

LEARNING THEATRE 1

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10.00 - 10.40 **Live streaming - as easy as it looks?**



Come and learn about the practicalities of live streaming from your museum. Could it add a new dimension to your learning offer? Also a look at the hugely successful initiative of playing '#ArchiveLottery' via Skype (yes, really), before a Q&A on digital tools and channels.

Alec Ward, London Museum Development and Adam Corsini, Museum of London

11.00 - 11.40 **Inclusive museums – Kids in Museums**

Join Kids in Museums' Caroline Marcus and expert speakers as they share their expertise and practical advice on welcoming wheelchair users and children, young people and families with autism to your venue.

Caroline Marcus, Kids in Museums and Claire Madge, blogs at Tincture of Museum and founder of Autism in Museums

12.00 - 12.40 **Measuring learning impact – the learning journey**

Emma and her colleague will explain the 'Learning Journey Framework' and share the practical and strategic impact it's having on Historic Royal Palace's learning and engagement programmes. They will also explore ways in which you could apply this approach to measuring impact in your setting.

Emma Morioka, Historic Royal Palaces

13.00 - 13.40 **Volunteer Makers: how to grow your own**



Discover how riding the wave of powerful community engagement, through volunteering and participation blended together, can make the extraordinary happen. Volunteer Makers is a model and technology pioneered across the UK. Learn how it supports: capacity to grow a community of volunteers; understanding and creating a value exchange; adopting an organisation-wide engagement culture; understanding the new era of audience engagement.

Claire Sully, Volunteer Makers and David Juler, Museum of Oxford

14.00 - 14.40 **GEM investigates - who's in? What does it take for museums to be truly inclusive?**

A reflective and practical session on how museums can be more inclusive, unpacking common assumptions and challenging us to really question what 'inclusion' and 'engagement' means. From foundation principles to practical examples to help organisations meaningfully engage with more diverse audiences.

Rachel Tranter, Group for Education in Museums (GEM) and Nathalie Palin, Creative Direction Torbay GPS & Cultural development consultant

15.00 - 15.40 **Collections and curriculum**

Real World Science is a network of museums across the UK using their natural history collections to engage pupils and teachers with science. The programme considers global issues on a local scale, linking collections and current scientific research with science curriculum. In addition RWS has developed a Leadership Initiative, led by Great North Museum: Hancock, empowering primary school teachers to shape lessons around students' own questions. Find out how you can get involved and apply this thinking in your own setting.

Gracie Divall, Natural History Museum and Kate Holden, Great North Museum: Hancock

16.00 - 16.40 **School engagement – the teacher's perspective**

This talk aims to explore key issues within schools when considering a museum or heritage site school trip. Based on research within schools Philip will review the constraints and hindrances teachers experience when planning such trips and how organisations can work with schools to overcome these barriers and encourage wider engagement.

Philip Collie, Schoolzone



Volunteering



Top Pick

ENGAGING NEW VISITORS THEATRE 2

10.15 - 10.55 **Beauty and the Beast**

How do you communicate a brand proposition that builds visitor engagement? How do you retain the integrity of your brand's promise whilst adapting to unpredicted visitor behaviours? How do you manage the impact of a populist event on an historic attraction? This session will offer valuable learnings from Kensington Palace and the recent 'Diana Her Fashion Story' exhibition.

Georgina Grubb, Kensington Palace - Historic Royal Palaces and Beverley Law, All Creative Branding

11.15 - 11.55 **Using digital to reach new audiences and increase engagement**

Two case studies on how small marketing teams used the latest in digital innovation and automated tools to increase audience engagement. The People's History Museum's user-centric digital policy and plan supports a renewed focus on audience engagement. Looking outside this sector Dance Umbrella's marketing team, which consists of 2 part-time people, talk about how they tackled the daunting side of social media and its 24/7 nature.

Angie McFarlane, The Space and John Denton, Golant Media Ventures

12.15 - 12.55 **The battle for youth engagement**



Sharing the triumphs, fails and tips learnt in the development of Bristol Museums' young people's engagement programme. Claire will cover how she's done it and how you can also develop a programme that is mutually beneficial to both your museum and local youth services – and encourages wider participation from BAME young people and those from lower socio-economic backgrounds.

