

FREE TALKS WEDNESDAY 15 MAY YOUR QUICK GUIDE



THEATRE 1 NEW TRENDS

10.00 - 10.40 **REIMAGINING STEM ENGAGEMENT: A JOURNEY OF POST-ITS, PROTOTYPES & DIGITAL GAMING**

Josh Blair, Science Museum Group
Ben Templeton, Thought Den

11.00 - 11.40 **DIGITAL ON A SHOE STRING - FREE OR CHEAP TOOLS TO GET THE JOB DONE**

Alec Ward, Museum of London

12.00 - 12.40 **EMPLOYING AR AND VR FOR IMMERSIVE EXPERIENCE FOR ALL**

Giacomo Giannella, Streamcolors srl - digital art studio

13.00 - 13.40 **A STREET NEAR YOU - WHY YOU SHOULD LET OTHERS BUILD THINGS WITH YOUR (OPEN) DATA**

James Morley, freelance museums' data specialist and part-time "hacker"!

14.00 - 14.40 TBA

15.00 - 15.40 **ESCAPE ROOMS, BUT ON A SHOESTRING**

Sacha Coward, Freelance Museum Professional and Escape Room builder
John Sear, Museum Games

16.00 - 16.40 **AUDIOGUIDES - MAKING THEM WORK FOR YOUR VISITORS**

Joy Drury, Historic Royal Palaces
Matthew Cock, VocalEyes

THEATRE 2 ENGAGING NEW VISITORS

10.15 - 10.55 **SELLING IS SERVICE: HOW TO MOTIVATE YOUR TEAMS AND BOOST SALES**

Bala McAlinn, Boo Productions and Ruff Trade Training

11.15 - 11.55 **CULTURE, HEALTH AND WELLBEING UPDATE**

Miranda Stearn, Culture Health and Wellbeing Alliance and The Fitzwilliam Museum

12.15 - 12.55 **CREATING A YOUTUBE STAR: HOW ENGLISH HERITAGE'S VICTORIAN COOK CAPTURED THE IMAGINATION OF MILLIONS**

Gareth Clifford, English Heritage

13.15 - 13.55 **CONSERVING THE PAINTED HALL: AN OPPORTUNITY TO CREATE A UNIQUE VISITOR EXPERIENCE**

William Palin, Old Royal Naval College

14.15 - 14.55 **ARE YOU READY FOR DIGITAL CHANGE? RUNNING WITH ABSOLUTE UNITS ON TWITTER**

Adam Koszary, Museums Partnership Reading (The Museum of English Rural Life and Reading Museum)
Kate Arnold-Forster, MERL

15.15 - 15.55 **WELCOMING THE WORLD: HOW TO BUILD BRANDS & EXPERIENCES THAT PEOPLE LOVE**

Dave King, StudioLR

16.15 - 16.55 **BRINGING ARCHIVES ALIVE TO FIND NEW AUDIENCES**

Karen Smyth, University of East Anglia

THEATRE 3 UNDERSTANDING YOUR VISITORS

10.15 - 10.55 **OTHER VOICES, OTHER VIEWS - DEVELOPING COMMUNITY PARTNERSHIPS**

Isabel Hughes and Philippa Heath, Museum of English Rural Life

11.15 - 11.55 **UNDERSTANDING AND ENGAGING YOUNG PEOPLE**

Laura Coughlin and Hailey Baxter, Headstone Manor & Museum

12.15 - 12.55 **SMALL SCALE AUDIENCE RESEARCH = BIG INSIGHT**

Dr Megan Gooch and Dr Eleanor O'Keefe, Historic Royal Palaces

13.15 - 13.55 **PUTTING VISITORS FIRST - HOW A CLOSER RELATIONSHIP MAKES THE DIFFERENCE**

Tony Butler, Derby Museums

14.15 - 14.55 **TOOLS FOR DEVELOPING VISITOR INSIGHT**

Margot Walker and Jacqui Fortnum, The Audience Agency

15.15 - 15.55 **UNDERSTANDING YOUR VISITORS AND ADAPTING TO THEM**

Michael Houtihan, Japan House London
Ian Duckworth, Barker Langham

16.15 - 16.55 **MORE THAN JUST TICKETING - HOW IT CAN HELP YOU UNDERSTAND YOUR VISITORS**

National Museum of the Royal Navy and Gateway Ticketing Systems UK Ltd

THEATRE 4 EXHIBITION DESIGN & INTERPRETATION

10.30 - 11.10 TBA

11.30 - 12.10 **LIVING CULTURES: COLLABORATING WITH MAASAI PARTNERS AT THE PITT RIVERS MUSEUM**

Joanna Cole and Nicholas Crowe, Pitt Rivers Museum, University of Oxford

12.30 - 13.10 **CHALLENGING THE NARRATIVE: HOW WE LEARNT FROM OUR HOLOCAUST SURVIVORS**

Emma King, Holocaust Exhibition and Learning Centre
Jamie McCall, PLB

PEOPLE, FUNDING & STRATEGY

13.30 - 14.10 **VOLUNTEER MUSEUM MENTORS: CREATING A DIVERSE VOLUNTEER CULTURE**

David Juler, Museum of Oxford

14.30 - 15.10 **ARTS COUNCIL ENGLAND FUNDING AND THE NEXT TEN YEARS**

Isabel Churcher, Arts Council England

15.30 - 16.10 **OPEN UP YOUR MUSEUM: WIDENING AND DEVELOPING YOUR WORKFORCE**

Emma Chaplin, Association of Independent Museums,
Celyn Williams, Beamish

16.30 - 17.30 **BREXIT - WHAT NEXT?**
This session may be subject to change!

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THURSDAY 16 MAY

Grab your highlighter, checkout the full details online, and start planning your day now!

