

WEDNESDAY 11 MAY

09.45-10.25

Monetising your visitor journey

There is an art to creating an environment that produces a positive Visitor Experience whilst also boosting income generation. The positions of aspects like security, signage, donation boxes and staff, can lead to vastly different financial outcomes. The presentation will share case studies of innovations that worked for organisations including Royal Botanic Garden, Edinburgh and Imperial War Museums.
Bala McAlinn, Founding Director, Complete Works

Theatre 3

10.00-10.40

Care. Don't just say it, mean it

Recognise the do's and don'ts of reaching out, of continuing engagement and explaining the difference that working with care-experienced young adults makes. In this talk Emma, Founding Museum, and Rohima, a graduate of the Museum's Tracing Our Tales programme, will share their insights and experiences for care-experienced young adults within our sector.

Emma Middleton – Curator of Artists' Projects & Participation and Rohima – Graduate of the Museum's Tracing Our Tales traineeship, Foundling Museum

Theatre 1

10.00-11.00

Networking Hour with Kids in Museums

Join the Kids in Museums Team and our community to chat about making your museum more family friendly. Find out about the new Kids in Museums Manifesto, entering this year's Family Friendly Museum Award and participating in Takeover Day 2022.

Museums Mix

10.15-10.55

Jumping in feet first

What the Horniman team wish they'd known before making their environmental pledges, and how they're making it work anyway.
Carole Destre, Climate and Ecology Coordinator, Tim Hopkins, Head of Estates and Emma Nicholls, Deputy Keeper of Natural History, Horniman Museum and Gardens

Theatre 2

10.15-10.40

Intelligent Scheduling: making online rota solutions work for you

Exhibitor Masterclass by DigiTickets

Stand L9

10.45-11.25

English Heritage – from 'quango' to charity

English Heritage became a charity in 2015 and this year marks a major milestone – the end of its annual Government subsidy. Chief Executive Kate Mavor reflects on the charity's growth, the pandemic, and from Stonehenge to Hadrian's Wall, how English Heritage is involving communities across its 400 plus sites.

Theatre 3

Kate Mavor, Chief Executive, English Heritage

11.00-11.40

Get to know your audience better with ticketing

Join Merrin Kalinowski, Museum Marketing Manager, Art Fund and The Audience Agency, to explore how ticketing your museum's admission, events and exhibitions (even if free!) can help you get to know your even visitors better.

Theatre 1

Merrin Kalinowski, Museum Marketing Manager, Art Fund and The Audience Agency

11.00-12.00

Networking Hour with Association for Heritage Interpretation

The Association for Heritage Interpretation is the UK professional network for interpreters working in the field of natural and cultural heritage. Visit for advice and copies of our guides, Interpretation for diversity and inclusion; Demystifying evaluation; Creating an interpretation plan.

Museums Mix

11.15-11.55

Think big, go small: lessons from creating exhibitions in a small museum

Join Emma Stirling-Middleton, Curator of The Cartoon Museum, to look at how she has developed creative exhibitions that tell new stories and reach new audiences - all on a budget of £3,000 (and often less!)
Emma Stirling-Middleton, Curator, The Cartoon Museum

Theatre 2

WEDNESDAY 11 MAY

11.40-12.05

Revealing a new perspective with AR/VR binoculars

Exhibitor Masterclass by Zubr Curio

Stand H1

11.45-12.25

The changing role of collections data and the new digital agenda

The National Museum of the Royal Navy joins Axiell to talk about the growing importance of collections data to teams across their organisation, and how integrated digital tools are helping them meet the expectation to deliver digitally accessible collections now.

Theatre 3

Malcolm Howitt, Vice President - Sales (ALM), Axiell, Amy Adams, Collections Information and Access Manager, National Museum of the Royal Navy and Karen Clarke, Collections Information Coordinator, National Museum of the Royal Navy

12.00-12.40

Finding History, Health and Happiness in Doncaster

Heritage Doncaster's History, Health and Happiness is entering its fifth year of outreach work that tackles isolation, builds connections and empowers people to feel good. Victoria will unpick lessons learnt, delve into mistakes made and challenge you to take history to people's doorsteps.

