Conference guide
Liverpool
6-8 October
Liverpool is home to some of the UK’s most significant museums and galleries and to celebrate the city’s tenure as European Capital of Culture 2008 the Museums Association (MA) is proud to be holding this year’s conference here.

Our keynote speakers are drawn from across the cultural spectrum. Phil Redmond, broadcaster and newly appointed chair of National Museums Liverpool, looks at how the city has been re-imagined over the years and its enduring cultural force. David Fleming, director, National Museums Liverpool, examines the concept of a democratic museum, while Christopher Frayling, chair of the Arts Council England, shows us how to unlock the creative potential of collections. Susan Legêne challenges us to think about how we present our museums in a post-colonial world and Andy Burnham, the secretary of state for culture, media and sport provides the opening address.

As well as the inspirational talks and workshops on collections’ life cycles, democracy and dialogue and places and spaces, a number of other currents run through conference. These include sustainability, the treatment of difficult histories and the proposed shift “from measurement to judgement”.

A key part of the conference is the exhibition. This is an excellent opportunity to view the latest products and services from the leading companies in the sector. The exhibition also features an informative programme of seminars providing in-depth advice on innovative technologies from leaders in their field.

Networking and catching up with colleagues is an important part of conference. To facilitate this we would like to invite you to join us at our evening drinks receptions. On Sunday we will be at the Monuments installation at the historic Martins Bank building. Monday evening begins with a networking reception followed by an evening at Liverpool museums which is open to all delegates and exhibitors.

A very warm welcome to you all.

Virginia Tandy
President, Museums Association

For more information call toll free: 00 800 9250 9250
Or visit us at: www.willo.com
Collections’ life cycles
Curated by Sally Cross, collections coordinator, MA
Each stage in the life cycle of a museum collection presents new challenges. For collections to remain effective and relevant in a changing world, existing material must be reassessed and redeployed. New material must be integrated. Think again, think differently about collecting legacies and possibilities. Develop the structures and skills, the determination and flexibility required for long-term, active management and interpretation of collections now and in the future.
Sally Cross joined the MA in 2006 and set-up Effective Collections, a programme of work to make better use of stored museum collections through long loans and disposal; she also contributes to collections-related policy across the sector. She formerly worked as registrar at the Royal Air Force Museum and at the Fitzwilliam Museum.

Democracy and dialogue
Curated by Bernadette Lynch, museum writer and consultant
The democratic right of all citizens to cultural resources has increasingly come to mean collaboration in museum processes and productions and not just access to collections. Museums are now also seen as sites to involve citizens in debate on social issues. This dialogue on collections can act as a catalyst for change, giving citizens more of a voice in museum processes and in society.
Bernadette Lynch has many years’ experience in museum senior management in the UK and Canada, most recently as the deputy director of Manchester Museum. With an international reputation for innovative practice in community engagement, she is currently writing a book entitled Practicing Radical Trust: Museums and the Sharing of Authority.

Places and spaces
Curated by Suzanne MacLeod, senior lecturer and programme director, art museum and gallery studies, University of Leicester
How can museums create inclusive and accessible buildings that are welcoming and open to appropriation by a range of users? How can sites be developed so that they become integrated in local contexts and part of the social experience of communities? Engage with architects, designers, museum professionals and academics. Consider the ways in which museum buildings, old and new, can aid or hinder the positioning of museums as exciting and democratic social spaces.
Suzanne MacLeod is the editor of Reshaping Museum Space: Architecture, Design, Exhibitions published by Routledge in 2008.

Other conversations
Alongside the three major themes of conference, other currents of conversation run through the programme including sustainability, the relationship of museums to other cultural forms, new agendas in learning and in staffing, and the treatment of difficult histories.

Fringe events
Fringe events take place throughout the conference and exhibition. These include continuing professional development (CPD) surgeries, specialist group meetings, a marketplace, award ceremonies, on-site sessions and more.

Exhibition
The MA exhibition brings together leading national and international companies specialising in services and products for the museum sector. This is an opportunity to talk directly to expert suppliers and consultants, view the latest innovations, discuss your needs on a one-to-one basis and take away ideas and inspiration for your museum or gallery.
Exhibitors include suppliers of storage, display, audiovisual, interactive and conservation equipment, together with companies and organisations advising on documentation systems, marketing, fundraising, policy, strategic planning and much more.

Exhibition seminars
A programme of seminars runs throughout the two-day exhibition. Leaders in their field provide in-depth expert advice and information on a range of innovative technologies. See the Exhibition guide for the full schedule.
Open to all

Drinks receptions
Welcome reception
Sunday 5 October
1900-2030
Martins Bank building
Networking reception
Monday 6 October
1800-1900
Galleria
Museums open evening
Monday 6 October
1915-2100
Various venues
Closing reception
Wednesday 8 October
1645-1730
Riverside balcony
Open to all

Themes
Conference 2008 will cover many different subjects and include sessions that explore three central themes:

