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SHOW

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OLYMPIA LONDON

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THINKING
AT M+H 2018



50+ talks

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Heritage Show, 16+17 May 2018 is the **UK's largest sector** exhibition, training and networking event for cultural professionals Completely FREE to attend, register using the link below.



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Great programme with a good range of talks focused on new digital trends Visitor 2017 **Royal Museums Greenwich**

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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.

THE RETAIL ZONE

Find exciting new products and bespoke ranges for your shop, quaranteed to enhance your brand and make the most of your collections! Also check out the Retail Talks in Theatre 3 on Thursday 17 May.



prices might just surprise you too!

ARTS COUNCIL heritage of the following forms ENGLAND + HLF UPDATE

Arts Council England and Heritage Lottery Fund will outline new funding opportunities for museums and the heritage sector in this joint session.

Wednesday 16 May, 10.30 - 11.50

The 2017 Show was really good and very helpful. I loved the New Tech talks Visitor 2017 **Natural History Museum**



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A free and easy way to get advice specifically for your organisation from key advisers in this sector. Tap into their knowledge and expertise and discover new ways to achieve your objectives - don't struggle alone!





















We are once again supporting the sector with the £1000 M+H **FOR YOUR** Prize Fund. **ORGANISATION** Open to all

organisations, visit our website to find out how to enter and see previous recipients of the prize.



The show was buzzing, standing room only for many of the talks, you felt excited to be part of it Visitor 2017 **Pennine Lancashire**

Museums

GDPR - WHAT IT MEANS FOR YOU

GDPR & Copyright together, looking at compliance from an organisational perspective Thursday 17 May, 14.25 - 15.05

I have been to two vears of the M+H Show and have found it very useful. I really believe in its potential to really inspire and inform people working in the sector Visitor 2017

Battersea Arts Centre

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.

























FREE TALKS - WEDNESDAY 16 MAY Engaging New Visitors Theatre 2

Learning Theatre 1

10.00 - 10.40 Live streaming - as easy as it looks?

Come and learn about the practicalities of live streaming from your museum. Could it add a new dimension to your learning offer? Also a look at the hugely succesful inititaive of playing '#ArchiveLottery' via Skype (yes, really), before a Q&A on digital tools and channels.

Alec Ward, London Museum Development and Adam Corsini, Museum of London

11.00 - 11.40 Inclusive museums – Kids in Museums

Join Kids in Museums' Caroline Marcus and expert speakers as they share their expertise and practical advice on welcoming wheelchair users and children, young people and families with autism to your venue.

Caroline Marcus, Kids in Museums and Claire Madge, blogs at Tincture of Museum and founder of Autism in Museums

12.00 - 12.40 Measuring learning impact – the learning journey

Emma and her colleague will explain the 'Learning Journey Framework' and share the practical and strategic impact it's having on Historic Royal Palace's learning and engagement programmes. They will also explore ways in which you could apply this approach to measuring impact in your setting.

Emma Morioka, Historic Royal Palaces

13.00 - 13.40 Volunteer Makers: how to grow your own

Discover how riding the wave of powerful community engagement, through volunteering and participation blended together, can make the extraordinary happen. Volunteer Makers is a model and technology pioneered across the UK. Learn how it supports: capacity to grow a community of volunteers; understanding and creating a value exchange; adopting an organisation-wide engagement culture; understanding the new era of audience engagement.

Claire Sully, Volunteer Makers and David Juler, Museum of Oxford,

14.00 - 14.40 GEM investigates - who's in? What does it take for museums to be truly inclusive?

A reflective and practical session on how museums can be more inclusive, unpacking common assumptions and challenging us to really guestion what 'inclusion' and 'engagement' means. From foundation principles to practical examples to help organisations meaningfully engage with more diverse audiences.

Rachel Tranter, Group for Education in Museums (GEM) and Nathalie Palin, Creative Direction Torbay GPS & Cultural development consultant

15.00 - 15.40 Collections and curriculum

Real World Science is a network of museums across the UK using their natural history collections to engage pupils and teachers with science. The programme considers global issues on a local scale, linking collections and current scientific research with science curriculum. In addition RWS has developed a Leadership Initiative, led by Great North Museum: Hancock, empowering primary school teachers to shape lessons around students' own questions. Find out how you can get involved and apply this thinking in your own setting.

