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SHOW

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SHOW HIGHLIGHTS

The Museums + Heritage Show is completely **FREE** to attend and is the perfect place to learn new ideas, find new opportunities and discover new ways of working, all designed to make your organisation bigger, better and stronger!

Register now to make the most of the UK's biggest training and networking opportunity for cultural professionals.
show.museumsandheritage.com/register

ACE UPDATE

What's in a Review? Come and hear from Arts Council England about the themes, learning and challenges of the Museums Review (due to be published by DCMS in Summer 2017).

Wednesday 17 May 10.30 – 11.10

RETAIL ZONE

With great shops must come great products! Browse our suppliers for a top-notch range of bespoke products and services. You'll be sure to find your next best seller!

Stop by our Retail Talks in Theatre 3 on Thursday 18 May and find out how to **'Get the most of your suppliers'** and **'50 ways to make your shop work harder for you'**.



40+ FREE TALKS

Discover the latest trends, thinking and insight from more than 90 experts in the sector's most comprehensive programme of free talks. Check out our programme overleaf and start planning your day.

ASK AN EXPERT

The Expert Zone, sponsored by Acoustiguide, is a free and easy way to get advice for your organisation from some of the key associations in this sector. Find out what support and services they can offer to you.



MASTERCLASSES & DEMOS

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

Keep an eye on our website for details and timings.

DISCOVER NEW PRODUCTS + SERVICES

Browse over 150 companies to find the very best this sector has to offer. You won't be disappointed with the new tech, ideas and quality services that are on offer and their prices might just surprise you too!

TOP PICK TALKS

Look out for our Top Pick Talks which are highlighted overleaf.



@DRINKSTHING

The ultimate informal networking fun. Join us for a drink in the pub after the first day of the Show and meet with other like-minded sector professionals.

Wednesday 17 May from 6pm, Hand & Flower Pub, London, W14 8XJ

HLF UPDATE

Collecting Now – find out what HLF support there is available for collections development.

Thursday 18 May 10.45 – 11.25



BREXIT FOCUS

What issues will museums face in the months and years ahead as the UK seeks political separation from the EU? How can we maximise the opportunities and manage the challenges ahead of us? Find out what it might mean for you and your organisation.

Thursday 18 May 13.00 – 13.40

MUSEUM MATCH

Make a bee-line for this new area, supported by Museums + Heritage Advisor, which provides a new opportunity to find the perfect partner, consultant, advisor, product or service that you are looking for.

VOLUNTEER MANAGEMENT

Check out our Volunteer focused sessions within the programme overleaf by looking for this symbol.

WIN £1000

We are once again supporting the sector with the £1000 M+H Prize fund. Open to all organisations, visit our website to find out how to enter.



Register today for your **FREE** pass at show.museumsandheritage.com/register

Show sponsors



Learning

10.30 - 11.10

What's in a Review?

Sector Update



Come and hear from the Arts Council about the themes, learning and challenges of the Museums Review (due to be published by DCMS in June/ July 2017). This session will give you an overview of the Review itself, and of the six key areas of inquiry: Collections, Participation, Sustainability, Local Museums, Digital and Workforce.

Liz Johnson, Arts Council England

11.30 - 12.10

How can you listen to your families?

Using the Kids in Museums Mini Manifesto we'll highlight how you can better understand your family audience, including low cost or no cost ideas that we have seen museums use to better welcome families.

Catherine McKeag, Kids in Museums

12.30 - 13.10

Introducing the Design Museum campus - creating the people the future needs

A look at the Design Museum's portfolio of learning and public engagement activity and its campus-style learning environment, which will see the museum as an educational hub for up to 60,000 learners annually by 2020, imbued with an ethos of inclusion, collaboration, provocation and enterprise.

Dr Helen Charman, The Design Museum

13.30 - 14.10

Top ten tips for museum learning on a budget

Find out how to run inspiring and innovative learning programmes on a budget.

Learn where to find the information you are looking for to run education and outreach programmes, and how to get support when you really need it.

Jenny Wedgbury, Museum Education Consultant; John Stevenson, GEM Learning & Sharing Centre and Jane Avison, Heritage Learning

14.30 - 15.10

How to engage with schools

Budget cuts, a revised national curriculum and new assessment frameworks. Fear not, this session will share suggestions and insights from teachers about how the sector can overcome these barriers to cultural engagement.

Philip Collie, Schoolzone

15.30 - 16.10

Digital collaboration, museums & schools

Elaine will share lessons learned around meeting teachers' needs and building and promoting the group of museums and heritage venues' online presence, with practical tips on running focus groups, targeted Facebook marketing and more.

