

YOU ARE HERE : HOME > RESEARCH ACTIVITIES > SEMINARS > COMMUNICATION(S)

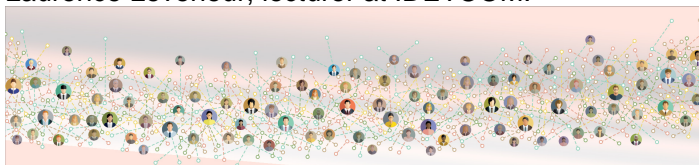
'How digitised communications by cultural organisations have impacted relations with users', seminar organised by IDETCOM

ON THE MARCH 8, 2019

14h-16h

Seminar hall - Arsenal library [level -1]

Second session of the 'Digital comments and organisations' seminar organised by Lucien Rapp, IDETCOM Director and professor, and Laurence Leveneur, lecturer at IDETCOM.



Aurore Gallarino, Head of the Digital Communications Centre for National Monuments Aurore Gallarino also teaches digital communications and cultural communications at the Panthéon-Sorbonne and the New Sorbonne universities. She participated in the launch of the heritage incubator in 2018 (www.lincubateurdupatrimoine.fr/), the establishment of a social network user charter for officials at the Ministry of Culture in 2017, and the redesign of the www.monuments-nationaux.fr portal and its 90 linked websites in 2016. She is a member of #CMmin (a working group of community managers of institutes under the aegis of the Ministry of Culture) and #Muzeonum (a group of culture and digital professionals) and was the community manager at the Pompidou Centre.

• **P r e s e n t a t i o n s u m m a r y :**
Cultural organisations, like any other organisation, face online challenges to engage users in their communications on art, monuments and cultural heritage. What is the role of the community manager in these organisations? How do the traditional methods of cultural communications link with the methods of digital platforms? Have platforms changed the relationship with users of cultural organisations? Can we encourage comments on cultural works and can we speak about community management in this context? These questions and more will be looked at during the session with Aurore Gallarino and 2nd-year master's students in Cultural Activity Administration and Communications at Toulouse 1 Capitole University.

The session is open to the public but requires prior registration.