Theatre 1

Victoria Ryves, Programme Manager (NPO), Heritage Doncaster

12.00-13.00

Networking Hour with Council for Learning Outside The Classroom

CLOtC is the national charity championing all learning that happens beyond the classroom (LOtC). Our work supports educators, schools and organisations who are dedicated to ensuring more children and young people have opportunities for life-changing learning experiences beyond the classroom.

Museums Mix

12.05-12.30

Opening the digital archive: using Digital Asset Management to unlock Coventry's heritage

Exhibitor Masterclass by Capture Ltd

Stand N5

12.15-12.55

Monet in Mind: mindfulness and mental health in Covid-19

During the Covid pandemic, an inspiring group of young people from Hull curated an immersive exhibition from The Courtauld and Ferens collections to encourage mindfulness and positive mental health for their peers. This session will share experiences, challenges and our hopes for future community collaborations.

Theatre 2

Katherine Dunleavy, National Partnership Coordinator, The Courtauld

12.30-12.55

What an integrated system can do for you: Gift Aid

Exhibitor Masterclass by Vennergys Ltd

Stand H8

12.45-13.25

Finding new ideas in the past

Matthew will share an inspiring overview of Beamish Museum's immersive retail, including creating products that represent the museum's collections, developing new and engaging ideas during challenging times and examples of where commercial work has brought real joy.

Theatre 3

Matthew Henderson, Head of Commercial Operations and Development, Beamish

12.55-13.20

Storytelling to inform and deepen informal conversations with your visitors

Exhibitor Masterclass by The Whole Story

Stand K3

Programme partners



Programme sponsors



13.00-13.40

Dynamic collections

The National Lottery Heritage Fund's Dynamic Collections campaign supports museums and archives to become more inclusive and resilient. This session will explore our priorities for funding collections projects and share some of our wider learning.

Melissa Strauss, Head of Museums, Libraries and Archives Policy, National Lottery Heritage Fund

Theatre 1

13.00-14.00

Networking Hour with Touring Exhibitions Group

Join TEG for networking, advice on temporary and touring exhibitions, information on our Professional Development Programme, and the latest updates from the only UK organisation dedicated to supporting sector professionals working in the field of temporary and touring exhibitions.

Museums Mix

13.15-13.55

Museum exhibition user experience: collecting, analysing and using meaningful evaluation data of visitor experience

Based on their latest research, hear how Oxford University's Museum of Natural History has developed sophisticated evaluation methods, collected meaningful data on visitor experience, and used results to develop enriching and purposeful exhibitions. Find out what you can get out of a five minute visitor survey, and the framework to use in your museum for developing exhibitions that visitors will love.

Ellie King, Doctoral Researcher and Exhibitions Officer, Oxford University Museum of Natural History
Natasha Smith, Exhibitions Officer, Oxford University Museum of Natural History

Theatre 2

13.20-13.45

Reimagining the online exhibition: lessons from 'Churchill at Blenheim Palace'

Exhibitor Masterclass by ATS Heritage

Stand K4

13.45-14.10

Community engagement through digitised content

Exhibitor Masterclass by Genus

Stand M3

Programme partners



Programme sponsors



14.35-15.00

How visitor data can transform the visitor experience economy

Exhibitor Masterclass by Convivous

Stand K10

14.45-15.25

How to build FORWARD better for a sustainable future

Stephen will guide you through a tried and tested blueprint to successful and sustainable innovation. Find out why innovation projects fail, and how to create an innovation culture within your organisation, creating a sustainable long-term future.

Theatre 3

Stephen Spencer, Chief Navigation Officer, Stephen Spencer Associates

15.00-15.25

"Peel the onion" and reinvent the museum souvenir

Exhibitor Masterclass by soSouvenir

Stand V17

15.00-15.40

Expanding perspectives of what museum learning can be...

