

**MUSEUMS  
+HERITAGE**

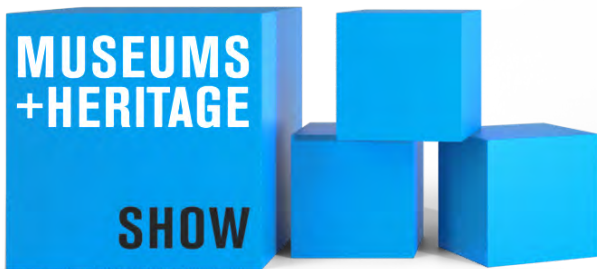
**SHOW**

# SHOW GUIDE

[show.museumsandheritage.com](http://show.museumsandheritage.com)

**2023**





# THE BIG CATCH-UP

Welcome to the 31st Museums + Heritage Show, the museum sector's gathering to eclipse all others.

We have two packed days full of discussions, learning, lively debate, technical wizardry, new product launches, fresh ideas and exciting initiatives.

We hope you enjoy your visit!

**Museums + Heritage Show is organised by M and H Media Ltd**  
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Displayways



Gateway  
TICKETING SYSTEMS



# WHAT'S ON



## FREE TALKS

This year's programme features more than 70 sessions, themed to cover all that's new and emerging in the museum world. All sessions are being recorded, and will be available to you after the event, so you don't need to miss a thing!

View the programme: pages 12 to 27



## NETWORKING

We all love those great conversations that happen so naturally when we're in the same room. This year, we've teamed up with Stephen Spencer + Associates to create the new Ambience Networking Lounge for all that chat!

View networking schedule: pages 12 and 15 and further information on page 39



## HELP AND ADVICE

Located right at the front of the Show, the Sector Support Hub brings together many of the sector's key organisations and networks who will be on-hand to offer advice, guidance and support.

See who is exhibiting: page 38

Time at the Museums + Heritage Show is time well spent! It is the perfect place to discover new ideas and opportunities, all designed to develop your skills, increase your knowledge and make your organisation bigger, better and stronger.

Source new products, forge new partnerships, discover the latest technologies and be inspired by your peers.





## EXPERT DEMOS

Our exhibitors know their stuff! Tap into a wealth of knowledge in these short on-stand sessions which pack a punch!

View the programme: pages 12 to 27



## DIGITAL HERITAGE HUB CLINIC

The good people of Arts Marketing Association are offering 15-minute advice sessions to support you with your digital challenges.

Head to stand X12



## DISCOVER NEW PRODUCTS & SERVICES

Explore the sector's largest trade exhibition where you'll find the latest tech, quality products and essential services for your organisation.

View the exhibitor list and directory on pages 36 to 50



## JOB AND CV CLINIC

For CV and Job Description reviews or for advice on good recruitment practice, chat to Fair Museum Jobs.

Head to stand X7 on Thursday



## @DRINKSTHING

Join like-minded sector professionals for a drink and some banter!

Gather at the Hand and Flower from 5pm on Wednesday  
1 Hammersmith Rd, London W14 8XJ

# PROGRAMME - WEDNESDAY

VIEW FULL SCHEDULE ON PAGES 14 TO 19

## Theatre 1

**10.00-10.40**

Effective co-curating across international lines

**11.00-11.40**

Evaluation: listening, learning & reporting

**12.00-12.40**

Not just a fairytale: achieving carbon neutrality in travelling exhibitions

**1.00-1.40**

Archaeology on Prescription: a case study

**2.00-2.40**

Unwrapping the 'too good to be true' festival

**3.00-3.40**

Creating The Children's Country House at Sudbury

**4.00-4.40**

Meat the Future to Connected Planet: using evaluation to make successful exhibitions

## Theatre 2

**10.15-10.55**

Heritage Fund: supporting museums and heritage

**11.15-11.55**

Permissible Beauty

**12.15-12.55**

Developing community wellbeing, a place based approach through heritage

**1.15-1.55**

Blockbuster on a Budget: Re-engaging audiences after covid

**2.15-2.55**

Welcoming SEND in your museum: the why and the how

**3.15-3.55**

Interpretation for diversity and inclusion

**4.15-4.55**

From Firefighting to Future Resilience: how are current crises shaping the sector?

## Theatre 3

**9.45-10.25**

Reducing the environmental impact of exhibitions without compromise

**10.45-11.25**

Question: how do you build a People's Metaverse? Answer: one library at a time

**11.45-12.25**

Widening participation with Art Fund

**12.45-1.25**

Co-curating the South Asia Gallery, a British Museum Partnership, at Manchester Museum

**1.45-2.25**

POV: what's the story?

**2.45-3.25**

Tourism, culture and heritage - recovery and renewal

**3.45-4.25**

Building resilient community wellbeing programmes

Programme sponsors

**Art Fund**



## Theatre 4

**10.30-11.00**

Planning for the future:  
creating a sustainable  
museum service

**11.15-11.45**

Fire safety in historic premises

**12.00-12.30**

Smart art protection

**12.45-1.15**

The impact of 3D: getting  
closer to the story

**1.30-2.00**

Adapting to the new normal:  
how technology is changing  
the way we experience  
cultural institutions

**2.15-2.45**

The integrated exhibition:  
how to embrace multi-  
channel storytelling

**3.00-3.30**

From the Trail of Tears to  
journeys of tomorrow. How  
mobile storytelling connects  
the past to the future

## Networking

**11.00-11.30**

Networking with Association of  
Independent Museums

**12.00-12.30**

Networking with Association  
for Heritage Interpretation

**1.00-1.30**

Networking with Queer  
Heritage & Collections Network

**2.00-2.20**

Networking with Arts  
Marketing Association

**3.00-3.30**

Networking with the Touring  
Exhibitions Group

**5.00**

Join others for a social at the  
Hand & Flower

**@DrinksThing**

## Demos

**11.30-11.50**

**Stand B1**

Introducing the Orpheo Hybe -  
Hybrid Multimedia Guide with  
Tour Guide Mode

**12.00-12.20**

**Stand D7**

Tours can't just work for  
curators, just guides or just  
visitors. Let's delight all three

