10.15 - 10.55 Cultural change through community partnerships
Redefining the RAF Museum 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 underused space to a new visitor attraction. But was it? 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 learned? 
Harry Haskins, The Postal Museum
12.15 - 12.55 Futureproofing - who are we here for?
How do museums and heritage venues transform themselves into being truly inclusive, focused and cause-led? And what are the benefits? Liz and Tracy will give candid accounts of their venues’ voyage to define its purpose in society and for the people it touches. They’ll describe the profound shifts in organisational thinking needed and how this is helping to secure their future.
Liz Davies, St Nestor Museums; Tracy Strongthoff, Royal Highland Heritage Trust and Andrew McFarlane, Morris Hangovers McKittrick
13.15 - 13.55 The rewards of a visitor focus
Katie Sear will take you behind the scenes of the Yorkshire Hospice – from costumed interpretation staff, to marketing, audience insight, engagement and marketing. She'll explain the many ways that these audiences knowledge of it’s visitors put them at the centre of its focus – and maps the rich rewards.
Katie Sear, Yorkshire Hospice
14.15 - 14.55 Rating, rationing 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 matter to them. 
Katie Hopkins, BOWC, Continental
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 interactive question and answer session, and an inspiring case study from Manchester Art Gallery.
Alex Hornby, BOP Consulting; Paul Farmer (CE), Mind; Alan Cobley, Culture, Health and Wellbeing Alliance and Andy Thompson, Manchester Art Gallery
16.15 - 16.55 Whose story is it anyway?
Using the stories of English Rural Life (ERL) recent redevelopement ‘That 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 informative interpretation strategy. The session also looks at how these audiences can become part of co-created social media, events and activities. 
Judith Hughes and Philippa Horst, Museum of English Rural Life

All sessions are free of charge. Places at the talks are limited and can be booked 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 showmuseumsandheritage.com