Gracie Divall, Natural History Museum and Kate Holden, Great North Museum: Hancock

16.00 - 16.40 School engagement – the teacher's

This talk aims to explore key issues within schools when considering a museum or heritage site school trip. Based on research within schools Philip will review the constraints and hindrances teachers experience when planning such trips and how organisations can work with schools to overcome these barriers and encourage wider engagement. Philip Collie, Schoolzone

stream partner



10.15 - 10.55 Beauty and the Beast

How do you communicate a brand proposition that builds visitor engagement? How do you retain the integrity of your brand's promise whilst adapting to unpredicted visitor behaviours? How do you manage the impact of a populist event on an historic attraction? This session will offer valuable learnings from Kensington Palace and the recent 'Diana Her Fashion Story' exhibition.

Georgina Grubb, Kensington Palace - Historic Royal Palaces and Beverley Law, ALL Creative Branding

11.15 - 11.55 Using digital to reach new audiences and increase engagement

Two case studies on how small marketing teams used the latest in digital innovation and automated tools to increase audience engagement. The People's History Museum's user-centric digital policy and plan supports a renewed focus on audience engagement. Looking outside this sector Dance Umbrella's marketing team, which consists of 2 part-time people, talk about how they tackled the daunting side of social media and its 24/7 nature.

Angie McFarlane, The Space and John Denton, Golant Media Ventures

12.15 - 12.55 The battle for youth engagement

Sharing the triumphs, fails and tips learnt in the development of Bristol Museums' young people's engagement programme. Claire will cover how she's done it and how you can also develop a programme that is mutually beneficial to both your museum and local youth services — and encourages wider participation from BAME young people and those from lower socio-economic backgrounds. Claire Simmons, Bristol Museums

13.15 - 13.55 Bringing stories out of the closet

This session will explore the Walker Art Gallery's approach to LGBT+ programming and audience development. It will look at the Gallery's broader work in this area and focus particularly on their recent exhibition Coming Out: Sexuality, Gender Identity. One of their most popular exhibitions to date, the show saw a significant increase in new visitors to the gallery.

Charlotte Keenan McDonald, National Museums Liverpool

14.15 - 14.55 TBA - see website for details

15.15 - 15.55 Museums and wellbeing

Poor mental wellbeing is recognised as a major issue for the UK. How can museums deliver positive outcomes for people with mental health problems and for those in the wider population? Featuring an expert perspective from Paul Farmer, CEO of Mind; an introduction to the new national Culture, Health and Wellbeing Alliance; and an inspiring case study from Manchester Art Gallery.

Alex Homfray, museum consultant and Associate Director of BOP Consulting; Paul Farmer CBE, CEO of Mind, the leading mental health charity; Alex Coulter, Chair of the Culture, Health and Wellbeing Alliance and Director of Arts & Health South West and Louise Thompson, Health and Wellbeing Manager, Manchester Art Gallery.

16.15 - 16.55 TBA - see website for details





Places at all 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 Theatre 3

10.15 - 10.55 Cultural change through community

Redeveloping the RAF Museum's London site provided an opportunity to investigate new ways of working. Active visitor engagement and new community partnerships have had an impact across the Museum, influencing audience development, volunteering, ideas testing and programming. The examples of active changemaking show why audience research, mutually beneficial partnerships, and community participation are essential tools for the modern museum. Joe Sullivan, RAF Museum London

11.15 - 11.55 Keeping The Postal Museum's Mail Rail on track

The Postal Museum launched in full in September 2017, completing its transformation from an archive into a major new attraction. But who cares? Gaining real, usable insight into potential visitors helped identify who was actually interested, their motivations to visit and the size and make-up of the audience. With strong early ticket sales, what do the audiences really think and what has the museum learnt?

Harry Huskisson, The Postal Museum

12.15 - 12.55 Future proofing - who are we here for?

How do museums and heritage venues transform themselves into being truly audience-focused and cause-led? And what are the benefits? Liz and Tracy will give candid accounts of their venue's voyage to define its purpose in society and for the people it touches. They will describe the profound shifts in organisational thinking needed and how this is helping to secure their future.

