

## COLLECTIONS MANAGEMENT THEATRE 1



### 09.50 - 10.30 **One Collection - to boldly go where no collection move has gone before**

The One Collection project is moving the Science Museum's collection of 320,000 objects from its current store to a new facility in Wroughton. We aim to make it more than a 'lift and shift' exercise and build a foundation for better collections management, both physically and digitally, beyond the lifespan of the project.

*Adrian Hine and Emily Yates, Science Museum*

### 10.45 - 11.25 **Open wide – developing open access to your object stores**

The Museum of English Rural Life (MERL) is housed in purpose-built galleries including a mezzanine storage area for the reserve collection. Redeveloped through the HLF funded capital development, "Our Country Lives" The MERL now offers open access to these stores. Find out the benefits to this approach.

*Isabel Hughes and Ollie Douglas, Museum of English Rural Life*

### 11.40 - 12.20 **How to choose a CMS: finding the right fit**

Investing in a new collections management system is a significant undertaking, and with the time and money dedicated to the process, you want to get it right first time. This workshop will help you pinpoint the important things to look for in a new CMS.

*Amy Adams, National Museum of the Royal Navy and Christina Leahy, Axiell*

### 12.35 - 13.15 **Caring for your photographic collections**

How to care for photographic collections in museums without specialist photographic stores or access to a photographic conservator. We will cover what causes photographs to fall apart, how to slow this down and how to increase the lifespan of your photographs.

*Lorraine Finch, LF Conservation and Preservation and Louisa Burden ACR, Science Museum*

### 13.30 - 14.10 **Digitised collections at the heart of a location-based mobile experience**

Buxton Museum's [www.wondersofthepeak.org.uk](http://www.wondersofthepeak.org.uk) is a web app which extends Wordpress. It aims to link collections more closely with their place of origin, ultimately encouraging the user to visit the landscape. Find out why and how the platform was created – from pilot testing and procurement, through to design and delivery.

*Joe Perry, Buxton Museum and Art Gallery and Dr Ben Bedwell, University of Nottingham*

### 14.25 - 15.05 **GDPR, data protection and copyright for museums: what do you need to know?**

This session will explore important information law issues for museums – focusing on GDPR, data protection and copyright and their applicability within collections management, digitisation, digital asset creation, use and publication. A look at case studies and practical tips as well as time for Q&A.

*Naomi Korn, Copyright & Compliance Specialist, NKCC*

### 15.20 - 16.00 **When the numbers don't add up: the challenges, solutions and prospects of the Natural History Museum's Digital Collections Program**

The NHM has for over a decade been tackling the digitisation efforts required to make 80 Million collection objects available globally. The NHM has developed various innovative solutions in hardware, software workflow and digital access to cope with an industrial scale challenge that refuses standardisation.

*Steen Dupont, Natural History Museum*

## NEW TECHNOLOGY THEATRE 2



### 10.00 - 10.40 **What if you could analyse all your museum data in one place?**

If you manage museum data this session will help you. It reviews how the Natural History Museum is building a central definitive service to analyse business data. It covers automating the aggregation, cleaning and transformation of data from multiple business data sources into a central data store, distributing reports via centralised dashboards, cultural and stakeholder issues and data security.

*Andrew Lewis, Natural History Museum*

### 11.00 - 11.40 **Together we are stronger**

If small and medium sized museums team up, can they compete with, or even surpass, the resources often available only to larger museums, and deliver high quality cutting edge digital interpretation? MME is a non-profit membership organisation for museums across Denmark, creating a resource of experts for all museums, to deliver meaningful contemporary interpretation; from concept to final implementation.

*Ludvig Lohse, MME - Center for Digital Interpretation in Museums*

### 12.00 - 12.40 **Livestreaming – giving audiences remote control**

This session looks at best practice in museum livestreaming – the pitfalls, successes and magic moments from the perspective of Jon Sleight, Learning Officer, Arts Council Collection. An open discussion on how to grow your online brand, accessing hard to reach audiences and honest sharing from an engagement specialist.