Claire Simmons, Bristol Museums

13.15 - 13.55 **Bringing stories out of the closet**

This session will explore the Walker Art Gallery's approach to LGBT+ programming and audience development. It will look at the Gallery's broader work in this area and focus particularly on their recent exhibition Coming Out: Sexuality, Gender Identity. One of their most popular exhibitions to date, the show saw a significant increase in new visitors to the gallery.

Charlotte Keenan McDonald, National Museums Liverpool

14.15 - 14.55 **All In! Making museums accessible to all, one step at a time**

The York Castle Museum has been working hard to improve access to all, both physically and intellectually. Following many complaints, a focussed group has been working on access for the past two years. Through training and embedding the culture of accessibility across all departments, there has been a huge reduction in complaints, a new audience has been reached and the visitor experience has improved for everyone that visits.

Melody Beavers, York Castle Museum & St Mary's Church, York Museums Trust

15.15 - 15.55 **Museums and wellbeing**



Poor mental wellbeing is recognised as a major issue for the UK. How can museums deliver positive outcomes for people with mental health problems and for those in the wider population? Featuring an expert perspective from Paul Farmer, CEO of Mind; an introduction to the new national Culture, Health and Wellbeing Alliance; and an inspiring case study from Manchester Art Gallery.

Alex Homfray, BOP Consulting; Paul Farmer CBE, CEO, Mind; Alex Coulter, Culture, Health and Wellbeing Alliance and Arts & Health South West and Louise Thompson, Manchester Art Gallery.

16.15 - 16.55 **Working locally, thinking globally: how museums benefit from being outward looking**

Through case studies, attendees will learn how non-national museums across the UK have benefitted from developing an outward looking, international approach to their work using modest Travel Grants from ICOM UK. Details of the next round of ICOM UK – British Council Travel Grants will also be announced.

Dana Andrew, ICOM UK and ICOM UK Travel Grant recipients

UNDERSTANDING YOUR VISITORS THEATRE 3

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10.15 - 10.55 **Cultural change through community partnerships**



Redeveloping the RAF Museum's London site provided an opportunity to investigate new ways of working. Active visitor engagement and new community partnerships have had an impact across the Museum, influencing audience development, volunteering, ideas testing and programming. The examples of active change-making show why audience research, mutually beneficial partnerships, and community participation are essential tools for the modern museum.

Joe Sullivan, RAF Museum London

11.15 - 11.55 **Keeping The Postal Museum's Mail Rail on track**

The Postal Museum launched in full in September 2017, completing its transformation from an archive into a major new attraction. But who cares? Gaining real, usable insight into potential visitors helped identify who was actually interested, their motivations to visit and the size and make-up of the audience. With strong early ticket sales, what do the audiences really think and what has the museum learnt?

Harry Huskisson, The Postal Museum

12.15 - 12.55 **Futureproofing - who are we here for?**

How do museums and heritage venues transform themselves into being truly audience-focused and cause-led? And what are the benefits? Liz and Tracy will give candid accounts of their venue's voyage to define its purpose in society and for the people it touches. They will describe the profound shifts in organisational thinking needed and how this is helping to secure their future.

Liz Davies, St Neots Museum; Tracy Stringfellow, Royal Greenwich Heritage Trust and Andrew McIntyre, Morris Hargreaves McIntyre

13.15 - 13.55 **The rewards of a visitor focus**



At Beamish, using audience insight runs right through the visitor offer – from costumed front-of-house staff, through activities, merchandise sales, programmes, special events, marketing and major new developments. Richard outlines the many ways that Beamish uses knowledge of its visitors to put them at the centre of its focus – and reaps the rich rewards.

Richard Evans, Beamish

14.15 - 14.55 **Rating, ranting and recommendation: understanding your online audience**



Learn how social media can be used to get a better understanding of your current and potential visitors. Katie will reveal examples for gaining insight into audiences, including how to look beyond your own managed social media pages to access the conversations that go on behind your back.

