

Rapid Change and Sustainability: Communicating with New Technologies

To be sustainable in an era of constant transformation, museums must adapt and communicate with the newest technologies. ICOM COMMS (former MPR) and AVICOM (Audiovisual, New Technologies, and Social Media) offer a day of joint programs at Terra, a central part of Expo City Dubai known as a clean, green, tech-enabled, human- centric city of the future.

Our day will begin with coffee, a warm welcome from Terra Expo City, and presentations by chairs of ICOM COMMS and AVICOM, followed by a breathtaking journey of Terra, where participants are invited to experience a series of curated tours and interactive activities showcasing Expo City Dubai’s commitment to sustainability in action.

After lunch on the Terrace and checking out the Terra Shop, we end the day with AVICOM’s 2025 International Media Festival F@IMP 2.0 in the auditorium, where we will see award-winning productions, followed by a closing reception hosted by AVICOM.

15th November 2025, 08:30 – 17:30

08.30 AM

Coffee and Registration

09.30 AM

Terra Auditorium

Welcome: Alya Al-Ali, Vice President, Sales, Marketing & Education - Education & Culture

- ICOM COMMS Annual Meeting**
- Annual Presentation, Embracing the Future - Deborah Ziska, Chair
 - Finance Report - Vinod Harikumar, Treasurer
 - Announce Results of Board Election and New By-laws with New Name

Remarks: Michael Faber, Chair, AVICOM

Global Marketing Campaign: Terra's Case Study: James Bury, Head of Marketing & Communication

11.00 AM

Activities And Tours Around Terra

Note:
This program will be available from 11:00 am until 3:00 pm, to ensure all attendees get a chance to enjoy the different tours of Terra.

Step into Terra, one of the world’s most sustainable museums, where participants are invited to experience a series of curated tours and interactive activities showcasing Expo City Dubai’s commitment to sustainability in action.

Explore Terra’s immersive exhibitions, discover the science behind its net-zero energy and water systems, tour through its thriving biodiversity gardens, and uncover the architectural ingenuity behind its design. Participants can also enjoy hands-on experiences around Jane Goodall’s Pollinator Garden, including honey-tasting and honey-extraction sessions.

Details Of The Tours & Activities:	
Terra Exhibition Tour (Self-Guided & Guided Options Available) Journey through Terra’s landscapes and immersive exhibitions, from the depths of the ocean to the roots of the forest, uncovering the planet’s natural wonders, the impact of human choices, and the innovative solutions shaping a sustainable future.	Beekeeping Information & Activities (Included In The Exhibition) Discover Jane Goodall’s Pollinator Garden and learn about the UAE’s native bees, through interactive experiences, including honey tasting, honey extractions, and making bee products.
Terra Urban Biodiversity Tour (Guided) Explore Terra’s vibrant landscape and discover the native and adaptive plant species that support biodiversity, water efficiency, and sustainable landscaping across Expo City Dubai.	Sustainable Architecture Tour (Guided) Uncover the innovative design and engineering behind Terra - one of the most sustainable museums in the world.
Net Zero: Terra’s Behind-the-Scenes Tour (Guided) Embark on a journey behind the scenes of Terra, one of the world’s most sustainable buildings. This exclusive tour shows the innovative systems and technology used to achieve Net Zero status in energy, water, and waste.	

13.00 PM

Lunch Break – Terra Terrace
Time To Visit Terra's Shop And Nearby Sites.

15.00 PM

Auditorium
AVICOM F@IMP Film Festival Awards Program

16.00 PM

Film Festival Reception
Outside Auditorium, Hosted By AVICOM

17.00 PM

Departure By Buses From Terra A Parking (Same As Dropoff)