links.html](http://icom.museum/doc/imd2010_links.html)



To keep up with the times, the IMD logo of a museum entrance ticket has been revamped and now includes a bar code.



The International Museum Day poster is available to members in three languages in image and Illustrator format so you can adapt it to feature your museum's details and programme.