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## Citizens not consumers: think differently about your visitors

The [Communicating the Museum](#) introduction keynote will be a vivid and provocative speech addressing the conference Big Idea. It will invite the museum sector to consider its role in society more deeply than ever before.



Young speaker **Jon Alexander** will set out both a challenge and a potential new innovation agenda. He aims to inspire the conference delegates with the desire to develop projects which engage and involve people as Citizen participants rather than broadcasting to them as Consumers.

At [CTM15](#) he will present new research findings, and call on examples both from his own work and beyond, including The National Trust, Baltimore Museum of Art, Rijksmuseum, BBC and the UK Parliament. Attendees will come away inspired with a new way of looking at how the museum sector operates.

**Jon Alexander** is the director of the [New Citizenship Project](#), a social innovation lab, using creative strategy to promote the role of the citizen and encourage better participation in society. Jon's former career was spent in London advertising agencies where he developed brand strategies for major organisations as Orange and Sony.





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