How might we create the conditions for ambitious and impactful learning experiences to unfold? This session will explore how the Museum of Making has developed a STEAM learning approach to support 21st century skills development and enable people to make cultural connections, through the human pursuit of making.

Theatre 1

Andrea Mercer, Head of Learning, Derby Museums

15.00-16.00

Networking Hour with Queer Heritage & Collections Network

Come and meet with the The Queer Heritage and Collections Network! Find out how it can assist galleries, libraries, archives and museums in your research in queer history. You'll find that QHCN provides research support, training, networking opportunities and peer support.

Museums Mix

15.15-15.55

The economic impact of Dippy on Tour and your chance to borrow our Jurassic giant

Following the success of Dippy on Tour, The Natural History Museum is seeking a new partner to host their iconic diplodocus cast, Dippy, for a long-term loan from 2023. Join us as we share highlights from the tour, the economic impact of this unique partnership project and reveal more about the long-term loan opportunity.

Theatre 2

Freya Stannard, Head of National Programmes and Rebecca Ball, Project Manager, Natural History Museum

15.45-16.25

Yes Westminster!

This session, led by Lisa Ollerhead, AIM Director and former DCMS Head of Museums Policy explores how what happens in government makes a difference to the running of a museum, and how best to approach your advocacy work.

Lisa Ollerhead, Director, Association of Independent Museums

Theatre 3

16.00-16.40

Queer museum enterprise: the next generation

Meet four young freelance museum curators and creatives who are shaking up the museum sector. Full of entrepreneurial spirit, they will share with us how their projects have been boldly making space for young, queer and diverse audiences. Dan Vo, Project Manager of the Queer Heritage and Collections Network, will host this session which will introduce you to the next generation of queer museum leaders: Holly Johnston, Stephanie Stevens and Cas Bradbeer.

Theatre 1

Cas Bradbeer, Courtauld Institute, Holly Johnston, Strawberry Hill House, Stephanie Stevens, Queer Britain and Dan Vo, Queer Heritage and Collections Network

16.15-16.55

Lending & Borrowing: a partnership approach to making your collections more accessible

The UK's rich, diverse collections have the capacity to inspire, excite, educate and bring people together. This session uses Lending & Borrowing Principles & Guidelines published by TEG and NMDC as a best practice guide for making collections more accessible.

Theatre 2

Kathryn Simpson, NMDC and Dana Andrew, Professional Development Manager, Touring Exhibitions Group

THURSDAY 12 MAY

09.45-10.25

Theatre 3

Using consumer psychology to maximise your income

How can organisations use consumer psychology to maximise visitor conversion into secondary spend, membership or donations? Baker Richards will present strategies to encourage the behaviour you want from your visitors – whether that's spending more in the shop, or upgrading to membership.

Libby Papakyracou, Consultant and Robin Cantrill-Fenwick, CEO, Baker Richards

10.00-10.40

Theatre 1

Everyone needs a buddy

Volunteering in a Front of House role can be daunting. Elena and Karen will share how IWM Buddies have helped create an inclusive environment for volunteers to learn their new role at Imperial War Museums.

Elena Pancino, Volunteer Team Leader and Karen Gurney, Volunteer Development Manager, IWM

10.00-11.00

Museums Mix

Networking Hour with Art Fund

Meet with the team from Art Fund, the national charity for art, supporting the vital work of museums and galleries across the UK. Find out about the number of ways they can support your museum to attract new audiences, generate extra income and raise your profile – from grants to marketing support and free to use ticketing and crowdfunding platforms – they will be there to answer your questions.

10.15-10.55

Theatre 2

Building digital skills and capacity

How can we build digital skills, confidence, and capacity in our museums, and how do we know what skills are needed, when and where? Speakers, Alec Ward, Delphine Jasmin-Belisle and Louise Pichel will share advice and insights, helping you to get it right.

Chair: Alec Ward, Digital Skills Manager, Culture24.