**1.00-1.20**

**Stand L6**

Advanced Imaging Services:  
Revealing Hidden Information  
Contained Within Cultural  
Heritage Items

**2.00-2.20**

**Stand M1**

Boxing Clever: how boxes (and  
other enclosures) can save the  
planet, with Lorraine Finch

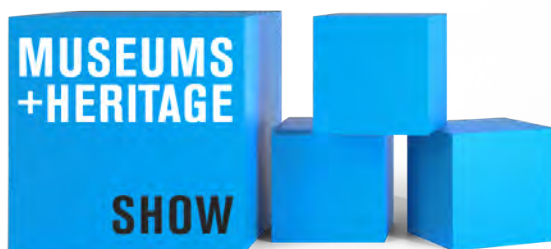
**2.30-2.50**

**Stand K10**

Understanding the science  
of pricing



SCAN TO VIEW  
AND SEARCH ONLINE



# PROGRAMME - WEDNESDAY

**9.45-10.25 AM**

**THEATRE 3**

Talk

Dana Andrew, Professional Development Manager, TEG nad Alice Lobb, Exhibitions Manager, Barbican Art Gallery

## **Reducing the environmental impact of exhibitions without compromise**

We all need to reduce our emissions by at least half by 2030. Where should you start? What will have the most impact? This session will outline how you can make your exhibitions more sustainable.

**10.00-10.40 AM**

**THEATRE 1**

Talk

Sheldon Paquin, Project Delivery Manager for Partnerships, Science Museum Group

## **Effective co-curating across international lines**

Co-curating international projects may be a great solution to challenging touring exhibitions. Injecting Hope is an example of curators working in the UK, India & China to develop national tours of the same (but very different) exhibitions

**10.15-10.55 AM**

**THEATRE 2**

Talk

Alistair Brown, Head of Museums, Libraries and Archives Policy, National Lottery Heritage Fund

## **Heritage Fund: supporting museums and heritage**

Hear about the National Lottery Heritage Fund's new Strategy and what it means for your museum project.

**10.30-11.00 AM**

**THEATRE 4**

Talk

Katie Pennington, Senior Heritage Consultant, hsd and Paul Stacey, Head of Parks, Heritage and Culture, Watford BC

## **Planning for the future: creating a sustainable museum service**

This session will provide insights on how Watford Museums Service with hsd has created a revitalisation plan to ensure that their offer and activities fully reflect the local communities they represent.

**10.45-11.25 AM**

**THEATRE 3**

Talk

Professor Will Saunders, Chief Creative Officer Sto yFutures, Royal Holloway University Creative Lead, StoryTrails

## **Question: how do you build a People's Metaverse? Answer: one library at a time**

StoryTrails is the UK's largest immersive storytelling project to date with 50 new creatives, generating over 7000 scans, 400 stories and 13 hours of original content. Hear about the highs, lows and near misses and ask, what on earth were we thinking?

**11.00-11.30 AM**

**THE AMBIENCE LOUNGE**

Networking

Association of Independent Museums

## **Networking with Association of Independent Museums**

Meet the team from AIM and chat with colleagues from the independent sector. Head to Show's Ambience Networking Lounge for help and support in this half-hour session.

**11.00-11.40 AM**

**THEATRE 1**

Talk

Dr Jamie Gallagher, Specialist in Engagement, Evaluation & Impact

**Evaluation: listening, learning & reporting**

How do you allow community voice to help shape and inform the experiences you provide? This session will look at what questions to ask and how to use responses to inform, understand and report on your work.

**11.15-11.45 AM**

**THEATRE 4**

Talk

Ken Bullock, regional sales manager, Advanced

**Fire safety in historic premises**

This presentation, including case-study examples, will introduce a range of innovative solutions which meet the unique and complex challenges of protecting historic sites and museum premises from fire.

**11.15-11.55 AM**

**THEATRE 2**

Talk

Richard Sandell, co-Director, RCMG, Robert Taylor, portrait photographer & Matthew Storey, curator, Historic Royal Palaces

**Permissible Beauty**

Why are some forms of beauty more permissible – some lives more highly valued – than others? Hear about the thinking and process behind this highly ambitious, collaborative project that set out to engage audiences in this pressing question.

**11.30-11.50 AM**

**STAND B1**

Exhibitor Demo

Orpheo

**Introducing the Orpheo Hybe - Hybrid Multimedia Guide with Tour Guide Mode**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

**11.45-12.25 AM**

**THEATRE 3**

Talk

Jennie Jiricny and Rebecca Passmore, Art Fund and Annie Duffield, Head of Marcomms, Postal Museum

**Widening participation with Art Fund**

Discover more about ArtFund, beyond grant giving, and find out how you can join 850+ venues in the National Art Pass network and promote your venue more effectively, reach new audiences and widen participation.

**12.00-12.20 PM**

**STAND D7**

Exhibitor Demo

The Whole Story

**Tours can't just work for curators, just guides or just visitors. Let's delight all three**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!



# PROGRAMME - WEDNESDAY

**12.00-12.30 PM**

## **THE AMBIENCE LOUNGE**

### **Networking**

Association for Heritage Interpretation

### **Networking with Association for Heritage Interpretation**

Meet the team from AHI and chat with colleagues about how to help enrich lives through engaging story-telling. Get informal help and support in this half-hour session.

**12.00-12.30 PM**

## **THEATRE 4**

### **Talk**

Bart Miller, Commercial Director,  
Fortecho Solutions Ltd

### **Smart art protection**

Intelligent asset protection, combining security, environmental monitoring and collection management, Fortecho's hardware and enterprise software undergo continuous development in direct response to the need of museums and collections.

**12.00-12.40 PM**

## **THEATRE 1**

### **Talk**

Robert Aspinall, CEO, The Shipping Monster,  
Andrew Stramentov, CEO, Rokbox and Lee  
Cavaliere, Curator, VOMA

### **Not just a fairytale: achieving carbon neutrality in travelling exhibitions**

This panel discussion and Q&A will present carbon neutral action plans, case studies, and metrics for success. Experts from all sides of an exhibition will share their experiences: from the institution to production design to logistics.