Liz Davies, St Neots Museum; Tracy Stringfellow, Royal Greenwich Heritage Trust and Andrew McIntyre, Morris Hargreaves McIntyre

13.15 - 13.55 The rewards of a visitor focus

At Beamish, using audience insight runs right through the visitor offer — from costumed front-of-house staff, through activities, merchandise sales, programmes, special events, marketing and major new developments. Richard outlines the many ways that Beamish uses knowledge of its visitors to put them at the centre of its focus — and reaps the rich rewards.

Richard Evans, Beamish

14.15 - 14.55 Rating, ranting and recommendation: understanding your online audience



Katie Vosper, BDRC Continental

15.15 - 15.55 Using visitor insight to drive engagement

This session shows how SBT used a detailed understanding of audiences to engage visitors in new ways both in Stratford-upon-Avon and worldwide. Techniques and models will be shared, including those from audience research agencies, to engage core, potential and hard-to-reach audiences. SBT will talk about ways in which they've used this work for current programmes and future development. David Wright and Paul Taylor, The Shakespeare Birthplace Trust (SBT)

16.15 - 16.55 Whose story is it anyway?

Using the Museum of English Rural Life's (MERL) recent redevelopment "Our Country Lives" as a case study, this session will demonstrate how opening a dialogue with existing and new audiences and stakeholders can lead to a more focused, relevant and responsive interpretation strategy. The MERL also looks at how these audiences can become part of co-creative social media, events and activities. Isabel Hughes and Phillippa Heath, Museum of English Rural Life

stream partner



sponsor

Exhibition Design + Interpretation Theatre 4

09.45 - 10.15 Department for International Trade: the museum market in the USA

The Department for International Trade (DIT) has identified the USA as a key market for the UK's creative industries — including the supply of products and services to the museum sector. The USA is often seen as a challenging market for UK goods and services — but are the challenges real? In this session, we will hear from people who have been there and done it - and will celebrate the launch of a new DIT initiative designed both to explain the scope and size of the market and create short cuts for

Richard Parry, Department for International Trade; Bill Haley, Haley Sharpe Design and Ann Curtis, MuseumINSIDER

10.30 - 11.50 New funding opportunities from HLF and Arts Council England



12.30 - 13.10 Exhibition (Im)possible: no objects, small space and perhaps the most hated King of England

King John, arguably the worst King of England, breathed his last at Newark Castle. On the 800th anniversary of his death, there was a desire to tell the story of John's final weeks. With no collection, a small budget and an even smaller space find out how these challenges were overcome to create an engaging temporary exhibition. Phil Beard, Newark & Sherwood District Council; Fiona King and Olivia Boutrou, Barker Langham

13.30 - 14.10 China's first Emperor and the Terracotta Warriors

Find out why Liverpool was selected as the European host city in 2018 to exhibit 'China's First Emperor and the Terracotta Warriors' and discover how the challenges of staging an international blockbuster exhibition were met through design and delivery. Fiona Philpott, National Museums Liverpool and Dominic Sore, The Hub

14.30 - 15.10 Interpretive planning essentials a practical toolkit for heritage sites

Wondering how to turn your brilliant interpretive idea into a deliverable reality? Know who you want to engage but not sure how? Successful interpretive planning means thinking carefully about the why and who. Jo shares practical tips and straightforward tools for planning your project successfully.

Jo Scott on behalf of Association for Heritage Interpretation (AHI)

15.30 - 16.10 The exhibition treadmill: is there a better way?

Can you generate income by slowing down the treadmill of exhibition production? Culture Syndicates CIC have created a new way for small and medium sized organisations to share temporary exhibitions, saving partners' time and resources. This session reveals the framework we used to plan this new approach and how you can get involved. Hollie Davison, Culture Syndicates CIC and Liz Weston MBE, Mansfield Museum

16.30 - 17.10 Re-engineering the Brooklands Experience

An £8m project has transformed Brooklands Museum — moving a Grade 2 listed building, creating an immersive factory exhibition and re-opening the finishing straight of the world's first purpose built motor racing circuit after nearly 80 years. Hear about how the ambitious plans have come together and the challenges along the way. Valerie Mills and Tamalie Newbery, Brooklands Museum



FREE TALKS - THURSDAY 17 MAY

Collections Management

Theatre 1

09.50 - 10.30 One Collection - to boldly go where no collection move has gone before