Elaine Lees, Pennine Lancashire Museums Partnership

16.30 - 17.10

History across the generations

This session looks at learning and teaching from two different angles. Exploring the advantages that dealing with family audiences comprising two or more generations can bring, this session will draw on examples from both live interpretation and in-gallery programming and will bring insights from history teachers on ways of creating collections-focused teaching resources making them relevant to today's learners.

Andy Robertshaw, Historian, Author, Broadcaster; Melanie Jones, Historical Association

Engaging New Visitors

10.15 - 10.55

Inspiring young volunteers

Discover how Headstone Manor & Museum transformed its volunteer team from being 100% over 65 and 90% white British in 2012, to a demographic that is 45% under 25 and 33% BAME in 2016, bringing new ideas and different skills.

Jo Saunders, Cultura London and Headstone Manor & Museum

11.15 - 11.55

The future of volunteering - sustainability and your museum

Millions of people across the UK give up their time each year, but recently there's been a shift in demographics to include more young people, teenagers and a growing numbers of baby-boomers. What can this offer to museums and other organisations and how can you maximise the economic opportunity creating a real value exchange?

Claire Sully, Volunteer Makers

12.15 - 12.55

Myths of the audience gravy train

The Audience Diversity Academy is an exciting initiative that is helping to drive organisational change and address the challenge of building new and diverse audiences from across the whole of society.

Bea Udeh, Programme Producer, Arts Marketing Association

13.15 - 13.55

Check website for details.

14.15 - 14.55

Insider guide to making partnerships work

Top ten practical tips for the perfect partnership. Avoid the pain and strain of difficult collaborations and learn from our mistakes so you don't make them.

Annette MacLavish, Cornwall Museums Partnership

15.15 - 15.55

Guerrilla marketing

Co-opting partners in creative and playful ideas can promote your museum and its collections to new audiences in new areas. Looking at two 'outreach marketing' projects find out what worked, what didn't, and why it was worth it.

Scott Billings and Ellena Smith, Oxford University Museum of Natural History

16.15 - 16.55

'We're here because we're here' - a social media phenomenon

On the centenary of the Battle of the Somme, men dressed in authentic First World War uniform appeared unannounced across the UK. When approached, the soldiers simply presented a card showing the name of a soldier killed that day in the battle. Claire will reveal how this landmark project by Jeremy Deller came about and the social media strategy behind it that moved the nation to tears.

Claire Eva, 14-18 NOW



volunteering

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

Understanding Your Visitors

10.15 - 10.55

Understanding our visitors: new approaches

English Heritage will share their discovery of the ways visitors make sense of collections and how we can make sense of our visitors. This includes techniques for understanding your own visitors, fresh perspectives on interpretation and new insights into the heritage market.

Robert Campbell, English Heritage and Andrew McIntyre, Morris Hargreaves McIntyre

11.15 - 11.55

Visitor insight - turning strategy into change

A look at how audience research and participation can grow and diversify audiences. Drawing on different Birmingham Museums Trust venues, it will follow evidence-based strategic planning through to project development and grass-roots community involvement in exhibitions and programmes.

Janine Eason, Birmingham Museums Trust

12.15 - 12.55

Is it possible to be both welcoming and secure?

The National Gallery is among the first in the UK to provide specialist Behavioural Detection training to its staff, to be able to critically observe, communicate, identify and resolve suspicious behaviour. In the current climate we take a look at the unique operational challenges, opportunities and the benefits of introducing this training package to its security staff.

Andy Baxter, The National Gallery

13.15 - 13.55

Understanding your online audiences

Martin will review the strengths and weaknesses of a range of approaches and will draw on real examples from small, medium and large museums, archives and other heritage organisations.

Martin Bazley, Martin Bazley Associates

14.15 - 14.55

"Emotional moments": the key to a memorable experience

Much visitor research focuses on general macro measures to understand a visit experience. But it is raw emotion that makes it memorable - and will drive word of mouth. Find out the importance and the 'how' of measuring raw emotion.

Siona Mackelworth, Royal Armouries and Jon Young, BDRC Continental

15.15 - 15.55

Meaningful long-term relationships with visitors

Using examples across improved visitor experience, interpretation and marketing, Paul will reveal how putting the visitor first has transformed the offer to different audiences and driven large projects as well as small-scale changes.

Paul Chibeba, SS Great Britain Trust

16.15 - 16.55

Cost-effective audience development

See how SHARE Museums East and South West Museum Development helped small to medium-sized museums conduct their own visitor research and benchmarking, interpreted and used the data and then implemented changes all on a tight budget. The de Havilland Aircraft Museum shows how the process boosted visitor numbers, increased visits and income, and supported successful HLF bids.