**12.15-12.55 PM**

## **THEATRE 2**

### **Talk**

Richard Clinton, Chief Executive and Dr  
David Smart, Trustee, Delapré Abbey

### **Developing community wellbeing, a place based approach through heritage**

Delapré Abbey will share their learning from the Thriving Communities Partnership Programme, and how this has helped shape the development of their wellbeing strategy through co-creation and curated partnership approach.

**12.45-1.15 PM**

## **THEATRE 4**

### **Talk**

Martin Devereux, Senior  
Consultant, Digitisation.IO, Paul Negus, MD  
Negus, Spencer Clark, MD, ATS Heritage

### **The impact of 3D: getting closer to the story**

3D experiences are not new, but the technology is now within everyone's reach. We will show you how 3D is an opportunity for museums, attractions and the heritage sector at large to offer a new perspective to audiences.

**12.45-1.25 PM**

## **THEATRE 3**

### **Talk**

Nusrat Ahmed, South Asia Gallery Curator,  
Manchester Museum

### **Co-curating the South Asia Gallery, a British Museum Partnership, at Manchester Museum**

Hear about co-curating on an epic scale. Nusrat will reflect on the importance of co-curation for the future of museums and galleries, as well as delve into the challenges and lessons that come from such a unique project.

**1.00-1.20 PM**

**STAND L6**

Exhibitor Demo

British Library

**Advanced Imaging Services: revealing hidden information contained within cultural heritage items**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

**1.00-1.30 PM**

**THE AMBIENCE LOUNGE**

Networking

Queer Heritage & Collections Network

**Networking with Queer Heritage & Collections Network**

Meet with representatives of QHCN and the wider queer community. Get informal help and support in this half-hour session.

**1.00-1.40 PM**

**THEATRE 1**

Talk

Ian Milsted and Meg Barclay, Community Engagement, York Archaeological Trust

**Archaeology on Prescription: a case study**

A case study about Archaeology on Prescription project and its subsequent development responding to changes in social prescribing, mental health best practice, funding and availability of accessible and suitable sites within York.

**1.15-1.55 PM**

**THEATRE 2**

Talk

Jamie McCall, Director, PLB and Andrew Woods, Senior Curator, York Museums Trust

**Blockbuster on a Budget: Re-engaging audiences after covid**

Explore how the Yorkshire Museum used an outstanding acquisition to re-open in 2022, with PLB helping to deliver a blockbuster experience for our audiences on a covid-scale budget.

**1.30-2.00 PM**

**THEATRE 4**

Talk

John Boulding, CMO, Vox Group, Katie Weller, Travel Trade Sales Manager, National Gallery

**Adapting to the new normal: how technology is changing the way we experience cultural institutions**

This presentation will explain how technology is changing the way cultural institutions, such as the National Gallery, connect with audiences through guided tours accessed via digital devices. Vox Group specialises in multilingual technology that also benefits institutions by increasing engagement and income.

**1.45-2.25 PM**

**THEATRE 3**

Talk

Trish Thomas, Head of Digital Innovation, Museum of London

**POV: what's the story?**

Museum of London is embarking on a major digital transformation programme ahead of its new museum opening at West Smithfield. Discover how they're exploring new ways to present their collections 'stories first' rather than 'objects first'.

# PROGRAMME - WEDNESDAY

**2.00-2.30 PM**

## **THE AMBIENCE LOUNGE**

**Networking**

Arts Marketing Association

### **Networking with Arts Marketing Association**

Meet the team from AMA and chat with colleagues about engaging new audiences. Get informal help and support in this half-hour session.

**2.00-2.20 PM**

## **STAND M1**

**Exhibitor Demo**

Preservation Equipment

### **Boxing Clever: how boxes (and other enclosures) can save the planet, with Lorraine Finch**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

**2.00-2.40 PM**

## **THEATRE 1**

**Talk**

Sarah Holloway & Liam Montgomery,  
Heritage Open Days and Laura Coughlin &  
Hailey Baxter, Headstone Manor Museum

### **Unwrapping the 'too good to be true' festival**

Heritage Open Days is your FREE storytelling platform and community network. WHY is it worth your time, and HOW can you make the most of it? Join us for top tips and more – the good, the bad, and the bunting!

**2.15-2.45 PM**

## **THEATRE 4**

**Talk**

Malcolm Howitt, VP Sales, Axiell

### **The integrated exhibition: how to embrace multi-channel storytelling**

Discover frameworks for creating story-driven digital interactives. Learn how CultureConnect platform is helping organisations embrace multi-channel storytelling, and walk away with actionable steps to take back to your organisation.

**2.15-2.55 PM**

## **THEATRE 2**

**Talk**

Sam Bowen, SEND in Museums campaigner

### **Welcoming SEND in your museum: the why and the how**

Children with Special Educational Needs and Disability (SEND) account for 9% of the UK child population, learn why they are an important potential audience for your museum and how to welcome them.

**2.30-2.50 PM**

## **STAND K10**

**Exhibitor Demo**

Convivous

### **Understanding the science of pricing**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

**2.45-3.25 PM**

## **THEATRE 3**

**Talk**

Bernard Donoghue OBE, CEO, Association of  
Leading Visitor Attractions

### **Tourism, culture and heritage - recovery and renewal**

Case studies of how attractions are telling stories and creating visitor experiences with more confidence, risk, diversity and creativity.

**3.00-3.30 PM**

**THE AMBIENCE LOUNGE**

**Networking**

Touring Exhibitions Group

**Networking with the Touring Exhibitions Group**

Meet with the team from TEG and its members for informal help and support with your temporary and touring exhibitions in this half-hour session.