The One Collection project is moving the Science Museum's collection of 320,000 objects from its current store to a new facility in Wroughton. We aim to make it more than a 'lift and shift' exercise and build a foundation for better collections management, both physically and digitally, beyond the lifespan of the project. Adrian Hine and Emily Yates, Science Museum

10.45 - 11.25 Open wide — developing open access to your object stores

The Museum of English Rural Life (MERL) is housed in purpose-built galleries including a mezzanine storage area for the reserve collection. Redeveloped through the HLF funded capital development, "Our Country Lives" The MERL now offers open access to these stores. Find out the benefits to this approach. Isabel Hughes and Ollie Douglas, Museum of English Rural Life

11.40 - 12.20 How to choose a CMS: finding the right fit

Investing in a new collections management system is a significant undertaking, and with the time and money dedicated to the process, you want to get it right first time. This workshop will help you pinpoint the important things to look for in a new CMS.

Amy Adams, National Museum of the Royal Navy and Christina Leahy, Axiell

12.35 - 13.15 Caring for your photographic collections

How to care for photographic collections in museums without specialist photographic stores or access to a photographic conservator. We will cover what causes photographs to fall apart, how to slow this down and how to increase the lifespan of your photographs.

Lorraine Finch, LF Conservation and Preservation and Louisa Burden ACR, Science Museum

13.30 - 14.10 Digitised collections at the heart of a location-based mobile experience

Buxton Museum's www.wondersofthepeak.org.uk is a web app which extends Wordpress. It aims to link collections more closely with their place of origin, ultimately encouraging the user to visit the landscape. Find out why and how the platform was created — from pilot testing and procurement, through to design and delivery. Joe Perry, Buxton Museum and Art Gallery and Dr Ben Bedwell, University of Nottingham

14.25 - 15.05 GDPR, data protection and copyright for museums: what do you need to know?

This session will explore important information law issues for museums – focusing on GDPR, data protection and copyright and their applicability within collections management, digitisation, digital asset creation, use and publication. A look at case studies and practical tips as well as time for Q&A.

Naomi Korn, Copyright & Compliance Specialist, NKCC

15.20 - 16.00 When the numbers don't add up: the challenges, solutions and prospects of the Natural History Museum's Digital Collections Program

The NHM has for over a decade been tackling the digitisation efforts required to make 80 Million collection objects available globally. The NHM has developed various innovative solutions in hardware, software workflow and digital access to cope with an industrial scale challenge that refuses standardisation.

Steen Dupont, Natural History Museum

stream partner



stream sponsor



New Technology

Theatre

10.00 - 10.40 What if you could analyse all your museum data in one place?

If you manage museum data this session will help you. It reviews how the Natural History Museum is building a central definitive service to analyse business data. It covers automating the aggregation, cleaning and transformation of data from multiple business data sources into a central data store, distributing reports via centralised dashboards, cultural and stakeholder issues and data security. Andrew Lewis, Natural History Museum

11.00 - 11.40 Together we are stronger

If small and medium sized museums team up, can they compete with, or even surpass, the resources often available only to larger museums, and deliver high quality cutting edge digital interpretation? MMEx is a non-profit membership organisation for museums across Denmark, creating a resource of experts for all museums, to deliver meaningful contemporary interpretation; from concept to final implementation. Ludvig Lohse, MMEx - Center for Digital Interpretation in Museums

12.00 - 12.40 Livestreaming — giving audiences remote control

This session looks at best practice in museum livestreaming — the pitfalls, successes and magic moments from the perspective of Jon Sleigh, Leaning Officer, Arts Council Collection. An open discussion on how to grow your online brand, accessing hard to reach audiences and honest sharing from an engagement specialist.

Jon Sleigh, Arts Council Collection, Birmingham Museum and Art Gallery

13.00 - 13.40 New for old: choosing appropriate technology for a new museum

The Postal Museum fuses a museum experience with the appeal of a visitor attraction. This session examines the use of technology to develop access to collections, augment visitor experiences and foster sustainable digital facilities. From interactives to 3D imaging, from digitisation to business generation, this session explores the impact of technology on a HLF funded capital project.

Martin Devereux and Rachel Kasbohm. The Postal Museum

14.00 - 14.40 My camera loves Euclid, Algebra & Newton: cultural & heritage photography for the 21st Century

A introduction to professional cultural and heritage photography and a whistle-stop tour of how we see, measure and record colour, why standards in cultural heritage digitisation are so important. What exactly does the new international standard (ISO 19264) specify and how to bring your institution into line.