*Jon Sleight, Arts Council Collection, Birmingham Museum and Art Gallery*

### 13.00 - 13.40 **New for old: choosing appropriate technology for a new museum**

The Postal Museum fuses a museum experience with the appeal of a visitor attraction. This session examines the use of technology to develop access to collections, augment visitor experiences and foster sustainable digital facilities. From interactives to 3D imaging, from digitisation to business generation, this session explores the impact of technology on a HLF funded capital project.

*Martin Devereux and Rachel Kasbohm, The Postal Museum*

### 14.00 - 14.40 **My camera loves Euclid, Algebra & Newton: cultural & heritage photography for the 21st Century**

An introduction to professional cultural and heritage photography and a whistle-stop tour of how we see, measure and record colour, why standards in cultural heritage digitisation are so important. What exactly does the new international standard (ISO 19264) specify and how to bring your institution into line.

*Tony Harris, Government Art Collection and Andrew Bruce, The Postal Museum*

### 15.00 - 15.40 **A commercial approach to Virtual Reality**

How the Science Museum Group approached their first commercial venture into VR. From creation to deployment, a discussion on how VR can be utilised in museums for commercial and strategic benefit. Space Descent VR with Tim Peake supports the group's acquisition of Tim Peake's Soyuz capsule with a unique and immersive experience allowing visitors to fall back to earth in a spacecraft.

*Mark Cutmore, Science Museum Group*

### 16.00 - 16.40 **BYOD (bring your own device) vs on-site devices – what should museums be offering their visitors?**

This session is for museum professionals responsible for onsite interpretation and visitor experiences wishing to get a broad overview. It will be a practical exploration of solutions available for museums to deliver digital on-site visitor offers (including native apps, progressive web apps, audio & multimedia guides, tablets and AR glasses). Attendees will leave with essential tips, advice and greater understanding of the pros and cons of a range of solutions to consider.

*Spencer Clark, ATS Heritage*

## FUNDRAISING, RETAIL + TRADING THEATRE 3



### 09.50 - 10.30 **Less CAN be more: how to maximise retail revenue with limited space and budget**

In recent years, museum retailing has become mainstream – with many larger museums and heritage sites able to compete with the High Street for innovation and originality of product and environment. This session will share five principles that will enable smaller institutions to maximise their assets and develop successful shops.

*Stephen Spencer, Stephen Spencer & Associates*

### 10.45 - 11.25 **The importance of heritage venues engaging and supporting the local community**

For centuries large historic houses have been at the heart of the local community. From the purchasing of local ingredients and the employment of local residents, to the tourism that is brought to the area, Blenheim Palace has a desire to champion this approach. The team from Blenheim Palace and Searcys will be discussing the importance of engaging with the local community and the joint journey that they have committed to for the term ahead.

*Dominic Hare, Blenheim Palace and Matt Thomas, Searcys.*

### 11.40 - 12.20 **Small can be beautiful, but how do we make it pay? Commercial development in small museums and galleries**

With limited resources and space, what opportunities are there for smaller museums to maximise visitor spend and generate a commercial return from visitors and assets?

*John Barford, Commercial Development Consultant and Interim Director*

### 12.35 - 13.15 **Admission charges - what does the research tell us?**

The AIM commissioned 2016 UK-wide research study about the impact of charging or not for museum admission assessed the impact of charging on visitor numbers, visitor diversity, museum income, visitor satisfaction and the reputation of the museum. The research findings and the associated guidance provide useful lessons for museums about the issues to consider when thinking about charging for admissions or not.

*Emma Chaplin, AIM and Jonathan Durnin, DC Research*

### 13.30 - 14.10 **Provocative, disruptive and risk-taking**

Bernard Donoghue will share case studies, trends and data on how attractions are finding new audiences through fostering unusual creative partnerships, being bolder, more provocative and being prepared to 'stretch' their brand.

*Bernard Donoghue, Association of Leading Visitor Attractions and Museums + Heritage Awards Judge.*

### 14.25 - 15.05 **Expanding your network and buying opportunities with Enterprise Ireland**

The Ashmolean Museum's Lucia outlines her experience of receiving support from Enterprise Ireland and how their museums and heritage work have helped diversify her network across a variety of disciplines, introduced new sources of product and developed the commercial offering and relationships. Find out how this can also work for you.

