

DAAD Kairo Akademie

Title of the Module:	Making Museums Matter: How can museums and exhibitions become more attractive for visitors?
Name of the trainer:	Prof. Dr. Guido Fackler, Julius-Maximilians-Universität Würzburg, Professur für Museologie
Language of instruction	English
Date:	<ul style="list-style-type: none">- Monday, 2nd of October 2023 (18 pm until 19:30 pm, Online Pre-Meeting)- Wednesday, 4th of October 2023 (9 am until 16 pm, DAAD Cairo)- Thursday, 5th of October 2023 (9 am until 16 pm, DAAD Cairo or Museum)
Duration:	2 days course with online Pre-Meeting
Target group:	Museum staff, max. 25 persons
Content:	<p>As a rule, exhibitions are curated according to professional criteria and build on specialised knowledge that very few visitors have. Others are deterred from visiting a museum by high entrance fees, complicated texts, elitist object presentations or a lack of content that relates to their own lives. In order to turn these people into museum visitors, many museums have begun to look more closely at how visitors experience a museum and an exhibition in order to take this into account in their curatorial work. In the course of this course, we will look at how museums and exhibitions can become more visitor-friendly, both theoretically and practically.</p>
Learning outcome:	<p>Participants will get an overview of when, why and how museums have become more involved with the needs of their visitors. They get to know the theoretical concepts of the "Visitor Bill of Rights", "EduCurating" and "Visitor Journey" and deal with them practically in exercises. Joint discussions serve to reflect on what they have learned and to gain ideas on how to make their own museum more visitor-friendly.</p>
Information about the trainer:	<p>Head of the Professorship for Museology at the University of Würzburg/Germany. Studied folklore, musicology and ethnology in Freiburg. Afterwards voluntary service at the Badisches Landesmuseum Karlsruhe as well as in various positions in science: Assistant in European Ethnology at the Universities of Regensburg and Würzburg. Since 2010 he has been founding and managing the professorship for museology at the University of Würzburg. Main areas of research: Museology, Museum Studies, exhibition analysis, visitor research.</p>