**3.00-3.30 PM**

**THEATRE 4**

**Talk**

Martin Howe, CEO, Dapper Labs Ltd

**From the Trail of Tears to journeys of tomorrow. How mobile storytelling connects the past to the future**

Hear how visitor engagement platform, Chaperone, was able to bring together over 3,000 Native American artefacts into a seamless, personalised storytelling journey and demonstrates how you can bring this unique functionality to your venue too.

**3.00-3.40 PM**

**THEATRE 1**

**Talk**

Jodie Lees, General Manager, Children's Country House at Sudbury, National Trust

**Creating The Children's Country House at Sudbury**

In Derbyshire The National Trust have created The Children's Country House at Sudbury. The first of its kind, The Children's Country House is a heritage day out that puts children at the centre of the visit.

**3.15-3.55 PM**

**THEATRE 2**

**Talk**

Beth Morafon, Chair, Association for Heritage Interpretation and Iona Keen, Head of Interpretation, SS Great Britain Trust

**Interpretation for diversity and inclusion**

Informed by rich case studies, AHI's guide illustrates the critical power lived experience expertise provides in the creation of diverse interpretation. This session will give you an introduction to best practice.

**3.45-4.25 PM**

**THEATRE 3**

**Talk**

Victoria Ryves, GLAM Cares

**Building resilient community wellbeing programmes**

Explore the ingredients needed to build sustainable community wellbeing programmes, with practical steps to building a culture of care to support community practitioners, the role of advocacy and embedding partnerships.

**4.00-4.40 PM**

**THEATRE 1**

**Talk**

Ellie King, Doctoral Researcher and Ellie Grillo OR Kelly Richards, Exhibitions Office, Oxford University Museum of Natural History

**Meat the Future to Connected Planet: using evaluation to make successful exhibitions**

Hear how we used evaluation results from exhibition Meat the Future to embed better practice, learn from our activities, and produce a new meaningful and impactful exhibition about biodiversity and the climate crisis, Connected Planet.

**4.15-4.55 PM**

**THEATRE 2**

**Talk**

Lizzie Glithero-West, CEO and Delphine Jasmin-Belisle, Head of Development and Membership, The Heritage Alliance

**From Firefighting to Future Resilience: how are current crises shaping the sector?**

From the pandemic into the Cost-of-Living Crisis, the Heritage Alliance reflects on how recent crises have impacted the sector, and shares learnings about what is needed to ensure resilience into the future.

# PROGRAMME - THURSDAY

VIEW FULL SCHEDULE ON PAGES 22 TO 27

## Theatre 1

**10.00-10.40**

How to ACE it

**11.00-11.40**

We need to talk about class

**12.00-12.40**

Critical conversion: how to measure success

**1.00-1.40**

Engaging Environments: supporting health & wellbeing for people living with long-term health conditions

**2.00-2.40**

Transforming Chawton House: how we survived losing all revenue

**3.00-3.40**

878 AD: combining heritage interpretation and computer gaming

## Theatre 2

**10.15-10.55**

Rethinking cataloguing: an open and inclusive approach

**11.15-11.55**

Everywhere and Nowhere: ethically researching and publicly presenting histories of disability

**12.15-12.55**

So you're thinking about starting a brand licensing programme

**1.15-1.55**

How to use crowdfunding to raise funds and drive your strategic priorities forward

**2.15-2.55**

Embedding community partnerships

**3.15-3.55**

How to have confident conversations about race

## Theatre 3

**9.45-10.25**

Delivering tactical responses to emerging volunteer issue

**10.45-11.25**

The Old Op Apothecary Shop: more than just a gift shop

**11.45-12.25**

Careers for all: top tips for making recruitment more inclusive

**12.45-1.25**

It's not me, it's you: the importance of visitor services

**1.45-2.25**

How to survive and thrive in 2023: the importance of ambience

**2.45-3.25**

Ensuring high quality and safe educational programmes for schools

**3.45-4.25**

Good for everyone: how to navigate museum recruitment

Programme sponsors

**Art Fund**



## Theatre 4

**10.30-11.00**

Art and Science of the Invisible World

**11.15-11.45**

Creating extraordinary experiences for visitors

**12.00-12.30**

Why you should love your online booking system

**12.45-1.15**

The art of making art accessible

**1.30-2.00**

The impossible dream: getting kids to care about culture

**2.15-2.45**

Heritage storytelling using immersive projection technology

**3.00-3.40**

Art and Authenticity on Hadrian's Wall

## Networking

**11.00-11.30**

Networking with Council for Learning Outside the Classroom and Group for Education in Museums

**12.00-12.30**

Networking with Collections Trust

**1.00-1.30**

Networking with Fair Museum Jobs

**2.00-2.20**

Networking with Heritage Volunteering Group

**3.00-3.30**

Networking with Kids in Museums

## Demos

**12.00-12.20**

**Stand H6**

Where the visitor experience means everything - Imagineear's design-led approach to creating exceptional experiences

**12.30-12.50**

**Stand T4**

How we make a difference, by being different...

**1.00-1.20**

**Stand R6**

Intelligent scheduling: making online rota solutions work for you

**2.00-2.20**

**Stand J5**

Digitise, enrich, share and manage your digital heritage collection with i2s imaging solutions



SCAN TO VIEW  
AND SEARCH ONLINE



# PROGRAMME - THURSDAY

**9.45-10.25 AM**

## **THEATRE 3**

### **Talk**

Tamsin Russell, Museums Association & Vanessa Theed, Heritage Volunteering Group and Natural History Museum

### **Delivering tactical responses to emerging volunteer issues**

During this session, we will share approaches to three issues that have emerged as a key focus for those engaging with volunteers on making volunteering inclusive, managing digital engagement and engaging with young people.

**10.00-10.40 AM**

## **THEATRE 1**

### **Talk**

Liz Johnson, Director, Museums & Collections Development/ Birmingham, Arts Council England

### **How to ACE it**

Join Liz for a whistlestop tour of all the ways in which Arts Council England works with museums and collections. Including an introduction to our strategy and investment principles, and details of open funding schemes for museums and collections.

