

12 + 13 May 2010
EARLS COURT | LONDON

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CULTURELABEL.COM



FREE SEMINARS OFFERING SOLUTIONS, INSPIRATION & ADVICE FOR ALL

Leading expert organisations and companies, including CultureLabel, Collections Trust and Audiences London have curated the Show's most dynamic programme of free seminars ever. As a visitor to the Show you can benefit from over 40 sessions, offering real solutions for these challenging times.

Hear from the sector's leading lights in:

Wednesday 12 May:

- Marketing & Insight – curated by Sumo
- Audience Development – curated by Audiences London
- Sector News & Updates
- Designing Greener Exhibitions – curated by Greener Museums

Thursday 13 May:

- Design & Interpretation – curated by PLB
- Collections Management – curated by Collections Link
- Cultural Entrepreneurialism – curated by CultureLabel
- Designing Greener Exhibitions – curated by Greener Museums

Space is limited and will be issued on a first come, first served basis. All visitors will be asked to vacate the seminar rooms in between each session to give everyone a fair chance of a place.

Please refer to Pages 8-11 for the full programme.



Marketing & Insight

Room 1

Curated by Sumo

10.00 - 10.40

The editorial approach: how focusing on the market creates cultural credibility.

Nine museums in Manchester recently launched online magazine and city guide, www.creativetourist.com. Designed to encourage visits to Manchester, Creative Tourist is market-led. It takes an editorial approach, only profiling events that appeal to the market. It has created a credible, cultural brand that has gained global attention. It uses open source and social media platforms to do so. And it has created a new model for museums marketing that is changing the way Manchester's museums do business. Find out more about Creative Tourist - and how you can apply the lessons learned in Manchester to your own venue.

Susie Stubbs, Project Co-ordinator, Manchester Museums Consortium

11.10 - 11.50

Pulling Together – The Secrets of London Shh ...

London Shh... is a collection of six of the city's small historic house hidden-gems. Formed in 2008 with a view to encourage more people to discover and enjoy these beautiful houses, London Shh ... has pooled resources and successfully gained increased profile, recognition and, importantly, visitor numbers. Hear from the founding members how Shh ... was set-up, the clear benefits that they are enjoying and discover how you could do the same in your locality.

*Kate Streeter, General Manager, Burgh House and Chair of London Shh ...
Marion Stone, Development Officer, Freud Museum*

12.20 - 13.00

Rebranding Wordsworth.

The Wordsworth Trust runs an award winning visitor destination in Townend, Cumbria. They also continue the legacy of William Wordsworth through less visible but equally important activities such as education, publishing and organising literary events. In 2009 the trust undertook a branding process, how did this work and how is it helping the Trust to operate in the 21st Century?

Paul Kleian, Head of Marketing & Communications, The Wordsworth Trust

13.30 - 14.10

Evolving an 'incurably curious' new venue in a crowded cultural market.

Since opening in June 2007 Wellcome Collection has attracted over 800,000 visits and made its mark on London's fiercely competitive cultural canvas. Promoting this new venue has been a virtuous circle of reflection, re-evaluation and response. This journey will be explained through a visual presentation of the evolution of this curious brand.

Rachel Collins, Communications Manager, Wellcome Collection, London

14.40 - 15.20

Getting social.

Explore strategic examples and best practice from cultural and commercial sectors to find out the best way to implement and evolve your social media plans. This session will also look at new technologies and innovation to gain insight on digital trends and the way forward. Katy has been responsible for the implementation of social media strategies at organisations such as Tate, Arnolfini, London Development Agency and Hackney Wicked festival and has created integrated marketing campaigns for well known brands including Smirnoff, Phillips, Orange and MTV.

Katy Beale, Freelance Consultant

Audience Development

Room 2

Curated by Audiences London

10.20 - 11.00

Who are my visitors?

Answering this simple question, through a sustained programme of audience research, is at the heart of the Design Museum's audience development strategy. Having this audience insight has also had impacts for the whole organisation. Come and hear how the research was done and take the opportunity to consider what visitor information you can start putting to work.

*Josephine Chanter, Head of Communications, Design Museum and
Bryony Duncan, Research Manager, Audiences London*

11.30 - 12.10

Planning for different visitor segments.

Once you know who your audiences are, the next step is to think about the different needs and benefits each audience group or segment is seeking. The Tate has considered its different visitor segments and is tailoring its offer to appeal to each. A great chance to think about marrying up what you offer with visitor expectations.

*Claire Eva, Head of Marketing and Audiences, Tate and
Penny Mills, Director of Client Services, Audiences London*

12.40 - 13.20

Creating engaging family experiences.