Mike Nevin, de Havilland Aircraft Museum; Christina Lister, Christina Lister Comms and Tom Newman, South West Museum Development



partner

Exhibition Design and Interpretation

10.00 - 10.40

How can museums find new purpose, relevance & difference?

Audiences, purpose, content and 'image' have driven the transformation of the National Army Museum. Hear how they overcame the barriers of engaging with a challenging subject whilst creating exciting opportunities for curation, design, learning and programming.

Genevieve Adkins, National Army Museum

11.00 - 11.40

Sharing collections: the benefits and challenges

Borrowing and lending between museums of different scales and types is an important two-way opportunity to share objects and expertise, and increase opportunities for public engagement. A look at the results of the TEG ACE-funded research into borrowing practices, together with case studies and recommendations for good practice as a lender and borrower.

Charlotte Dew, Touring Exhibitions Group (TEG) and Suzie Tucker, National Museum Directors' Council (NMDC)

12.00 - 12.40

Achieving meaningful engagement between visitors & volunteers

Find out the impact of storytelling-led training for volunteers which has resulted in more comfortable and memorable discourse with visitors, without a curator's expertise. More than merely what you know, it's how you share it that creates meaningful engagement.

Catherine Masters, Ernst & Young LLP and Lily Pender and Josh Gaillemin, theWholeStory

13.00 - 13.40

Lock, stock and barrel - relocating the REME Museum

A necessary relocation in 2013 provided a fresh opportunity to look at audiences, stories, experiences and offer. In doing this a 21st Century military museum for a wider audience and a sustainable future has been created. Discover the highlights and the challenges of this £7.5 million project.

Major (Retd) Rick Henderson and Jennifer Allison, REME Museum; Jamie McCall and Sarah Jackson, PLB Projects Ltd

14.00 - 14.40

How to curate interactive exhibits

Mechanical interactive exhibits are often used to provide visitors with a hands on experience of a phenomena. Hear from the team on how to commission exhibits that will engage and intrigue visitors.

Toby Parkin, Science Museum

15.00 - 15.40

Client and designer - getting the partnership right

Adrian & Joe are working together to deliver a new world class attraction, The World of Wine, in historic Porto. In this session they will discuss their collaborative process, continual evolution of their design practice and just what it takes to create a truly revolutionary visitor experience, from the outset.

Adrian Bridge, The Fladgate Partnership and Joe Bright, Scruffy Dog

16.00 - 16.40

Touching the untouchable

How to work and design in heritage sites, when you can't even put a nail in a wall. Challenges and experiences from around the world including 14 Unesco World Heritage sites - from Norway to Qatar . . .

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FREE TALKS - THURSDAY 18 MAY

Collections Management

09.50 - 10.30

Copyright & collections: risk, process and pragmatism

Confused by copyright? This presentation will draw on best practice case studies from across the sector to showcase the latest thinking in managing the rights and permissions associated with diverse collections with a look at Historic Royal Palaces' practices.

Naomi Korn, IP Consultant and Rebecca Wallace, Historic Royal Palaces

10.45 - 11.25
Collecting now

Sector Update



The session will focus on HLF support for collections development, including early evaluation findings from the latest Collecting Cultures Programme, drawing out those areas where projects have developed collection skills and audiences.

Vanessa Wells, Heritage Lottery Fund

11.40 - 12.20

Better collections photography

This talk will share hints and tips on how to create better quality images by focusing on training non-experts to take better pictures and set up standards to use across your organisation.

Dani Tagen, Horniman Museum and photography consultant for the sector

12.35 - 13.15

SPECTRUM 5: What's new?

Collections Trust is previewing the latest update of SPECTRUM: the UK Collections Management Standard at this year's Show. Find out what's new and how SPECTRUM can help you manage your collections – both physical and digital – better.

Kevin Gosling, Collections Trust

13.30 - 14.10

"Things done well, and with a care" – preservation and access in Shakespeare's houses

The Trust will discuss working together, across five individual properties, to manage the historic environment and care of collections, whilst also maintaining the distinctive character of each property and the challenges that come with welcoming over 800,000 visitors each year.

Emily Ireson, Jessie Petheram and Samantha Gull, Shakespeare Birthplace Trust

14.25 - 15.05

What can a Digital Asset Management System (DAMS) do for me?

This presentation will look at the practical reasons for using DAMS and use case studies to demonstrate what it can and should do to benefit both engagement and curatorial departments.