**10.15-10.55 AM**

## **THEATRE 2**

### **Talk**

Sarah Brown, Deputy Director, Collections Trust

### **Rethinking cataloguing: an open and inclusive approach**

An overview of the latest changes to the Spectrum collections management standard; revised following sector consultation to encourage a more open and inclusive approach to cataloguing and the use of collections.

**10.30-11.00 AM**

## **THEATRE 4**

### **Talk**

Jan Świerkowski, Instytut B61

### **Art and Science of the Invisible World**

Discover how art and our senses help us interact with scientific concepts which can be a "life-altering and mind-bending experience" with a cognitive shift similar to the Overview Effect experienced by astronauts.

**10.45-11.25 AM**

## **THEATRE 3**

### **Talk**

Daniel Oledzki, Commercial Manager and Nicholas Thorp, Front of House and Facilities Office, The Old Operating Theatre Museum & Herb Garret

### **The Old Op Apothecary Shop: more than just a gift shop**

The new Old Op Apothecary Shop provides time-tested cures for the modern world, along with increased income generation, new partnerships, and exciting opportunities for the museum as a charitable organisation.

**11.00-11.30 AM**

## **THE AMBIENCE LOUNGE**

### **Networking**

Council for Learning Outside the Classroom and Group for Education in Museums

### **Networking with Council for Learning Outside the Classroom and Group for Education in Museums**

Meet the team from the CLOTC and GEM and chat with fellow educators to achieve life-changing experiences for young people, beyond the classroom. Get informal help and support in this half-hour session.

**11.00-11.40 AM**

**THEATRE 1**

**Talk**

Dr Serena Lervolino, Lecturer in Arts & Cultural Management, King's College London and Dr. Domenico Sergi, Senior Curator, Museum of London

**We need to talk about class**

Building upon a small-scale research and collecting project, we discuss how and why class should be placed centre stage in debates and practice around diversity and inequality.

**11.15-11.45 AM**

**THEATRE 4**

**Talk**

Edward Hoddle, Managing Director, Orpheeo UK and Helen Bonser-Wilton, Chief Executive, Leeds Castle Foundation

**Creating extraordinary experiences for visitors**

Creating extraordinary experiences is vital to capturing the imagination of visitors. Join Edward and Helen as they discuss developing experiences to make tourist sites relevant and accessible for the future.

**11.15-11.55 AM**

**THEATRE 2**

**Talk**

Dr Sarah Plumb, Senior Research Assoc, RCMG, Christopher Samuel, artist and Dr Heather Smith, Access & Equality Specialist, National Trust

**Everywhere and Nowhere: ethically researching and publicly presenting histories of disability**

Everywhere and Nowhere explores little-known and untold histories of disability from across the National Trust. This session will introduce an ethical framework for guiding this work and unpack the challenges faced in championing inclusive histories.

**11.45-12.25 AM**

**THEATRE 3**

**Talk**

Carl Newbould, Learning and Access Officer (Careers for All) and Kate Fellows, Head of Learning and Access, Leeds Museums and Galleries

**Careers for all: top tips for making recruitment more inclusive**

Leeds Museums and Galleries have been working across Leeds City Council to make recruitment practices fairer, more inclusive and less ableist. We'll share learning, impact and top tips.

**12.00-12.20 PM**

**STAND H6**

**Exhibitor Demo**

Imagineear

**Where the visitor experience means everything - Imagineear's design-led approach to creating exceptional experiences**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

**12.00-12.30 PM**

**THE AMBIENCE LOUNGE**

**Networking**

Collections Trust

**Networking with Collections Trust**

Meet the team from Collections Trust and chat with colleagues about making collections accessible as well as the latest standards and procedures. Get informal help and support in this half-hour session.



# PROGRAMME - THURSDAY

**12.00-12.30 PM**

## **THEATRE 4**

### **Talk**

Ross Williams, Head of Operations & Partnerships, Beyonk

### **Why you should love your online booking system**

When is an online booking system a Visitor Experience Platform? Find out how to make your bookings software work as hard for your business as you do, improving visitor experience, supporting marketing, and driving growth.

**12.00-12.40 PM**

## **THEATRE 1**

### **Talk**

Andy Povey, Managing Director UK & Ireland, Convivous and Kelly Molson, Founder/Head of Commercial, Rubber Cheese

### **Critical conversion: how to measure success**

In this session, our speakers will share insights into the importance of tracking conversion rates in the museum sector. Learn how data-driven decisions can increase income, drive visitor engagement and boost online ticket sales.

**12.15-12.55 PM**

## **THEATRE 2**

### **Talk**

Kingston Myles, Head of Commercial Development, English Heritage

### **So you're thinking about starting a brand licensing programme...**

Learn about English Heritage's Brand Licensing Programme, Know, Do, Review and the methodology which you can apply to start your own programme.

**12.30-12.50 PM**

## **STAND T4**

### **Exhibitor Demo**

Mather & Co

### **How we make a difference, by being different...**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

**12.45-1.15 PM**

## **THEATRE 4**

### **Talk**

Kristine Apsite, Head of Marketing & Global Picture Framing Business, Groglass

### **The art of making art accessible**

How to protect our cultural heritage, while making it accessible? How can we use our tools and technology to engage audiences? Join us and explore experiences that make art both accessible and protected for future generations.

**12.45-1.25 PM**

## **THEATRE 3**

### **Talk**

Richard Neville, Venue and Event Operations Management, ABBA Voyage

### **It's not me, it's you: the importance of visitor services**

How to build and develop great visitor services teams. Rich will share stories and tips from his time working on ABBA Voyage, BBC Earth Experience, Hyde Park Winter Wonderland and others.

**1.00-1.30 PM**

**THE AMBIENCE LOUNGE**

**Networking**

Fair Museum Jobs

**Networking with Fair Museum Jobs**

Meet with the good folk from Fair Museum Jobs and chat with fellow recruiters and job-seekers. Get informal help and support in this half-hour session.

