

**The DAISSy-HOU presented the Mu.SA project outcomes
at the International Conference on
“DIGITAL TRANSFORMATION IN MUSEUMS: CHALLENGES, ACHIEVEMENTS, IDEAS”**

Undoubtedly, the modern museum has become a center of education, communication, cultural information and creative innovation – a hub where intellectual leisure combines elements of entertainment content. It also reflects the key trends in the development of modern society.

The international conference on [DIGITAL TRANSFORMATION IN MUSEUMS: CHALLENGES, ACHIEVEMENTS, IDEAS](#), organized and held online by the French company [Trend and training](#), was implemented on **February 12, 2024**. It brought together directors, curators and managers of international cultural institutions to discuss issues related to the digital transformation of museums. The [DAISSy Research Group of the Hellenic Open University \(HOU\)](#), sharing valuable experience in the digital transformation of the cultural sector, participated in the high-scale event and was represented by **Mrs. Panagiota Polymeropoulou**, Senior Researcher of DAISSy, as an invited speaker, delivering a presentation on the “[Museum Sector Alliance-Mu.SA](#)” project outcomes, with a focus on crucial digital skills for professionals in the museum sector.

The conference offered a unique opportunity for participants to enhance their visibility, showcase their research findings, and gain insights from leading representatives of the museum community.

For more information about the activities of the DAISSy-HOU:

- Website: <http://daissy.eap.gr/en>
- Facebook: @DAISSyResearchGroup
- LinkedIn: <https://www.linkedin.com/in/daissyresearchgroup/> &
- Twitter: @daissy_research
- Instagram: @daissy_researchgroup
- Email: info@daissy.eap.gr