Tony Harris, Government Art Collection and Andrew Bruce, The Postal Museum

15.00 - 15.40 A commercial approach to Virtual Reality

How the Science Museum Group approached their first commercial venture into VR. From creation to deployment, a discussion on how VR can be utilised in museums for commercial and strategic benefit. Space Descent VR with Tim Peake supports the group's acquisition of Tim Peake's Soyuz capsule with a unique and immersive experience allowing visitors to fall back to earth in a spacecraft.

Mark Cutmore, Science Museum Group

16.00 - 16.40 BYOD (bring your own device) vs on-site devices — what should museums be offering their visitors?

This session is for museum professionals responsible for onsite interpretation and visitor experiences wishing to get a broad overview. It will be a practical exploration of solutions available for museums to deliver digital on-site visitor offers (including native apps, progressive web apps, audio & multimedia guides, tablets and AR glasses). Attendees will leave with essential tips, advice and greater understanding of the pros and cons of a range of solutions to consider.

Spencer Clark, ATS Heritage

stream



Fundraising, Retail +Trading Theatre 3

09.50 - 10.30 Less CAN be more: how to maximise retail revenue with limited space and budget

In recent years, museum retailing has become mainstream – with many larger museums and heritage sites able to compete with the High Street for innovation and originality of product and environment. This session will share five principles that will enable smaller institutions to maximise their assets and develop successful shops.

Stephen Spencer, Stephen Spencer & Associates

10.45 - 11.25 The importance of heritage venues engaging and supporting the local community

For centuries large historic houses have been at the heart of the local community. From the purchasing of local ingredients and the employment of local residents, to the tourism that is brought to the area, Blenheim Palace has a desire to champion this approach. The team from Blenheim Palace and Searcys will be discussing the importance of engaging with the local community and the joint journey that they have committed to for the term ahead.

Dominic Hare, Blenheim Palace and Matt Thomas, Searcys.

11.40 - 12.20 Small can be beautiful, but how do we make it pay? Commercial development in small museums and galleries

With limited resources and space, what opportunities are there for smaller museums to maximise visitor spend and generate a commercial return from visitors and assets?

John Barford, Commercial Development Consultant and Interim Director

12.35 - 13.15 Admission charges - what does the research tell us?

The AIM commissioned 2016 UK-wide research study about the impact of charging or not for museum admission assessed the impact of charging on visitor numbers, visitor diversity, museum income, visitor satisfaction and the reputation of the museum. The research findings and the associated guidance provide useful lessons for museums about the issues to consider when thinking about charging for admissions or not.

Emma Chaplin. AIM and Jonathan Durnin. DC Research

13.30 - 14.10 Provocative, disruptive and risk-taking

Bernard Donoghue will share case studies, trends and data on how attractions are finding new audiences through fostering unusual creative partnerships, being bolder, more provocative and being prepared to 'stretch' their brand.

Bernard Donoghue, Association of Leading Visitor Attractions and Museums + Heritage Awards Judge.

14.25 - 15.05 Expanding your network and buying opportunities with Enterprise Ireland

The Ashmolean Museum's Lycia outlines her experience of receiving support from Enterprise Ireland and how their museums and heritage work have helped diversify her network across a variety of disciplines, introduced new sources of product and developed the commercial offering and relationships. Find out how this can also work for you. Lycia Loba, The Ashmolean Museum, University of Oxford and Maeve O'Neill, Enterprise Ireland UK

15.20 - 16.00 Life changing leadership lessons from the Museums and Resilient Leadership (MRL) Programme

Regularly described as 'inspiring' and 'life changing', MRL applies the best in leadership from politics, culture and business to the heritage sector. Find out how we help individuals and their organisations build leadership resilience. Now in its fifth season, MRL is part of the Black Country Living Museum's NPO project portfolio through to 2021.

Stephen Feber, Museums and Resilient Leadership (MRL)

stream partner







Exhibition Design + Interpretation Theatre 4

10.00 - 10.40 Exhibitions for all ages

This workshop will explore two successful temporary exhibitions at the Museum of London in 2016–17: 'Firel Firel' and 'Tunnel: the Archaeology of Crossrail'. Both exhibitions were aimed at families and adult visitors and were designed with a balance of collections and interactivity in mind. The workshop will look at how exhibition design, text approaches, interactives, and immersive spaces can be developed to work for visitors across all age ranges.