**1.00-1.40 PM**

**THEATRE 1**

**Talk**

Michelle Kindleysides, Head of Health and Wellbeing and Beth Maston, Health & Wellbeing Support Worker, Beamish, The Living Museum of the North

**Engaging Environments: supporting health & wellbeing for people living with long-term health conditions**

Beamish Museum's Health & Wellbeing Team now receive referrals from a wide range of NHS mental health practitioners. Hear about the team's development, successes & challenges, and their exciting plans for the future.

**1.15-1.55 PM**

**THEATRE 2**

**Talk**

Katherine McAlpine, Director, Brunel Museum and Jo Breeze, Crowdfunding Consultant

**How to use crowdfunding to raise funds and drive your strategic priorities forward**

Last year, Brunel Museum launched its Art of Engineering crowdfunding campaign. A year on, we reflect on what we've learnt and how it changed our approach to fundraising.

**1.30-2.00 PM**

**THEATRE 4**

**Talk**

Alex Book, co-founder, Arcade

**The impossible dream: getting kids to care about culture**

Every cultural institution in the world has a Keeper whose job it is to protect the treasures within. Adventure and excitement await those intrepid enough to venture into the World of Keepers and take on the quests that await them...

**1.45-2.25 PM**

**THEATRE 3**

**Talk**

Stephen Spencer, Ambience Director, Stephen Spencer + Associates

**How to survive and thrive in 2023: the importance of ambience**

Delivering maximum value, for money and for time, to survive and thrive is critical. Stephen will share the principles and practice of the Ambience Playbook – a new, how-to guide to thriving no matter what budget you or your visitors has.

**1.00-1.20 PM**

**STAND R6**

**Exhibitor Demo**

Digitickets

**Intelligent scheduling: making online rota solutions work for you**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

# PROGRAMME - THURSDAY

**2.00-2.30 PM**

## **THE AMBIENCE LOUNGE**

### **Networking**

Heritage Volunteering Group

### **Networking with Heritage Volunteering Group**

Meet the team from the Heritage Volunteering Group and chat with colleagues about volunteer leadership and management. Get informal help and support in this half-hour session.

**2.00-2.20 PM**

## **STAND J5**

### **Exhibitor Demo**

AutoDocs

### **Digitise, enrich, share and manage your digital heritage collection with i2s imaging solutions**

Our exhibitors know their stuff; tap into their wealth of knowledge in these short on-stand sessions which pack a punch!

**2.00-2.40 PM**

## **THEATRE 1**

### **Talk**

Katie Childs, Chief Executive, Dr. Kim Simpson, Deputy Director and Dr Clío O'Sullivan, Head of Public Engagement and Communications, Chawton House

### **Transforming Chawton House: how we survived losing all revenue**

As every museum or heritage site manages higher costs and reduced income, the Chawton House team share what they learned from transforming the organisation from an academic library into a thriving historic estate, whilst still managing to pay the bills.

**2.15-2.45 PM**

## **THEATRE 4**

### **Talk**

Bob Van Cleemputte, CEO and Founder, Create.eu

### **The battle of 1302 experience, immersive heritage storytelling**

In OLV Cathedral the story of the battle between Flemish and French armies is told in a unique way by transforming the chapel into an immersive projection environment. Hear how multimedia technology and heritage blend to bring this amazing story to life.

**2.15-2.55 PM**

## **THEATRE 2**

### **Talk**

Dr Sadia Habib, Young People's Coordinator, Manchester Museum and Richard O'Neill, performance storyteller, author and playwright.

### **Embedding community partnerships**

This GEM session will focus on how museums can develop sustainable partnerships by working together with their local communities. It will provide insights and will offer some great examples of how to give communities real agency through long-term commitment to partnership working.

**2.45-3.25 PM**

## **THEATRE 3**

### **Talk**

Kim Hudson, Accreditations and CPD Manager, Council for Learning Outside the Classroom

### **Ensuring high quality and safe educational programmes for schools**

A session sharing good practice and offering advice on how to ensure your provision is high quality and meets the needs of schools. Whether you hold the LOTC Quality Badge or not, this is an opportunity to find out more.

**3.00-3.30 PM**

**THE AMBIENCE LOUNGE**

**Networking**

Kids in Museums

**Networking with Kids in Museums**

Meet with the team from Kids in Museums and their community to chat about making your museum more family-friendly. Get informal help and support in this half-hour session.

**3.00-3.40 PM**

**THEATRE 4**

**Talk**

Penny Sexton, Senior Creative Programme Manager, English Heritage

**Art and Authenticity on Hadrian's Wall**

English Heritage commemorated the 1900th anniversary of Hadrian's Wall by commissioning a new artwork by Morag Myerscough, under its new Creative Programme. We'll examine the potential for contemporary arts in heritage environments whilst exploring the opportunities and challenges.

**3.00-3.40 PM**

**THEATRE 1**

**Talk**

Paul Sapwell, CEO, Hampshire Cultural Trust, Amy Jenkins-Le Guerroue, Ubisoft, Will Humphrey, Sugar Creative and Ed Cookson, Sarner International Ltd

**878 AD: combining heritage interpretation and computer gaming**

Hear about the lessons learnt from creating 878 AD - a new, innovative heritage experience that combines the world of computer game, Assassins Creed Valhalla, with 9th century collections and latest academic research.

**3.15-3.55 PM**

**THEATRE 2**

**Talk**

Jenny Williams, Director, Take the Space Training

**How to have confident conversations about race**

The concepts and language around race have changed significantly, and this session is designed to explore the positive potential of open and frank discussions. How can we formulate a common organisational language that works at all levels to progress your anti-racist practice?

