



CALL FOR PAPERS

Dear Sir or Madam,

The **Auto & Technik Museum Sinsheim** (Germany) has the honour of organizing the World Forum for Motor Museums and, for the second time, welcoming museums from around the world to Sinsheim. It starts in September 2016 - the World Forum of Motor Museums convenes delegates from around the world.

The basic idea of the initiators, Edward Lord Montagu of Beaulieu, Michael Ware and Peter Mitchell, was to bring the directors and curators of motor museums together to network, exchange ideas and information on technical and motor-centric cultural institutions. In 1989, the first World Forum then took place with 104 international delegates. Following its success, the organizers agreed to hold the forum every two years - with a different museum as host each time.

From **Monday, September 12 to Friday, September 16, 2016** numerous lectures, complemented by a varied program will take place in Sinsheim. Do you have an interesting topic that you want to present, a promising idea for a workshop, or a thesis that could be fruitfully discussed? Please register it with the World Forum 2016 and contribute directly to the success of the event!

The following criteria should be observed:

- The content of the presentation has to appeal specifically to the participants of the World Forum.
- It must be free of any form of advertising.
- Since it is an international forum, the paper (including any presentation material) must be given in English.
- The presentation should last no more than 40 minutes. Then, the speaker should be available for a question and answer session.

How you use your speaking time, is completely up to you. Surprise us with a revealing and original presentation. It is not strictly necessary for the speakers to participate in the World Forum. Guest speakers are also welcome!

WORLD FORUM FOR MOTOR MUSEUMS 2016

Auto & Technik MUSEUM SINSHEIM e.V.
Holger Baschleben
Museumsplatz
D-74889 Sinsheim

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Does this appeal to you? Would you like to participate in the Forum, but have not yet decided on the topic you want to speak about? We have some suggestions:

- Governance and finance:
 - How to produce clear aims and objectives, mission statements, model statements, etc.
 - Generating additional income through souvenir shops, restaurants and confertainment
 - Handling concessionary rates to maximise footfall
- Staffing and support:
 - Identifying opportunities
 - "Responsible" management style
 - Lifelong learning - recognizing, securing and promoting employee potential
 - The right woman / the right man in the right place / position
 - Too good for retirement
 - Communication at all levels → transparency
 - Peer exchanges
- Industry and general:
 - The role of the private collector
 - Access to archives, new innovations
- Curatorial:
 - Collecting today for tomorrow's vehicles
 - Display of brand presentations / brand museums
 - Collaboration with car brands - blessing or curse?
 - Touchy subject (do hands-on exhibits really explore the subject?)
 - Multimedia in museums
- Marketing:
 - Strategic Marketing
 - Developing a museum newspaper, magazine
 - Operating a souvenir and / or online shop

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World Forum for Motor Museums
Auto & Technik MUSEUM SINSHEIM

- Social media
 - Google Street View - free entry to the museum?
 - Content marketing
 - Museum fans - How to gain their active participation
 - How to advertise with Facebook

- Educational:
 - Multi-dimensional learning
 - Development of attitude, skill and learning

Please submit your proposal if possible by **February 28, 2016**.

All speakers will be notified after evaluation. Official invitations to World Forum 2016 will be issued latest by 28 February 2016, including further information (registration, fees, program, accommodation).

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