*Lucia Lobo, The Ashmolean Museum, University of Oxford and Maeve O'Neill, Enterprise Ireland UK*

### 15.20 - 16.00 **Life changing leadership lessons from the Museums and Resilient Leadership (MRL) Programme**

Regularly described as 'inspiring' and 'life changing', MRL applies the best in leadership from politics, culture and business to the heritage sector. Find out how we help individuals and their organisations build leadership resilience. Now in its fifth season, MRL is part of the Black Country Living Museum's NPO project portfolio through to 2021.

*Stephen Feber, Museums and Resilient Leadership (MRL)*



Volunteering



Top Pick

## EXHIBITION DESIGN + INTERPRETATION THEATRE 4



### 10.00 - 10.40 **Exhibitions for all ages**

This workshop will explore two successful temporary exhibitions at the Museum of London in 2016-17: 'Fire! Fire!' and 'Tunnel: the Archaeology of Crossrail'. Both exhibitions were aimed at families and adult visitors and were designed with a balance of collections and interactivity in mind. The workshop will look at how exhibition design, text approaches, interactives, and immersive spaces can be developed to work for visitors across all age ranges.

*Elpiniki Psalti and Louise Doughty, Museum of London*

### 11.00 - 11.40 **Mentoring for All**

Tamsin and Isabel will outline the plans for a national Mentoring for All scheme for museums and describe the outcomes from the pilot programme. Come along and hear about great practice for being a mentor and a mentee.

*Tamsin Russell, Museums Association and Isabel Churcher, Arts Council England*

### 12.00 - 12.40 **Oh! What a Lovely War?**

Modern military museums face a unique balancing act: to highlight the achievements of regiments in campaigns yet try not to glorify war. Objects acquired from enemies can act as symbols of victory but many of these present challenges with modern interpretation. Jasdeep shares the revised methods of interpreting and displaying contentious objects in the newly redeveloped NAM. This warts-and-all session explores the successes and challenges of developing galleries for new audiences with a particular focus on community insight.

*Jasdeep Singh, National Army Museum and Holly Winter, PhD candidate, University of Warwick*

### 13.00 - 13.40 **Bawdsey Radar from death rays to Saturn's rings**

Hear our lessons learnt from working together to develop a contemporary visitor experience from the volunteers' and also the interpretive designer's perspective.

*Jamie McCall, PLB and Mary Wain, Bawdsey Radar Trust*

### 14.00 - 14.40 **Going beyond the 3D experience - Opera: Passion, Power and Politics**

How do we start to think about curating our exhibition spaces in new ways? The design brief for this blockbuster exhibition at the V&A was approached in 4D rather than 3D, it considered a multi-sensory visitor experience. In an age where people can be transported via virtual/digital means to anywhere in the world, what effect does this have in the context of museum environments?

*Kate Bailey, Olivia Oldroyd and Rebecca Lim, V&A*

### 15.00 - 15.40 **Joined up: effective networks for heritage volunteering**

The Heritage Volunteering Group supports volunteer manager networks across the UK. Learn how and why these meetings will keep us at the cutting edge of the sector's Volunteer Development strategies, and find out how you can get involved.

*Richard Gough, The Ironbridge Gorge Museum Trust and Vice Chair of Heritage Volunteering Group*

### 16.00 - 16.40 **Liget Budapest Project – a renewal and development of Budapest's largest public park as a high value cultural hub**

The City Park (Városliget) offers in its 200 year history a world-wide unique mixture of a 100 hectare natural green environment and institutions of leisure, entertainment and culture next to the World Heritage area of Budapest. Hear how the whole park will be completely rejuvenated, the green area will be enlarged while the institution buildings will be either renovated or newly built to compose a high quality, family and visitor friendly cultural site focusing on the sustainability, the high-tech solutions and the visitor's experience.

*Attila Sághi; Izabella Fekete and Zoltán Rostás, Városliget Ltd*

All sessions are free of charge. Places at the talks are limited and issued on the day, on a first come, first served basis. The schedule for both days may be subject to change so please do check the latest information at [show.museumsandheritage.com](http://show.museumsandheritage.com)