



illuminating

THE 27TH MUSEUMS + HERITAGE **SHOW**

**MUSEUMS
+HERITAGE**

SHOW

**YOUR GUIDE TO WHAT'S ON
15-16 MAY 2019 OLYMPIA LONDON**

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

THE 27TH MUSEUMS + HERITAGE SHOW

Taking place on 15 and 16 May 2019 at Olympia London, the Museums + Heritage Show is the sector's largest and entirely free-to-attend event. Featuring two jam-packed days of more than 50 expert talks, 150 suppliers and consultants and a raft of special features, it's a must-do for anyone working in museums, galleries or heritage visitor attractions.



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

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. Visit the Show to source new products, discover the latest technologies, collaborate with new partners and network with colleagues. **It's where conversations happen, ideas are born and solutions shared.**



Very interesting free talks – it's good to know what's going on in other museums.

VISITOR 2018 IMPERIAL WAR MUSEUMS



Essential dates in the calendar for any heritage professional.

VISITOR 2018 HISTORIC ROYAL PALACES



50+ 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 the details overleaf and start planning your day now!

MASTERCLASSES AND 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 the website for details and timings.

DISCOVER NEW PRODUCTS AND SERVICES

Explore the sector's largest trade exhibition where you'll discover the latest tech, quality products and essential services for museums and heritage visitor attractions. The Show brings together the very best companies specialising in this sector.

ASK THE EXPERT

A free and easy way to get advice tailored to you and your organisation from key advisers in this sector. In this special area of the Show, tap into their knowledge and expertise and discover new ways to achieve your objectives – don't struggle alone!

RETAIL ZONE

A dedicated area where you will find exciting new products and bespoke ranges for your shop guaranteed to enhance your brand and make the most of your collections! Check out the retail talks on 16 May, detailed overleaf.

@DRINKSTHING

Join like-minded sector professionals for a drink and some informal networking at the Hand & Flower pub, Hammersmith Road, London W14 8XJ from 5.30pm on Wednesday 15 May.



A great opportunity to hear the latest sector news, network with colleagues and learn from others.

VISITOR 2018 LONDON FIRE BRIGADE MUSEUM



Great range of talks, excellent speakers and variety of topics.

VISITOR 2018 NATIONAL ARMY MUSEUM

FREE TALKS WEDNESDAY 15 MAY YOUR QUICK GUIDE



THEATRE 1 NEW TRENDS

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

Josh Blair, Science Museum Group
Ben Templeton, Thought Den

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

Alec Ward, Museum of London

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

Giacomo Giannetta, Streamcolors srl - digital art studio

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

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

14.00 - 14.40 **TBA**

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

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

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

Joy Drury, Historic Royal Palaces
Matthew Cock, VocalEyes

THEATRE 2 ENGAGING NEW VISITORS

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

Bala McAlinn, Boo Productions and Ruff Trade Training

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

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

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

Gareth Clifford, English Heritage

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

William Palin, Old Royal Naval College

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

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

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

Dave King, StudioLR

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

Karen Smyth, University of East Anglia

THEATRE 3 UNDERSTANDING YOUR VISITORS

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

Isabel Hughes and Philippa Heath, Museum of English Rural Life

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

Laura Coughlin and Hailey Baxter, Headstone Manor & Museum

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

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

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

Tony Butler, Derby Museums

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

Margot Walker and Jacqui Fortnum, The Audience Agency

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

Michael Houlihan, Japan House London
Ian Duckworth, Barker Langham

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

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

THEATRE 4 EXHIBITION DESIGN & INTERPRETATION

10.30 - 11.10 **TBA**

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

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

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

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

PEOPLE, FUNDING & STRATEGY

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

David Juler, Museum of Oxford

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

Isabel Churcher, Arts Council England

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

Emma Chaplin, Association of Independent Museums
Celyn Williams, Beamish

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

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Interpreting the past
designing the future™

THURSDAY 16 MAY

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

THEATRE 1 COLLECTIONS MANAGEMENT

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

Elliot Goodger, Nantwich Museum

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

Susanna Hillhouse, National Trust for Scotland

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

Naomi Korn, Naomi Korn Associates

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

Louisa Burden, Science Museum Group

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

Ben Sullivan, Axiell
Malcolm Chapman, The Hunterian

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

Sharon Robinson-Calver and
Vyki Sparkes, Museum of London

15.20 - 16.00 **BANISH THE BACKLOG**

Sarah Brown, Collections Trust

THEATRE 2 LEARNING

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

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

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

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

12.00 - 12.40 **PARTICIPATORY PRACTICE**

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

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

Charlotte Wood, Art Fund
Felicity Robinson, National Museums Liverpool

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

Kate Fellows and Izzy Bartley, Leeds Museums and Galleries

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

Amy Seadon, Bristol Aerospace
Andrea MacAlister, Essex Fire Museum

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

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

THEATRE 3 RETAIL & TRADING

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

Bethany Seager, The Museum in the Park, Stroud

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

Frances Croxford, The Seeking State

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

Helen Goodwin, Made You Look!