The National Trust share stories from their three year London Voices project which brought together four London sites with families, staff, artists, schools, local authorities and colleges, to connect the properties more closely with their communities and create a genuine family friendly ethos at each of them.

*Ruth Clarke, Community Learning Manager, National Trust, London and
Chloe Bird Project Manager, London Voices and
Helen Ball, Community Engagement Manager, Audiences London*

13.50 - 14.30

Appealing to and engaging local people.

Liz Puddick shares her approach to building relationships between museums and local people. Her work in Community Learning at the Imperial War Museum and London Transport Museum has involved trying different activities, from community programming to opening up museum spaces. So, come and hear how you can make your museum matter to its neighbours and how you can help the neighbours matter to the museum.

Liz Puddick, Learning Manager, London Transport Museum

15.00 - 15.40

Building relationships with visitors.

Once you've got them hooked, how do you keep relationships with visitors going? This session will explore examples of how organisations have deepened relationships with a wide range of visitors, through ambassador programmes, membership schemes, events or interpretation.

*Penny Mills, Client Services Director, Audiences London and
Alix Slater, Consultant and Chair, Membership Management Forum*

Sector Updates & News

Room 3

Curated by Audiences London

10.40 - 11.20

Is the 3D boom here to stay?

3D projection, 3D TV's, stereoscopic, polarizing, shutter lenses, passive, active . . . what does all this mean and could it be useful to you? Find out about the difference between interactive and non-interactive 3D, choose the best format and evaluate the technology from your own perspective. Come along to our informal seminar and have it all explained in simple English. You'll also go away having seen it with your own eyes in a demonstration of amazing 'Interactive' 3D.

Tim Dear, Creative Director, Amazing Interactives

11.50 - 12.30

Future funds - funding opportunities with the Heritage Lottery fund.

Two years after the launch of the Heritage Lottery Fund's third strategic plan this session will review the current funding streams at HLF, take a look at some of the successful projects and pass on lessons learnt.

Fiona Talbot, Head of Museums, Libraries and Archives, Heritage Lottery Fund

13.00 - 13.40

Changing services & public spending.

This session will be looking at how museums and other cultural organisations can get more from public investment (local and central government spending) during these difficult and challenging times.

Sue Wilkinson, Director of Policy, MLA

14.10 - 14.50

Turnover is vanity, profit is sanity.

Chris Needham from The Association for Cultural Enterprises (ACE) will present a practical session packed with information and tips to apply to your own retail operation. They will make sure you leave this session with lots of inspiration and ideas on how to maximise profit margins, increase customer spend by maximising add-on sales as well as a look at difficult categories including clearance and sales items.

Chris Needham, Deputy Chairman, Association for Cultural Enterprises

15.20 - 16.00

A safe environment for loan pieces and changing displays.

"If only I had known that . . ." is often the response when museums discover the best solution to protecting their artefacts in temporary display cases against theft, abuse or environmental damage. With a variety of options all created to ensure a safe environment for loan artefacts and temporary displays, this session will ensure decision making in the future is a whole lot easier.

Presented by Reier Showcases

Designing Greener Exhibitions Theatre

Curated by Greener Museums

10.00 - 10.40

Effective decision-making for sustainability.

Making decisions about the sustainability of an exhibition requires examining unfamiliar territory. So how can you find the information you need and make a good choice? This workshop will provide an overview for reviewing the sustainability impacts of your exhibitions by examining a three step process to assessing a decision. Firstly, understanding the main sustainability issues of an exhibition, and what's important to the main stakeholder groups. Secondly, prioritising the issues we identified. Thirdly, engaging others, such as suppliers.

Rachel Madan, Greener Museums

11.10 - 11.50

Getting the green light for sustainable exhibition design.

Meeting the qualitative needs of museum exhibitions whilst minimising energy consumption and costs is now a core objective for museum operators, exhibition designers and architects. This session will hear from lighting designer, James Wadsworth, who has been forging new ways to achieve lighting quality and energy efficiency.

James Wadsworth, Lightinc Ltd.

13.30 - 14.10

Who's driving the green agenda?

This session will be looking at how the museums and heritage sector is implementing sustainable practice such as energy use, recycling, biodiversity and education. Richard and Sarah will be sharing the findings of their research into Resource Efficient Design shedding light on the design procurement process and the factors that are currently driving environmental and sustainable practice within museum exhibition design. The session will provide some practical approaches to embedding and sustaining environmental practice in the museum and heritage sector.

Richard Chipps and Sarah Witheford, De Montfort University

14.40 - 15.20

Planning sustainability into exhibit design.

Trying to make your exhibit more sustainable AFTER it's been built is pretty difficult. Get your projects off to a sustainable start, right from the beginning. What kind of incentives (or disincentives) are present in your project methodology? What are the critical decisions and questions you need to ask before you even begin? What are the conversations you need to have, and with whom? How can you make sure you get the sustainable outcome you want? Come along to this workshop where we will look at all of these questions.