THEATRE 1 COLLECTIONS MANAGEMENT

09.50 - 10.30 **MULTISENSORY MUSEUMS - TOUCHING COLLECTIONS TO TOUCH NEW AUDIENCES**

Elliot Goodger, Nantwich Museum

10.45 - 11.25 **PROJECT REVEAL - THE WIDER IMPACT OF DOCUMENTING 100,000 OBJECTS IN ONE GO**

Susanna Hillhouse, National Trust for Scotland

11.40 - 12.20 **COPYRIGHT BEST PRACTICES: MAKING YOUR COLLECTION WORK HARDER**

Naomi Korn, Naomi Korn Associates

12.35 - 13.15 **NOT INTERESTED IN TEMPERATURE CONTROL? ENVIRONMENTAL PARAMETERS FOR ROBUST COLLECTIONS**

Louisa Burden, Science Museum Group

13.30 - 14.10 **DOES YOUR COLLECTIONS MANAGEMENT SYSTEM DO WHAT YOU WANT OR NEED IT TO DO?**

Ben Sullivan, Axiell
Malcolm Chapman, The Hunterian

14.25 - 15.05 **CONSERVING AND CURATING THE WHITECHAPEL FATBERG**

Sharon Robinson-Catver and
Vyki Sparkes, Museum of London

15.20 - 16.00 **BANISH THE BACKLOG**

Sarah Brown, Collections Trust

THEATRE 2 LEARNING

10.00 - 10.40 **SOCIAL PURPOSE IN MUSEUMS, IN ACTION**

Caroline Smith, National Gallery
Matthew Morgan, Royal Collection Trust
Amy Cotterill, Essex County Council

11.00 - 11.40 **WORKING TOGETHER - CREATIVITY, ARTS & COLLECTIONS**

Dr Kate Noble, The Fitzwilliam Museum, University of Cambridge Museums
Paula Briggs, AccessArt

12.00 - 12.40 **PARTICIPATORY PRACTICE**

Poppy Szaybo, Museums and Participation Network (MAP)
Molly Bretton, Royal Academy of Arts

13.00 - 13.40 **HELPING MUSEUMS CONNECT WITH A STUDENT AUDIENCE**

Charlotte Wood, Art Fund
Felicity Robinson, National Museums Liverpool

14.00 - 14.40 **DEVELOPING A LOCAL, PLACE BASED CURRICULUM**

Kate Fellows and Izzy Bartley, Leeds Museums and Galleries

15.00 - 15.40 **SPACES AND PLACES FOR LEARNING**

Amy Seadon, Bristol Aerospace
Andrea MacAlister, Essex Fire Museum

16.00 - 16.40 **USING REFLECTIVE PRACTICE TO ENRICH LEARNING PROGRAMMES**

Stephanie Pace, ZSL London Zoo
Beth Hawkins, Science Museum Group

THEATRE 3 RETAIL & TRADING

09.50 - 10.30 **RETAILING SUCCESS IN A SMALL MUSEUM**

Bethany Seager, The Museum in the Park, Stroud

10.45 - 11.25 **EMOTIONS DRIVE ECONOMICS - WHY BRAND IS VITAL TO THE SUCCESS OF CULTURAL RETAIL**

Frances Croxford, The Seeking State

11.40 - 12.20 **THE IMPORTANCE OF GOOD RETAIL DISPLAY AS A SELLING TOOL**

Helen Goodwin, Made You Look!

12.35 - 13.15 **BE A "CULTURAL BUSINESS" TO DRIVE INCOME**

Zak Mensah, Bristol City Council

13.30 - 14.10 **WORKING WITH REGIONAL COLLECTIONS TO CREATE REVENUE THROUGH LICENSING AND PRODUCT DEVELOPMENT**

Gwyneth Campling, Licensing and Product Development

14.25 - 15.05 **ENCOURAGING SECONDARY SPEND: USING SEASONAL THEMES TO ENHANCE THE VISITOR EXPERIENCE**

Heather Carter and Judy Bendall, Blenheim Palace

15.20 - 16.00 **SELLING SPACE - PROFITABLE VENUE HIRE & EVENTS FOR SMALLER MUSEUMS**

John Barford, Interim Management and Consultancy

THEATRE 4 PEOPLE, FUNDING & STRATEGY

10.00 - 10.40 **HINTS, TIPS AND IDEAS TO TAKE YOUR FUNDRAISING TO THE NEXT LEVEL**

Institute of Fundraising

11.00 - 11.40 **MICRO-INTERNSHIPS: ONE SMALL STEP TO DIVERSE RECRUITMENT**

Michael Turnpenny, Museum Development Yorkshire
Hollie Davison, Culture Syndicates CIC

12.00 - 12.40 **WHAT THE NATIONAL LOTTERY HERITAGE FUND'S NEW FRAMEWORK MEANS FOR YOU**

Fiona Talbott, National Lottery Heritage Fund

EXHIBITION DESIGN & INTERPRETATION

13.00 - 13.40 **HOT TOPIC EXHIBITIONS - CREATING RAPID RESPONSE PROVOCATIVE EXHIBITIONS**

Sarah Rawlins, National Science and Media Museum

14.00 - 14.40 **FEELING THE MUSEUM - EXPLORING ENGAGEMENT THROUGH EMOTION**

Rachel Tranter and Holly Bee, Group for Education in Museums (GEM)

15.00 - 15.40 **V&A DUNDEE - DESIGNING A NEW MUSEUM**

Philip Long, V&A Dundee

16.00 - 16.40 **STORIES IN THE STONES: INTERPRETING GLOUCESTER CATHEDRAL**

David Masters, Imagemakers Design & Consultancy, AHI Fellow

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