Mark Pajak, Bristol Museums, Galleries and Archives and Ben Sullivan, Axiell - Archives Libraries Museums

15.20 - 16.00

Waving not drowning: effective planning for museum emergencies

Groups of museums across the southwest, led by their SWMD team, have found effective ways to plan for emergencies, create disaster kits, train volunteer groups, and access high value services at low cost. Come and pick up some handy hints and clever, practical ideas to help you cope with the unexpected.

Helena Jaeschke, South West Museum Development Programme

New Technology

10.00 - 10.40

Hacking the Science Museum – playing with the Science Museum's collection online API

Using Science Museum's new Open API, we had an open call for people from different sectors to come in and create new prototypes over two days in February. Hear the findings of this event.

Catherine Jones and Jamie Unwin, Science Museum Digital Lab

11.00 - 11.40

From invisible magic to the deepest dive – using tomorrow's technology to deliver today's experiences

Virtual and Augmented Reality, wearables, hearables and Artificial Intelligence. Discover the wisest future-proofed investment and how to extend the narrative beyond the physical space.

Dean Johnson, Brandwidth

12.00 - 12.40

Making the case for a unique interpretive approach

Focusing on the application of a ColliderCase system interpreting letters from Bonnie Prince Charlie, this presentation will cover how the unique technology is being applied to these particular objects, how strict conservation requirements were met, and how visitor data gathered from the in-built case sensor has been used to make informed decisions on updating the interpretive content.

Katey Boal, Culloeden Battlefield and Visitor Centre, National Trust for Scotland and Chris Walker, Virtual Case Systems

13.00 - 13.40

Bringing the past to life using AR in the Queen's House

The biggest augmented-virtual-reality experience in London was launched in March for the 400th anniversary of the Queen's House. The project is based on Tango, a breakthrough technology of Augmented Reality. This experience provides new ways to engage audience in museums.

Dr Fabrice Jouvenot, Royal Museums Greenwich

14.00 - 14.40

New tech in an old playhouse – adapting technologies for different audiences

Shakespeare's Globe is a step back in time; but below the open rooftop and oak timbers of the theatre, the exhibition space has been evolving how it uses technology to best engage audiences in its story – both past and present. We'll be looking at the different types of technology on offer and why they were chosen.

Pete Le May, Shakespeare's Globe; Louisa Matthews and Caitlin Bain, Acoustiguide

15.00 - 15.40

DIY interactives – practical findings from 10 West Midlands museums



A combination of inexpensive hardware, excellent tools and a maker-ethic means that it's now possible to build engaging digital experiences with tiny budgets. This session puts together low-cost solutions that allow any museum staff to create their own interactives & experiences for their visitors, and to continue after the technical expert has left the building.

John Sear, Museum Games

16.00 - 16.40

Go digital, with little budget, skills and time

To be known and to seduce and engage families and Millennials you now need to be digital. But how? Why don't we to gather our skills, build partnerships and share our audience? Clicmuse is gathering big and small museums and monuments, co-creating with them digital tools and shared communication strategies which can enhance visibility and experience for less budget.

Aube Lebel, clicmuse

Fundraising, Retail and Trading

09.50 - 10.30

Get the most out of your suppliers!

In a world where consumers are more sophisticated and have more choice than ever, creating a constant stream of differentiated products is a challenging issue for heritage retailers. Discover strategies for creating and commissioning new products: where to start, how much to pay, how to manage risk and how to get the best out of suppliers – old and new.

Stephen Spencer, Stephen Spencer & Associates

10.45 - 11.25

Savouring the visitor experience

Levy Restaurants UK and its research partner Future Thinking will share insights from their recent UK visitor attractions food & drink survey and will give valuable insight into visitors' eating habits and spends, as well as looking at the trends in visitor attractions attendance. Find out how to maximise footfall, revenue and drive return visitors.

Bernard Donoghue, ALVA; Julie Vigne, Future Thinking and Anna Fenten, Levy Restaurants UK

11.40 - 12.30

50 ways to make your shop work harder for you



Find out practical tips and innovative ideas that you can take away and put into action in your own retail offering. Offers, visual merchandising, product development, location, appearance, staff management and much much more.

Darren Neave, Creative Retail Consultant

12.40 - 13.20

Helping your organisation prosper – a how to guide

Colleagues from AIM share insights, ideas and practical advice from the AIM Hallmarks Programme that can help you make your organisation more successful, regardless of size, budget, type or location.

Tamalie Newbery, Association of Independent Museums (AIM)

13.30 - 14.10

Turning visitors into donors: encouraging individual giving

The trio will discuss ways to encourage the general public to donate to museums and heritage organisations, whatever their scale. Their topics will include donation boxes, membership schemes, Gift Aid, community fundraising and online donations.