Rachel Madan, Greener Museums

Design & Interpretation

Room 1

Curated by PLB

10.00 - 10.40

Museums without walls: extending the visitor experience.

Alyson Webb, consultant in mobile interpretation and experience design, will chair a discussion with Antenna Audio and a panel of industry experts exploring strategies in how to communicate with audiences before, during and after their visit through a wide variety of applications and platforms. As well as traditional audio and multimedia guides, the panel will examine new channels of communicating rich interpretative content through social networks and mobile phone Apps.

Alyson Webb, AE Webb Consulting and Antenna Audio

11.10 - 11.50

Measuring the un-measurable: how engaged are visitors to Tate Britain?

How effective is Tate Britain's interpretation? Do visitors read the wall text panels and labels? And does it extend their engagement, deepen understanding or illuminate meaning? What other things would help them to engage further? Morris Hargreaves McIntyre and Tate Britain will share findings of a 2009 study and how they challenged institutional beliefs and informed future decisions.

Andrew McIntyre, Director, Morris Hargreaves McIntyre and Gina Koutsika, Head of Interpretation, Tate Britain

12.20 - 13.00

In search of the virtual museum.

Richard Smith will reveal how The Tank Museum has used the web over the last five years to engage with visitors and develop new opportunities for interpretation before, during and after a physical visit to the museum. Together with Alex Rowe from Electric Drawing Board, Richard will share both successes and the lessons learned and will give an insight into the future of the virtual museum concept.

Richard Smith, Director, The Tank Museum and Alex Rowe, Electronic Drawing Board.

13.30 - 14.10

Interpreting precious cargo.

This Seminar examines the challenges and success-factors for young people and communities-led co-curation, interpretation and design activity engaging with world collections. Between now and 2012, exhibitions themed as Precious Cargo will reveal Yorkshire's world collections in innovative ways, providing a powerful legacy of new knowledge and practice. Precious Cargo contributes to Stories of the World, a Cultural Olympiad major project.

Janet Simmonds, Bradford Museums and Galleries, Simon Cantrill, Bradford Young Ambassadors and Jon Bradley, Renaissance Yorkshire

14.40 - 15.20

Design on a shoe-string.

Faced with a short timescale and a tight budget, creativity and inspiration are essential tools to be able to develop a sustainable and flexible exhibition. By working together as collector, curator and designer, Sheffield Industrial Museums Trust and PLB Projects Ltd have tackled the challenge of making The Ken Hawley Collection accessible and engaging through recession-busting interpretive design!

Alison Duce, Head of Curatorial Services, Sheffield Industrial Museums Trust, Gwendolen Whitaker, Curator of History, York Museums Trust, Jamie McCall, Creative Director, PLB

Collections Management

Room 2

Curated by Collections Link

10.20 - 11.00

Capturing multiple meanings.

Martin Harrison-Putnam, Senior Curator at London Transport Museum, and consultant Caroline Reed explore the challenges of capturing diverse perspectives on the rich variety of objects and records in our museums and archives and bringing a new immediacy and relevance to the stories about collections that we document and share.

Martin Harrison Putnam, Senior Curator, London Transport Museum and Caroline Reed, Museum and Heritage Consultant

11.30 - 12.10

What the new Collections Link can do for you.

How the new Collections Link is helping practitioners from the UK and international Collections Management community access professional advice and support, connect with colleagues, and learn from the experiences of their peers.

Laura Whitton, Networks Officer, Collections Trust

12.40 - 13.20

Exploring 20th century London - delivering an online partnership project.

How do you combine the collections from 19 museums, libraries and archives onto one website? Each has a different Collections Management System and has its own unique standards and procedures. See how the Exploring 20th Century London project has worked through these challenges to deliver a fantastic online resource.

Jason Webber, Web Manager, Exploring 20th Century London, Museum of London.

13.50 - 14.30

Solutions for digital asset management.

Museums and archives are having to cope with an ever-expanding amount of digitally held information relating to their collections, and keeping control of these valuable resources can be a real headache for the staff. This presentation will give an overview of the capabilities of the Adlib Media Management Module software and outline the benefits that Digital Asset Management can bring to the organisation.

Ian Rowson, General Manager, Adlib Information Systems and Ian Mottashed, Projects Director, Cambridge Imaging

15.00 - 15.40

Europeana – think culture.

The European Commission is spending tens of millions of Euros in providing access to the full range of Europe's cultural heritage. Find out: how it is being done; what Collections Trust is doing for it in the UK and how you can become involved.