**3.45-4.25 PM**

**THEATRE 3**

**Talk**

Louise McAward-White, Co-Founder, Fair Museum Jobs

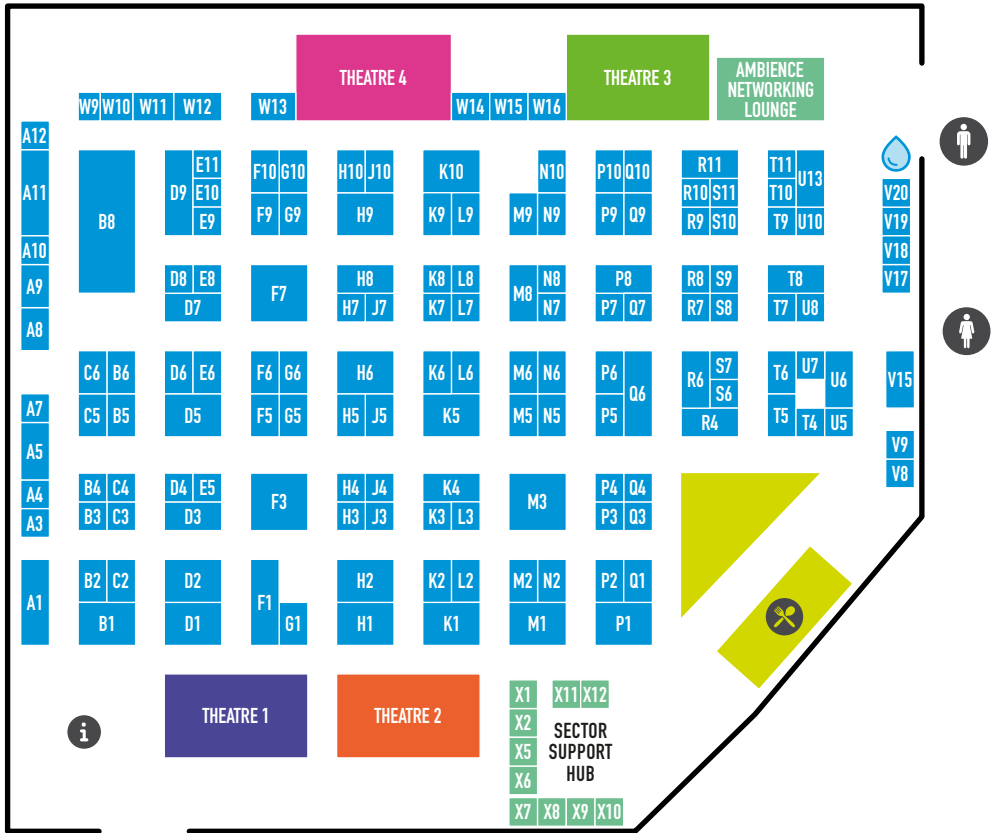
**Good for everyone: how to navigate museum recruitment**

Looking for work? Looking for great applicants? This Fair Museum Jobs session will help both employers and employees have a better time during museum and heritage recruitment!

# EXHIBITOR LIST

Abloy UK	R9	Gantner Ticketing	C5	Polstore Storage Systems	D1
Advanced - Fire Safety Solutions	T11	Gateway Ticketing	W13	Preservation Equipment Ltd	M1
Advanced Retail	T7	Genus	M3	Prodir Ltd	R8
Alfvision	H5	Gift Republic Ltd.	L2	Rackline Ltd	S6
All Jigsaw Puzzles Ltd	A7	Glasbau Hahn GmbH	F3	RC Brady (UK) Ltd	V9
Androidus Project Tank	Q7	Glasshaus Displays Ltd	H10	Renaissance Textiles	N7
Animated Venue	F9	Great British Jigsaws Ltd	L9	Replica Ltd	H7
Arca Preservation Ltd	P3	Hansa Design & Consultancy Ltd	V17	Restore	N6
Art Fund	W14	Heritage Open Days	P8	Rotadex Systems Limited	H9
Artglass	K5	Historyonics	L3	Scan Data Experts Ltd	M5
ARTSOX	P4	hsd	D4	Situate	W10
ATS	K4	I was here souvenirs Ltd	P1	SKINsoft	J7
Automated Document Services /i2s	J5	Iconic Creative Consultants	P9	Sony	H1
Axiell	W16	Imagineear Ltd	H6	Spencer & Fry	F6
Bag It Don't Bin It Ltd	G10	Imvizar	J10	Spike Leisurewear	F1
Bespoke Scientific	U13	Indus International, Inc.	P6	StaffSawvy	M6
Beyonk	T6	InfoAktiv	W9	STAMP Design	N2
BIC Graphic Europe	N5	Instytut B61 by Brewster Hub	B3	Studio MB	A8
Big Orange - the audio agency	U7	Joe Cool	P5	Sycamore (a brand of Vox Group)	H8
BrandArt	Q3	Judges	U6	System Simulation	N10
Cabbells - content marketing	E11	Klug-Conservation	U5	The Ark	J3
Chaperone	W11	Kvorning Design	G1	The British Library	L6
Click Netherfield	H4	Lista Uk Ltd	M9	The Experiences Group	A1
Colour Heroes Ltd	L8	Look2innovate SA	R4	The National Archives	T8
Conservation Resources (UK) Ltd	N8	Magic Memories	V15	The Restoration Trust	M2
Convivus	K10	Mather & Co	T4	The Village Green	F5
Covergold Limited	M8	ME&C Creative	Q6	theWholeStory	D7
CRE8	V7	Meaco Measurement & Control	K9	TixTrack	B2
CREATE.eu	P10	Media Co Group - Graphics	E9	TMP - The Moule Partnership Ltd	K2
Creation Baumann	U8	Merlinsoft Ltd	E6	Towergate and Ecclesiastical	D2
Crowley Company, The	U10	Meyvaert	H2	Tracy Satchwill Projects	P2
CSC Window Films & Blinds Ltd	B6	Microform	K3	Travelzoo	S10
CW Sellors	T5	Modes Users Association	S8	Tru Vue, Inc.	C6
Dellner Glass Solutions	D9	Museum Studies, Leicester	P7	TyggTickets	B4
Department for Business & Trade	B8	Museums Association	T9	UFO Lighting	K1
Design Factory	J4	My Little Worlds	Q4	Vennersys	H3
Destination Marketing	S7	MyLearning	D8	vernacular miniatures	K7
DigiTickets	R6	Navigating.art	E10	Vernon Systems Ltd	L7
Duzst	R11	Neo Jurassicca	G5	Virtu Conservation Housekeeping	Q1
Elmwood Projects Ltd	D5	NOUSdigital	A3	Virtual Experience Company	F7
Empreinte Signs Ltd	K8	Ohh Deer Ltd and Artful	A5	VisitEngland Assessment Services	E8
Epson UK Ltd	K6	Orpheo	B1	WAES Apprenticeships	R7
Experience Lighting Limited	F10	Pageant Pewter Ltd	Q10	WhiteboxGo	C2
FlexRM	C4	Panasonic Connect UK	C3	Willsow	Q9
flo ea d.sign GmbH	E5	Parkwood Springs	G9	Workhaus Projects Ltd	D6
Fortecho Solutions Ltd	D3	PatronBase	S9	Yarto	G6
Gallery Systems	N9	Playable Places™ by Arcade	B5	ZCTC Group China	A9