Elpiniki Psalti and Louise Doughty, Museum of London

11.00 - 11.40 Mentoring for All

Tamsin and Isabel will outline the plans for a national Mentoring for All scheme for museums and describe the outcomes from the pilot programme. Come along and hear about great practice for being a mentor and a mentee.

Tamsin Russell, Museums Association and Isabel Churcher, Arts Council England

12.00 - 12.40 Oh! What a Lovely War?

Modern military museums face a unique balancing act: to highlight the achievements of regiments in campaigns yet try not to glorify war. Objects acquired from enemies can act as symbols of victory but many of these present challenges with modern interpretation. Jasdeep shares the revised methods of interpreting and displaying contentious objects in the newly redeveloped NAM. This warts-and-all session explores the successes and challenges of developing galleries for new audiences with a particular focus on community insight.

Jasdeep Singh, National Army Museum and Holly Winter, PhD candidate,

Jasdeep Singh, National Army Museum and Holly Winter, PhD candidate, University of Warwick

13.00 - 13.40 Bawdsey Radar from death rays to Saturn's rings

Hear our lessons learnt from working together to develop a contemporary visitor experience from the volunteers' and also the interpretive designer's perspective. Jamie McCall, PLB and Mary Wain, Bawdsey Radar Trust

14.00 - 14.40 Going beyond the 3D experience - Opera: Passion, Power and Politics

How do we start to think about curating our exhibition spaces in new ways? The design brief for this blockbuster exhibition at the V&A was approached in 4D rather than 3D, it considered a multi-sensory visitor experience. In an age where people can be transported via virtual/digital means to anywhere in the world, what effect does this have in the context of museum environments? Kate Bailey, Olivia Oldroyd and Rebecca Lim, V&A

15.00 - 15.40 Joined up: effective networks for heritage volunteering



16.00 - 16.40 Liget Budapest Project — a renewal and development of Budapest's largest public park as a high value cultural hub

The City Park (Városliget) offers in its 200 year history a world-wide unique mixture of a 100 hectare natural green environment and institutions of leisure, entertainment and culture next to the World Heritage area of Budapest. Hear how the whole park will be completely rejuvenated, the green area will be enlarged while the institution buildings will be either renovated or newly built to compose a high quality, family and visitor friendly cultural site focusing on the sustainability, the high-tech solutions and the visitor's experience.

Attila Sághi; Izabella Fekete and Zoltán Rostás, Városliget Ltd



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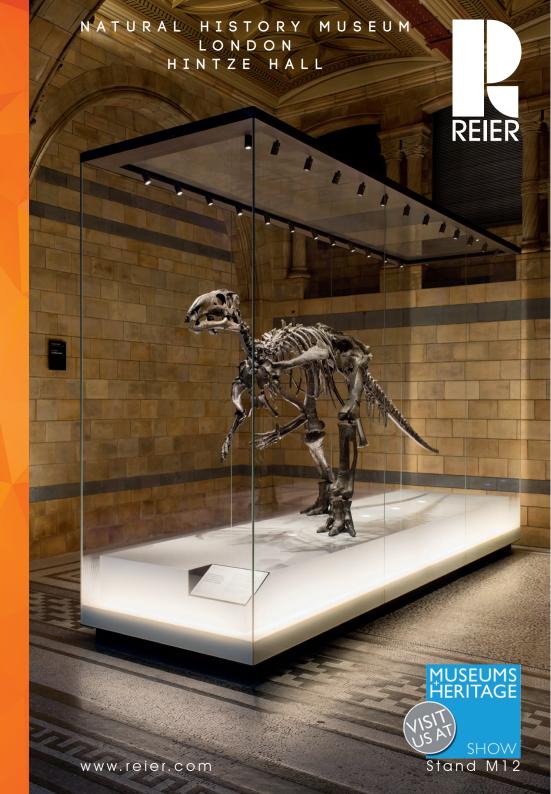




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By overground train:

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

Shepherds 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)

Shepherds 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





VISITING THE SHOW



Venue

Olympia London

Blythe Road, London W14 8UX

Opening Times:

Wednesday 16 May 9.30am - 5.30pm Thursday 17 May 9.30am - 5.00pm

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