

# Communication and Valorisation

10th December 2025

12.00 - 14.00 (Paris Time)

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## AGENDA

Time	Titles	Speakers
12.05	The international SAREC programme	Burcak Madran, ICMAH President
12.15	Introduction	Marie Grasse, National Sports Museum, France
12.25	Presentation 1 : <b>"Multi-channel Communication and Experiential Promotion : Practices and Explorations"</b>	Yun Wu, Xiamen Olympic Museum
12.40	Presentation 2 : <b>"Sport Lisboa e Benfica Heritage as a Working Ecosystem"</b>	Maria Ines Mata, Sport Lisboa e Benfica
12.55	Presentation 3 : <b>"Preserving the Past, Inspiring the Future: The Thessaloniki Olympic Museum Experience"</b>	Dr. Kyriaki Oudatzi, Olympic Museum of Thessaloniki
13.10	Questions and answers time	All speakers
13.30	Presentation 4 : <b>"Understanding and sharing the significance of sporting collections"</b>	Dr Justine Reilly, Sporting Heritage
13.45	Summing Up	ICMAH President, Burcak Madran
14.00	Webinar ends	

Zoom link :

<https://us06web.zoom.us/j/82617919775?pwd=Ju5oHKzygpFSRQbU55VJ53wETggCIO.1>

**Yun Wu, Xiamen Olympic Museum**

*“Multi-channel Communication and Experiential Promotion: Practices and Explorations of the Xiamen Olympic Museum”*

Xiamen Olympic Museum shares its innovative journey from “static display” to “dynamic empowerment.” Through diverse “online+offline” channels, we have built an immersive experience platform: offline, we develop five categories of educational programs—moral grounding, intellectual and physical ability, aesthetic sensibility and work skills—integrating the Olympic spirit into scenario simulations, hands-on crafts, and interactive debates; online, we leverage social media, live streaming, and short videos to amplify our reach. We actively foster a collaborative communication ecosystem between the museum and schools, as well as between the museum and media, while expanding our influence through digital means. Simultaneously, we partnered with government agencies to pioneer two cutting-edge initiatives: the “Metaverse Experience Pavilion” and the “Chinese Wuyu Pavilion.” These projects harness technology to empower education, aiming to foster the well-rounded development of youth in terms of moral grounding, intellectual and physical ability, aesthetic sensibility and work skills. This integrated “online+offline” communication model conveys Olympic values in vivid, engaging ways to the public—particularly young audiences—effectively bridging cultural heritage with educational outreach.

**Maria Ines Mata, Sport Lisboa e Benfica**

*“Sport Lisboa e Benfica Heritage as a Working Ecosystem”*

The presentation outlines how Benfica’s Cultural Heritage structure transforms the club’s historical legacy into a functional and interconnected system. Through coordinated internal communication, editorial production, digital mediation and public engagement, five specialised departments work together to preserve, interpret and activate 121 years of sports history. Their work supports institutional alignment, strengthens the club’s identity, informs commercial and marketing areas, and maintains a dynamic presence across social and digital platforms.

Heritage operates not as a static archive but as living content that reinforces the relationship between Sport Lisboa e Benfica, its communities and its wider social and cultural environment.

**Dr. Kyriaki Oudatzi, Olympic Museum of Thessaloniki**

*“Preserving the Past, Inspiring the Future: The Thessaloniki Olympic Museum Experience”*

**Heritage & Identity :** Museum’s role as a cultural institution that safeguards artefacts, stories, and values of Greek Olympic memory & national sports heritage and its mission to preserve, interpret, and communicate Olympic heritage and values.

**Education & Youth Engagement :** How the Museum translates Olympic values into educational experiences through workshops, camps, interactive learning, and school collaborations.

**Community & Social Impact :** Exploration of the Museum’s role in outreach activities, inclusion, accessibility and initiatives that encourage well-being, equality, participation, and collective engagement through sport and culture.

**Digital & Modern Museology :** Utilization of interactive exhibitions, multimedia experiences, technology-supported education and digital engagement tools to reach global audience and align with contemporary museological practices.

**Tourism & Cultural Diplomacy :** Positioning Museum in Thessaloniki's cultural tourism ecosystem, its appeal to domestic and international visitors, and its function as an ambassador of Olympic heritage within international cultural and sports networks.

**Sustainability & Future Vision :** Presentation of future directions: innovation, strategic partnerships, capacity building, and the development of new initiatives that secure the Museum's relevance and resilience. It articulates a forward-looking vision grounded in sustainable growth and international cooperation.

***Dr Justine Reilly, Sporting Heritage***

*"A understanding and sharing the signifiante of sporting collections"*

Over the last 18 months, Sporting Heritage have been delivering a Welsh Government funded programme specifically to develop a framework for assessing and sharing the significance of sporting collections. Being able to assess and articulate significance is not only crucial in understanding a collection, its strengths and its gaps, but also in sharing this widely with audiences, partners, and funders. Our pilot programme worked specifically with three different kinds of sporting collection: a sport specific museum; a sports club's collection held within a generalist museum; and a local authority museum with a wide-ranging sporting collection. My presentation will explore the importance of understanding significance and significance to whom, the pilot project and its findings, and share the toolkit and resources which are available to any other sporting collection who wishes to assess and express their significance.