# FLOOR PLAN



## INFORMATION POINT

Come and meet the team or head here if you have any questions.

## SECTOR SUPPORT EXHIBITORS

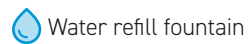
Please see following page for details of who is exhibiting in the Sector Support Hub stands X1 to X12

## CLOAKROOM

Coats and bags can be left in the cloakroom, located on the Ground Floor, just inside. A charge of £2 for a coat or small bag and £5 for luggage per item will be made. The cloakroom will close 30 minutes after close of the Show on both days.

## REFRESHMENTS

The Café sells hot and cold drinks and food. You will also find a water refill fountain located next to stand V20



# SUPPORT + NETWORKING

- AIM** X1 **Fair Museum Jobs** THURS X7  
**Association of Independent Museums**  
aim-museums.co.uk  
AIM represents, connects and strengthens the UK's independent museums and heritage organisations.
- AMA - Digital Heritage Hub clinic** X12  
culturehive.co.uk/digital-heritage-hub  
The Digital Heritage Hub is a free online resource hub answering UK heritage organisations' most frequently asked digital questions. Arts Marketing Association will be offering on-stand advice sessions on how the hub can help support you with your digital challenges including marketing, engagement and content
- Association for Heritage Interpretation** X10  
ahi.org.uk  
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.
- Collections Trust** X2  
collectionstrust.org.uk  
Collections Trust helps museums work with the information that connects collections and audiences. Our standards and advice are used around the world to make museum collections accessible. We help shape the documentation standards used in many countries, always in step with wider information management developments.
- Council for Learning Outside the Classroom** THURS X6  
lotc.org.uk  
Our work supports educators, schools and organisations to ensure more young people have access to life-changing educational experiences beyond the classroom walls.
- GLAM Cares** WEDS X5  
glamcaresnetwork.wordpress.com  
GLAM Cares is a care and support network for gallery, library, heritage and museum folk working or volunteering in community engagement. The network provides spaces for support and reflection and delivers free or low-cost training that equips community engagement staff with skills to thrive in their work.
- Group for Education in Museums** X11  
gem.org.uk  
GEM supports everyone who delivers learning in museums, heritage sites and cultural settings to connect and learn together. Meet with museum learning colleagues to share experiences, seek advice and hear about professional development opportunities tailored to your career.
- Heritage Alliance** WEDS X7  
theheritagealliance.org.uk  
The Heritage Alliance is a membership body, which represents the independent heritage movement in England. It has a unique role, promoting the sector in all its diversity and fostering connections and skills to catalyse its long-term resilience.
- Heritage Education Trust** WEDS X6  
heritageeducationtrust.org  
The Heritage Education Trust in partnership with Bishop Grosseteste University, manages the Sandford Award which is the only nationally recognised quality mark for heritage learning and provides independent assurance for heritage sites and services.
- Heritage Volunteering Group** THURS X5  
heritagevolunteeringgroup.org.uk  
Our mission is to help you unlock the power of volunteering through collaboration and sharing best practice. We support inclusive volunteering practice across the cultural and heritage sector. Come and say hi, ask us a question and we can signpost next steps. HVG is a membership organisation, we are free to join.
- ICOM UK** THURS X9  
uk.icom.museum  
ICOM UK is the only UK museum association dedicated to international work. It connects more than 2,000 UK members to the global museum community, the issues that effect it and professional colleagues worldwide
- Kids in Museums** THURS X8  
kidsinmuseums.org.uk  
Kids in Museums is dedicated to making museums great places for children, young people and families. We support museums through initiatives such as the Family Friendly Museum Award and Takeover Day. Over 1,100 organisations have signed our Manifesto, a set of simple guidelines for making museums welcoming for all ages.
- Queer Heritage & Coll. Network** WEDS X8  
queerhcn.org  
The Queer Heritage and Collections Network (QHCN) was founded in May 2020 to increase the understanding of, access to and engagement with LGBTQ+ heritage. We are a Subject Specialist Network with more than 70 institutional members across all nations and regions of the UK.
- TEG - Touring Exhibitions Group** WEDS X9  
touringexhibitionsgroup.org.uk  
TEG is a non-profit membership and sector support organisation, dedicated to supporting the cultural sector to tour exhibitions. We undertake research and advocate for a better understanding of the benefits of touring, of a range of professional development opportunities and networking events..



Networking is important for so many reasons and spontaneous and informal discussions can lead to great things which is why we're so pleased to introduce the Ambience Networking Lounge to this year's Show!

Produced in collaboration with Stephen Spencer + Associates, the Lounge will be home to a series of half-hour networking sessions hosted by many of the Sector Support organisations featured here. View the programme overview on pages 12 and 20 to see who'll be in residence, when and then make a beeline for the Lounge which you will find located next to Theatre 3.

#### **ABOUT STEPHEN SPENCER + ASSOCIATES**

Every journey that a customer takes through your store should immerse them in your values and heritage, and leave them wanting more. We work with you to trigger human emotion at every level, because when people love your brand as much as you do, they become engaged followers and loyal customers.

[stephenspencerassociates.com](http://stephenspencerassociates.com)