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

Zak Mensah, Bristol City Council

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

Gwyneth Campling Licensing and Product Development

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

Heather Carter and Judy Bendall, Blenheim Palace

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

John Barford, Interim Management and Consultancy

THEATRE 4 PEOPLE, FUNDING & STRATEGY

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

Institute of Fundraising

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

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

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

Fiona Talbott, National Lottery Heritage Fund

EXHIBITION DESIGN & INTERPRETATION

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

Sarah Rawlins, National Science and Media Museum

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

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

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

Philip Long, V&A Dundee

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

David Masters, Imagemakers Design & Consultancy, AHI Fellow

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PROGRAMME HIGHLIGHTS:



ADAM KOSZARY, MUSEUM OF ENGLISH RURAL LIFE

Hear about the astonishing impact a single tweet of a ram, captioned 'look at this absolute unit', had. How did it happen, what did it mean for the museum and what next?



PHILIP LONG, V&A DUNDEE

Philip, director of Scotland's first design museum will discuss the aims of championing past, present and future design in a Scottish and global context.



JUDY BENDALL, BLENHEIM PALACE

Find out how key themes such as Easter and Christmas have delivered opportunities for product development to produce significant secondary spends across the board.



SARAH RAWLINS, NATIONAL SCIENCE & MEDIA MUSEUM

Sarah will reveal how their 'Hot Topic' programming team creates rapid response, provocative exhibitions that look at issues trending in the media and the wider implications.



FIONA TALBOTT, NATIONAL LOTTERY HERITAGE FUND

Fiona shares NHLF's new approach to funding including revised regional structures, a streamlined approach to grants and new opportunities through funding campaigns.



TONY BUTLER, DERBY MUSEUMS

Tony shares Derby's approach to using a deep understanding and relationship with visitors to drive all aspects of a visit and the implications of working in this way.



SACHA COWARD, ESCAPE ROOM BUILDER

Find out how a simple, practical approach to creating escape games can be an effective way to bring your stories to life, engaging audiences in new ways.



ZAK MENSAH, BRISTOL CITY COUNCIL

Find out how Bristol changed from being a museum service to a cultural business and how they maximised the opportunities of income generation in the face of big challenges.



GARETH CLIFFORD, ENGLISH HERITAGE

Hear how a YouTube star with an audience of millions is helping the in-house team create new, engaging heritage content which is winning over new audiences.



JOANNA COLE, PITT RIVERS MUSEUM

Hear about the collaboration with members of the Maasai community which realigned the complex narratives of Maasai material culture in the museum collections.



ALEC WARD, MUSEUM OF LONDON

Discover how to make digital content creation work in-house with a variety of free or affordable tools and platforms!



VYKI SPARKES, MUSEUM OF LONDON

Find out how a toxic lump of sewage, Fatberg!, became the most talked about display the museum has ever done.

Our talks are always popular and places are issued on the day, on a first come, first served basis. As the schedule may be subject to change, **please refer to the website for full details and updates - show.museumsandheritage.com/talks-2019/**

ASK THE EXPERT:

Drop into this special area of the show for support and advice from our experts.



Association for Heritage Interpretation



Association of Independent Museums



Collections Trust



Culture24



naomi korn
ASSOCIATES

VE:Forum



NATIONAL MARITIME MUSEUM
LONDON
ENDEAVOUR GALLERIES

REIER



**MUSEUMS
+HERITAGE
SHOW**

**VISIT US
ON STAND M12**

HERE'S HOW TO FIND THE 27TH MUSEUMS + HERITAGE SHOW OLYMPIA LONDON 15-16 MAY 2019

VENUE ADDRESS: OLYMPIA LONDON, BLYTHE ROAD, LONDON, W14 8UX

OPENING TIMES: WEDNESDAY 15 MAY 2019: 9.30am - 5.30pm. THURSDAY 16 MAY 2019: 9.30am - 5.00pm



ENTRANCE TO SHOW VIA BLYTHE ROAD

BY TUBE

DISTRICT LINE: Change at **West Brompton** for a 2 minute Overground train to **Kensington (Olympia)**.

Alternatively **West Kensington** is an 8 minute walk away, and **High Street Kensington** is a 4 minute bus ride or 12 minute walk away.

CENTRAL LINE: Change at **Shepherd's Bush** for a 2 minute Overground train to **Kensington (Olympia)**.

PICCADILLY LINE: **Baron's Court** is a 9 minute walk away from Olympia London.

HAMMERSMITH & CITY LINE: **Hammersmith Station** is a 5 minute bus ride or 15 minute walk away.

CIRCLE LINE: **High Street Kensington** is a 4 minute bus ride or 12 minute walk. **Hammersmith Station** is a 5 minute bus ride or 15 minute walk away.

BY BUS

The following buses all stop within a very short walking distance of the venue:

No 9 - runs to and from **Aldwych** and **Hammersmith**.

No 23 - runs to and from **Westbourne Park** and **Hammersmith**.

No 27 - runs to and from **Chalk Farm** and **Turnham Green**.

No 28 - runs to and from **Kensal Rise** and **Wandsworth**.

No 49 - runs to and from **White City** and **Clapham Junction**.

No 391 - runs to and from **Fulham** and **Richmond**.

BY LONDON OVERGROUND

Kensington (Olympia) is on the London Overground network. It's one stop from **Shepherd's Bush (Central Line)** or **West Brompton (District line)**.

The venue is next to the station.

MUSEUMS
+HERITAGE

AWARDS

WHO'LL BE TOP DOG 2019? VIEW THE AWARDS SHORTLIST - ONLINE NOW!

awards.museumsandheritage.com

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