Emma MacLellan, Culture Coventry; Katy Price, Black Country Living Museum and Amanda Rigali, Cause4

14.25 - 15.05

Tools & techniques for successful heritage fundraising

Fundraising is becoming an integral and vital part of organisational strategy but what can your organisation be doing to give it an edge in an increasingly competitive market? Discover tools and techniques for heritage fundraisers.

Valentine Morby, Giving To Heritage

15.20 - 16.00

Sponsorship doesn't work? - the challenge of making money meaningfully

Our panel will explore the challenges and open up new thinking on how the sector can better understand, develop and structure their commercial partnerships to make the art of making money meaningful. It's not just simply a process to satisfy the bottom line.

Phil Smith, Moderator; Sarah McNaughton, Brand licensing & venue retailing consultant; Gary Moss, Brand Vista - Visitor experience alignment; Richard Worrall and Martin Gamage, Catalyst Consultants - Building meaningful commercial partnerships



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Exhibition Design and Interpretation

10.00 - 10.40

Make experiences count, otherwise, why would anyone care?

It's the role of designers to create experiences that bring information to life, to inspire, engage and encourage actions that can help change the modern world – It's about making people care about the story. Discover how to make it happen.

Peter Karn, MET Studio

11.00 - 11.40

Croome Court, expect the unexpected!

When Croome Court came to the National Trust, it was in poor repair and without original contents. A radical vision was required to breathe new life into the historic mansion. Find out how the Croome team worked with creative partners to shape a National Trust visit that defies all expectations!

Michael Forster-Smith, National Trust

12.00 - 12.40

Interpretive writing – getting it right for your visitors

A great story will tell itself – won't it? Great interpretive writing requires focus, thought, practice and knowledge of techniques to make it right for your visitors. We will share a range of tips and techniques to help guide you through your own interpretive writing challenges.

Bill Bevan, Association for Heritage Interpretation (AHI)

13.00 - 13.40

Working internationally in a post-Brexit world

ICOM UK and the National Museum Directors' Council (NMDC) recently ran this conference with a panel of sector leading lights to address some of the key topics that Brexit raises: What issues will museums face in the years ahead? How can we maximise the opportunities and manage the challenges ahead of us? Hear from Dana the findings, key points and outcomes from this conference and what it might mean for you and your organisation.

Dana Andrew, ICOM UK

Sector Update



14.00 - 14.40

Visitor movement: evidence to inform design and operations

An important part of our work is to gather evidence on movement behaviour patterns, understanding how people interact with each other and their surrounding environment. This session introduces various different approaches that can be used to monitor visitor movement to, from and through a venue and how this can be used to better understand the visitor experience.

Sam Moutet and Simon Owen, Movement Strategies

15.00 - 15.40

Interactive garden interpretation

A look at the challenges of restoring, interpreting to a diverse and international audience, managing and sustaining this vast private estate, following a catastrophic house fire in the 1970's.

Sarah Slazenger, Powerscourt Estate and Mark Leslie, Martello Media

16.00 - 16.40

Light sensitive

Sutton Vane Associates expose secrets of successfully lighting museums. Taking into account the stories of the exhibits, the constraints of the architecture and the dictates of LUX whilst delivering a welcome visitor experience.

Geoffrey Beare, William Heath Robinson Museum; Mark Sutton Vane, Sutton Vane Associates and Leigh Cain, Leigh Cain Creative Ltd

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VISITING THE SHOW

By overground train:

Kensington Olympia is the nearest station with overground trains which connect with the underground at Shepherd's Bush, West Brompton, Willesden and Wembley Central as well as at Clapham Junction.

Shepherd's Bush to Kensington Olympia trains every 5-15 mins, duration 2 mins
Clapham Junction to Kensington Olympia trains every 4-10 mins, duration 10 mins



By underground (walking time):

Barons Court (10 mins)

Earls Court (10 mins)

West Kensington (10 mins)

High Street Kensington (15 mins)

Hammersmith (15 mins)

Shepherd's Bush: connect to overground direct to Olympia (see above), 15 mins walk or 5 mins on 49 bus

West Brompton: connect to overground direct to Olympia (see above)

By bus:

Olympia is regularly served by the following bus routes:

Hammersmith Road: 9, 10, 27, 28

Holland Road: 49

North End Road: 391

Full travel and accommodation information can be found on the Show website –

show.museumsandheritage.com



Venue



Olympia West,
Blythe Road, London W14 8UX

Opening Times:

Wednesday 17 May 9.30am – 5.30pm

Thursday 18 May 9.30am – 5.00pm

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