Gordon McKenna, International Development Manager, Collections Trust

Cultural Entrepreneurialism Room 3

Curated by CultureLabel

10.40 - 11.20

Cultural entrepreneurship and new income generation opportunities.

Drawing on the principles of their new book *Intelligent Naivety*, the founders of CultureLabel.com scan the horizon to highlight new opportunities for museums to connect with consumers. They will explore how cultural organisations can unlock additional revenue streams in areas such as ecommerce, mobile ticketing, digital publishing and the so-called 'Apps economy'. They will also explore how organisations can best foster their own culture of innovation.

Peter Tullin and Simon Cronshaw, Managing Partners, CultureLabel

11.50 - 12.30

Cultural branding - new forms of commercial partnerships.

In this session Nicole will share her insight into how sponsorship is morphing into multi-faceted partnerships with the business community to unlock new revenue streams. As Development Director at the ENO and previously at Somerset House and the V&A, she has been instrumental in developing pioneering brand collaborations such as the groundbreaking Sony PlayStation Season.

Nicole Newman, Development Director, ENO

13.00 - 13.40

The future of culture retail.

The recently re-developed London Transport Museum has forged innovative brand partnerships with Ted Baker and others, developing new product ranges such as furniture shortlisted by Wallpaper* Magazine as one of its London Design Festival picks. We ask Mike to play the part of retail futurologist to predict the direction culture retail is moving but also offer some practical advice and guidance on how to maximise revenues based on his experience.

Mike Walton, Head of Trading, London Transport Museum

14.10 - 14.50

Spotlight on innovation.

The winner of the Winstan Bond Trophy for the Entrepreneurial Museum of the Year, sponsored by AIM, will be discussing how they have successfully seized an opportunity to significantly increase public benefit, capital or income for their independent museum. They will be hot-footing it from the Awards Ceremony the night before and will be discussing their return on investment and the long-term sustainability of the initiative, giving the audience the benefit of their lessons learned. The winning speaker will be joined by London Transport Museum's Head of Trading, who will be looking at opportunities for monetizing your collection and location, including print-on-demand, moquette products and stakeholder relations.

15.20 - 16.00

Reaching out to consumers.

museummaker (www.museummaker.com) is an innovative MLA Renaissance and Arts Council England funded national programme enabling museums to work with leading contemporary makers to unlock the creative potential of collections, improve their retail offer and develop entrepreneurial skills. After a successful pilot, the project is now working with 16 diverse museum partners. Brigid and Susie will explore how museums can effectively develop partnerships with designer-makers to meet growing consumer demand for unique and original product as a new source of income.

Susie O'Reilly, and Brigid Howarth, Programme Directors, museummaker

Designing Greener Exhibitions Theatre

Curated by Greener Museums

10.00 - 10.40

What questions should I be asking my suppliers?

In many cases, exhibition curators and designers are just the beginning of the exhibition team. Art transportation, exhibit building, exhibit disposal, and lighting design are usually contracted to specialist companies. Do you know how to influence these companies so that your exhibit can get greener? Do you know what questions to ask? What kind of specifications to write into contract documents to ensure you'll get the real green deal? We'll be exploring these questions in this workshop.

Rachel Madan, Greener Museums

11.10 - 11.50

The designers' perspective.

As designers of exhibitions and displays we work in industry that is inherently temporal and one in which the designer's work often ends up in a skip. Working with high levels of obsolescence can lead to projects and a throwaway society that we know that we can not afford financially, environmentally or culturally. Designers can help find ways to avoid this waste. Alex Mowat, Founder of Urban Salon, will show case studies that look to find different ways of looking at reuse, increasing efficiency of "effect" and more long term solutions to running museums and reducing energy consumption. These will include designs that adapt and borrow from Rock and Roll staging; display cases for the V&A that can be reused again and again and a Breeam "excellent" rated museum currently in design stages.

Alex Mowat, Director and Founder, Urban Salon.

12.20 - 13.00

Improving the sustainability of wooden art crates through carbon footprinting and supplier engagement.

Speakers from Tate reveal how a carbon footprinting exercise has changed the way they think about art crating specification, with an eye towards increasing sustainability.

Kate Parsons, Tate and Rachel Madan, Greener Museums

13.30 - 14.10

The museum perspective.

Museum exhibitions may once have been 'one-shot' deals but the world is changing and curators and museum project teams are now looking at new ways to 'close the loop', extending usage by turning old products into new products, component re-cycling and energy reduction. Not only does this ensure a sustainable future but it also educates and informs the public. Mike Sarna, Head of Interpretation at The Natural History Museum will be revealing the steps and measures they took to ensure their Butterflies exhibition achieved their 'green goals'.

Mike Sarna, Head of Interpretation, The Natural History Museum