Speakers: Louise Pichel, Archivist - Digital Lead, Museum of Freemasonry and Delphine Jasmin-Belisle, Head of Development & Membership, Heritage Alliance

Programme partners



Programme sponsors



THURSDAY 12 MAY

11.15-11.55

Theatre 2

Bringing new voices into museums: e-ink digital labels

Reflecting Leicester's diverse population in its on-gallery interpretation has been an important goal for Leicester Museums & Galleries. Hear how they have successfully embedded that into their practice with the use of moveable digital. Find out more about the practicality of the devices and how they have helped them to better engage with their audiences.

Kerem Cetindamar, Digital Project Manager and Nathan Alesbrook, Digital Assistant, Leicester Museum & Galleries

11.40-12.05

Stand A6

Engage an unlimited audience with an immersive remote guided tour solution

Exhibitor Masterclass by Wezit

11.45 - 12.25

Theatre 3

Reimagining the Online Exhibition:

Lessons from 'Churchill at Blenheim Palace'

'Churchill at Blenheim Palace' is a unique two-part exhibition produced under the extraordinary conditions of a pandemic. The presentation will explore the importance of stakeholder collaboration and how the teams rose to the challenge of creating complimentary onsite and online visitor experiences.

Heather Carter, Operations Director at Blenheim Palace and Anne Fletcher, Director of Interpretation at ATS

12.00-12.40

Theatre 1

Contested culture as change-maker: The collaborative approach to displaying the toppled statue of Edward Colston.

The toppling of the statue of Edward Colston in Bristol in June 2020 made international headlines. Professor Shawn Sobers of the 'We are Bristol History Commission' and Ray Barnett Head of Collections & Archives at Bristol Museums will describe the partnership approach to developing a display around the statue to engage the whole community in deciding 'what next?'

Ray Barnett, Head of Collections & Archives, Bristol Culture & Creative Industries and Professor Shawn Sobers, UWE Bristol and Commissioner with We are Bristol History Commission

12.00-13.00

Museums Mix

Networking Hour with Association of Independent Museums

Join Director Lisa Ollerhead and Head of Communications Matt Smith for an informal catch-up with colleagues from the independent sector; share your latest support needs and ideas, and hear about AIM's plans for their June conference and beyond!

12.05-12.30

Stand M1

Sustainability in cultural heritage. Plus book launch!

Exhibitor Masterclass by Lorraine Finch ACR

12.15-12.55

Theatre 2

Measuring the influence of storytelling on actual visitor footfall post Covid

Customers emerging from the pandemic now have culture and heritage at their fingertips. From phones to real footfall, how to convert views to visits. Geotourist introduces pioneering analytics technology that can reach across the world, guide your visitors back and accelerate growth.

12.30-12.55

Stand B6

The power of QR codes

Exhibitor Masterclass by Seymour & Lérhn

12.45-13.25

Theatre 3

The power of stories!

The Story Museum share their experience of placing stories at the heart of their recent capital redevelopment, current activities and future plans. From recruitment to retail, stories are woven into every aspect of their operation and the visitor experience is much the richer for it. Now are you sitting comfortably? Then we shall begin...

Caroline Jones, Director and CEO, The Story Museum

12.55-13.20

Stand P5

CHARP Art Care software to effectively monitor and improve your collection environment

Exhibitor Masterclass by CHARP Art Care

THURSDAY 12 MAY

13.00-13.40

Demystifying ACE

Hear all about applying to Arts Council England for museum funding, and how to engage with our Strategy, Let's Create. Our latest funding initiative, Unlocking Collections, provides huge opportunities for museums, as part of our regular Project Grant funding. We're keen to see more applications from museums and allied organisations so Emmie will share some great case studies and ideas for applications. Emmie Kell, Director, Museums and Cultural Property, Arts Council England

Theatre 1

13.00-14.00

Networking Hour with Families in Museums

Come and meet the FiMN team - a network for family programmers in museums and heritage settings. Join us to share your passion for family learning, discuss best practice and start the conversation about moving forward "post-pandemic".

