SPONZORSTVO U MUZEJIMA

Muzej suvremene umjetnosti, Zagreb organizirao je *Seminar o sponzorstvu u muzejima* koji je održan 17. i 18. listopada 2005. godine u Muzeju Mimara. Seminar je koncipirala i sa suradnicima realizirala Jadranka Vinterhalter, muzejska savjetnica. Sudjelovali su istaknuti međunarodni stručnjaci iz područja marketinga i sponzorstva i domaći stručnjaci sa zapaženim rezultatima u području sponzorstva, koji su govorili o iskustvima i primjerima iz prakse svojih ustanova.

The Museum of Contemporary Art, Zagreb, organised a Seminar on Sponsorship in Museums, held on October 17 and 18, 2005, in the Mimara Museum. The seminar was conceived and realised with co-workers by Jadranka Vinterhalter, museum adviser. Leading international experts from the domain of marketing and sponsorship who have achieved very well-regarded results took part, talking of their experiences and examples from the practice of their establishments.

Program seminara i izlagači Seminar Programme and Lecturers

Michael Margitich, zamjenik direktora / Deputy director, Museum of Modern Art, New York
James Gara, voditelj administrativnih poslova / Head of administrative affairs, Museum of Modern Art, New York
Muzej moderne umjetnosti New York: Fundraising i financiranje izložbe The Museum of Modern Art New York: fundraising and financing exhibition

Julian Marland, viši savjetnik / Senior advisor, Brakeley LTD., London
Velike donatorske kampanje - koliko dobro američki model funkcionira u europskim institucijama Major gifts campaigns - How well does the American model work for European cultural organisations

Snježana Pintarić, ravnateljica, Muzej suvremene umjetnosti, Zagreb / *Director*, Museum of Contemporary Art, Zagreb
Nova zgrada Muzeja suvremene umjetnosti - veliki marketinški izazov The new building of the Museum of Contemporary Art, Zagreb - a huge marketing challenge

Michael Margitich, zamjenik direktora / Deputy director, Museum of Modern Art, New York
James Gara, voditelj administrativnih poslova / Head of administrative affairs, Museum of Modern Art, New York
Kapitalna kampanja The Capital Campaign

Vesna Jurić Bulatović, pomoćnica ravnatelja, voditeljica Odjela za marketing i PR Muzeja za umjetnost i obrt, Zagreb / Assistant director, Head of marketing and promotion Museum fo Arts and Crafts, Zagreb
Marketing u kulturi - Marketing u muzejima Primjer Muzeja za umjetnost i obrt iz Zagreba Marketing in culture Marketing in museums - The example of the Museum for Arts and Crafts of Zagreb

Janka Vukmir, direktorica, Institut za suvremenu umjetnost SCCA Zagreb, Zagreb / *Director*, SCCA Institute for Contemporary Art Zagreb
Partner trajnim vrijednostima Partner in Lasting Values