

Museum Next London, June 18 to 20, 2018

*Museum Next* is currently regarded as the largest museum conference at least in Europe (*Communicating the Museum* reaches almost its number of participants).

Over 600 museum staff members from all over the world usually come together twice a year – at the slightly smaller *Museum Next Tech* event, there are about 250 people. It has emerged around the conference a real fan community meanwhile.

The aim of my visit as Managing Director of the Museumsbund Österreich was above all to see whether we – together with a strong partner like the *MQ MuseumsQuartier Wien* – have enough resources and available space in Vienna to be able to host *Museum Next* in 2019.

Former participants appreciate the conference as particularly innovative in terms of conference design and the high quality of the speakers, especially since the latter are not always from the direct museum environment. Personally, I was not that impressed by the conference design, it was a series of lectures, and although these were consistently high, those outside the museum environment were not of great interest to me.

However, we were very successful in talking to the founder and organizer of *Museum Next*, Jim Richardson, and making Vienna tasty as a venue.

Around the actual conference, there were social events every night, where you got in touch with colleagues from all over the world. The meeting of the two Styrian colleagues, who also attended the conference, was extremely beneficial for my personal network.

And – a look at London's museums is never enough.

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