Museums Mix

13.15-13.55

Digital storytelling for small museums

Is your organisation telling the stories your audiences and communities want and care about online? How do you bring new voices into your storytelling? Find out in this session, when our speakers will explore different approaches to using museum collections to engage with audiences online.

Chair: Richard Moss, Editor, Museum Crush.

Speakers: Elizabeth Woledge, Director, Royal Crown Derby Museum, Rachel Midgley, Curator, Gawthorpe Textiles Collection

Theatre 2

13.20-13.45

Financing for lighting and display upgrades and refurbishments

Exhibitor Masterclass by erco Lighting Ltd

Stand B4

13.45-14.10

'Unmute Art' - the award winning sign language app where the artworks tell their own story

Exhibitor Masterclass by Orpheo

Stand C3

Programme partners



Programme sponsors



THURSDAY 12 MAY

14.15-14.55

Things to consider before you digitise

The British Library Digitisation Team will be sharing some handy hints, what to consider and how to scope your digitisation project to help you get started on your digitisation project.

Saba Syed, Head of Business Development (Digitisation Services), British Library

Emma Cass, Business Development Manager – Digitisation Services, British Library

Theatre 2

14.35-15.00

Audience engagement for museums & heritage simplified

Exhibitor Masterclass by n-gage.io

Stand Q9

14.45-15.25

Joy at the Jobcentre

Eleanor and Philip will discuss how two very different organisations found reciprocity and grew a partnership with deep roots on a limited budget. Piloting a different approach to partnership work, this session will explore what happens when you prioritise a relationship, rather than project outcomes, at the heart of your engagement plan.

Philip Carter-Goodyear – DWP Social Justice & Disability Employment Leader for Suffolk, Department for Work & Pensions and Eleanor Root – Collections and Learning Curator (Community), Colchester + Ipswich Museums

Theatre 3

15.00-15.40

Roots & Branches – museums responding to the climate crisis

A unique project between Manchester Museum, Museum Development England and The Carbon Literacy Project providing access to Carbon Literacy training for museums to accelerate their action against climate change, supported by a co-working hub of cultural environmental action.

Yvette Shepherd, Museum Development Officer, Organisational Health and Lauren Speed, Museum Development Officer, Workforce, Museum Development England

Theatre 1

15.00-16.00

Networking Hour with MAGNET – Museums and Galleries Network for Exhibition Touring

This is the opportunity to find out about the progress of the MAGNET touring group, supported by the Art Fund. We will be interested in your suggestions for future touring exhibition models involving partnerships with other museums.

Museums Mix

15.15-15.55

Iron Island: storytelling for a new world

Hear how a big experiment in collaborative creative practice and digital multi-media changed the story of a 180-year old ship for everyone. Discover how this project achieved deep emotional engagement, in old and new audiences, resulting in a profound shift in organisational understanding of storytelling.

Kate Rambridge, Head of Interpretation, SS Great Britain Trust, Thom Buttery, Director, Limbic Cinema and Saili Katebe, Poet

Theatre 2

15.45-16.25

You can't pour from an empty cup

Wellbeing is the state of being comfortable, healthy, or happy. Good workforce wellbeing is an indicator of a healthy and productive museum. We explore wellbeing, the MA resource hub and share front of house wellbeing research and sector implications.

Tamsin Russell, Workforce Development Officer, Museums Association and William Tregaskes, Front of House in Museums Co-Founder and Museums Association Rep for Wales

Theatre 3

16.15-16.55

Balancing the benefits of hybrid working

The pandemic has forced us all to rethink how we work. How do we make the most of the opportunities hybrid working can bring? How do we avoid the pitfalls? In this session Culture24 and guests from MoDA and The Jewish Museum London share practical tips to help you make the most of a hybrid future.

Chair: Anra Kennedy, Partnerships Director, Culture24.

Speakers: Frances Jeens, Interim Director, Jewish Museum London and Sian Woodward, Collections Manager, Museum of Domestic Design & Architecture (MoDA)

Theatre 2

Interested in speaking?

If you would like to propose a session for next year's Museums + Heritage Show please get in touch by emailing

anna@museumsandheritage.com