Katie Vasper, BDRC Continental

15.15 - 15.55 **Using visitor insight to drive engagement**

This session shows how SBT used a detailed understanding of audiences to engage visitors in new ways both in Stratford-upon-Avon and worldwide. Techniques and models will be shared, including those from audience research agencies, to engage core, potential and hard-to-reach audiences. SBT will talk about ways in which they've used this work for current programmes and future development.

David Wright and Paul Taylor, The Shakespeare Birthplace Trust (SBT)

16.15 - 16.55 **Whose story is it anyway?**

Using the Museum of English Rural Life's (MERL) recent redevelopment "Our Country Lives" as a case study, this session will demonstrate how opening a dialogue with existing and new audiences and stakeholders can lead to a more focused, relevant and responsive interpretation strategy. The MERL also looks at how these audiences can become part of co-creative social media, events and activities.

Isabel Hughes and Phillippa Heath, Museum of English Rural Life

EXHIBITION DESIGN + INTERPRETATION THEATRE 4

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09.45 - 10.15 **Department for International Trade: the museum market in the USA**

The Department for International Trade (DIT) has identified the USA as a key market for the UK's creative industries – including the supply of products and services to the museum sector. The USA is often seen as a challenging market for UK goods and services – but are the challenges real? In this session, we will hear from people who have been there and done it – and will celebrate the launch of a new DIT initiative designed both to explain the scope and size of the market and create short cuts for reaching it.

Richard Parry, Department for International Trade; Bill Haley, Haley Sharpe Design and Ann Curtis, MuseumINSIDER

10.30 - 11.50 **New funding opportunities from HLF and Arts Council England**



Arts Council England and Heritage Lottery Fund will outline new funding opportunities for the museums and heritage sector. They will provide information and ideas about working with sector support organisations and other funded organisations. HLF will also outline the consultation for their new funding framework

Fiona Talbott, Heritage Lottery Fund and Isabel Churcher, Arts Council England

12.30 - 13.10 **Exhibition (Im)possible: no objects, small space and perhaps the most hated King of England**

King John, arguably the worst King of England, breathed his last at Newark Castle. On the 800th anniversary of his death, there was a desire to tell the story of John's final weeks. With no collection, a small budget and an even smaller space find out how these challenges were overcome to create an engaging temporary exhibition.

Phil Beard, Newark & Sherwood District Council; Fiona King and Olivia Boutrou, Barker Langham

13.30 - 14.10 **China's first Emperor and the Terracotta Warriors**

Find out why Liverpool was selected as the European host city in 2018 to exhibit 'China's First Emperor and the Terracotta Warriors' and discover how the challenges of staging an international blockbuster exhibition were met through design and delivery.

Fiona Philpott, National Museums Liverpool and Dominic Sore, The Hub

14.30 - 15.10 **Interpretive planning essentials – a practical toolkit for heritage sites**

Wondering how to turn your brilliant interpretive idea into a deliverable reality? Know who you want to engage but not sure how? Successful interpretive planning means thinking carefully about the why and who. Jo shares practical tips and straightforward tools for planning your project successfully.

Jo Scott on behalf of Association for Heritage Interpretation (AHI)

15.30 - 16.10 **The exhibition treadmill: is there a better way?**

Can you generate income by slowing down the treadmill of exhibition production? Culture Syndicates CIC have created a new way for small and medium sized organisations to share temporary exhibitions, saving partners' time and resources. This session reveals the framework we used to plan this new approach and how you can get involved.

Hollie Davison, Culture Syndicates CIC and Liz Weston MBE, Mansfield Museum

16.30 - 17.10 **Re-engineering the Brooklands Experience**

An £8m project has transformed Brooklands Museum – moving a Grade 2 listed building, creating an immersive factory exhibition and re-opening the finishing straight of the world's first purpose built motor racing circuit after nearly 80 years. Hear about how the ambitious plans have come together and the challenges along the way.

Valerie Mills and Tamalie Newbery, Brooklands Museum

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