Collections’ life cycles
Democracy and dialogue
Places and spaces

Other conversations
Alongside the three major themes of conference, other currents of conversation run through the programme including sustainability, the relationship of museums to other cultural forms, new agendas in learning and in staffing, and the treatment of difficult histories.
0900-0930  Opening address: Andy Burnham  Auditorium A
0930-1100  Concurrent sessions:
  - Renaissance review: findings and future direction  Auditorium A
  - The next big thing  Auditorium B
  - What has the bicentenary taught us?  Auditorium C
  - Rethinking posterity  Syndicate A
  - Our cities, our museums  Syndicate B
  - Everything you need to know about digital and social media  Syndicate 4
1000-1030  Exhibition open  Hall 2A
1000-1045  Exhibition seminars  Hall 2A
1030-1130  Coffee  Hall 2A
1030-1130  Careers cafe  Hall 2A
1030-1630  CPD surgeries  MA stand, Hall 2A
1130-1300  Concurrent sessions:
  - Curators for changing times  Auditorium A
  - The Cultural Olympiad: what’s in it for us?  Auditorium B
  - National Museums Liverpool: creating museums that fly  Auditorium C
  - Collaborative dialogues: working with disabled and deaf people  Syndicate A
  - Visions of a sustainable future  Syndicate B
  - Connecting collections and communities  Syndicate 4
1230-1400  Lunch  Hall 2A
1300-1430  Marketplace  Hall 2A
1315-1400  Networking lunch  Syndicate B
1400-1515  Annual general meeting: Presidential address and presentation of conference themes  Auditorium A
1515-1645  Concurrent sessions:
  - Sharing authority: a challenge to institutional control?  Auditorium A
  - Legacies of past collecting  Auditorium B
  - Why should we care about architecture and design?  Auditorium C
  - Cultural quarters: town planning and city vitality  Syndicate A
  - From measurement to judgement in the digital world  Syndicate B
  - Care workers to the old, midwives to the new  Syndicate 4
1630-1715  Tea  Hall 2A
1645-1715  CPD Plus tea (invitation only)  Syndicate 4
1645-1715  Collections for People reception  Hall 2A
1645-1715  Women leaders in museums networking reception (invitation only)  Syndicate B
1715-1745  Keynote: David Fleming  Auditorium A
1800-1900  Networking reception  Galleria
1815-1915  AMA awards (invitation only)  Walker Art Gallery

0900-0930  Opening address
Auditorium A
Andy Burnham
Secretary of state for culture, media and sport

Andy Burnham was educated in Merseyside. He lives with his wife and children in his north west constituency. Before his current appointment he served as chief secretary to the Treasury in Gordon Brown’s first cabinet. He has previously worked at the Home Office and the Department of Health, been administrator for the Football Task Force and special adviser to Chris Smith at the Department for Culture, Media and Sport.

Before being elected to parliament in June 2001, he worked as a researcher for Tessa Jowell MP and at the NHS Confederation.

These are exciting times for UK culture. Andy Burnham reflects on the local and UK benefits of Liverpool being European Capital of Culture, and new thinking on the role of the state in arts and culture, with particular reference to museum provision.

0930-1100  Concurrent sessions
Renaissance review: findings and future direction  Auditorium A

After six years of funding, and significant success, Renaissance is undergoing an independent review to examine past achievements and set future priorities. Hear about the initial findings and consider how these will help the Museums, Libraries and Archives Council (MLA) and its partners shape the future direction of the programme.

Chair
Hedley Swain, Director of programme delivery, MLA

Speaker
Sara Selwood, Chair, Renaissance review
0930-1100
Concurrent sessions

The next big thing
Auditorium B

The Great North Museum in Newcastle and the Riverside Museum in Glasgow are two of the most ambitious and complex museum projects underway in the UK. Senior staff intimately involved in the direction of both, discuss the new ideas behind them and the big issues raised in their creation.
Finishes at 1045

Chair
Javier Pes, Editor, Museum Practice

Speakers
Iain Watson, Assistant director, Tyne & Wear Museums
Lindy Gilliland, Senior manager, Great North Museum, Tyne & Wear Museums
Lawrence Fitzgerald, Project director, Riverside Museum, Culture and Sport Glasgow

Places and spaces

What has the bicentenary taught us?
Auditorium C

In 2007 museums throughout the UK engaged in activities to mark the bicentenary of the abolition of the Slave Trade Act. What have we learned about how we engage with audiences with different needs and expectations, interpret collections and deal with emotive topics like race and power? What organisational values did the bicentenary expose?

Chair
Clara Arokiasamy, Chair, Mayor of London’s heritage and diversity taskforce

Speakers
Laurajane Smith, 1807 commemorated project, University of York
Tracy-Ann Smith, Head of new audiences, Natural History Museum
Nadine Andrews, Project evaluator, Revealing Histories: Remembering Slavery
Karen Brookfield, Deputy director, Heritage Lottery Fund

Sustainability

Rethinking posterity
Syndicate 3A

What exactly does preserving something for posterity mean? How do we know if we are succeeding or just wasting time and resources? What value do conservators add to heritage assets through their work?
Finishes at 1030

Chair
Simon Cane, Head of museum operations, Birmingham Museum & Art Gallery and chair, Institute of Conservation

Speakers
Mary Brooks, Reader and programme leader, MA museums and galleries, Textile Conservation Centre, University of Southampton
Samuel Jones, Researcher, Demos
Siobhan Watts, Head of conservation science, National Museums Liverpool
Helen Wilkinson, Projects officer, MA

Collections’ life cycles

Our cities, our museums
Syndicate 3B

Restless urban contexts can undermine museums’ claims to represent their cities. Develop insights into the relationships between museums and the lives of cities. Examine experiences from a metropolis, a regional capital and a city without a museum dedicated to telling its story.
Finishes at 1045

Chair
Rhiannon Mason, Lecturer, University of Newcastle

Speakers
Cathy Ross, Head of later London history and collections, Museum of London
Helen White, Senior manager, Sunderland Museum & Winter Gardens
Janet Dugdale, Director of urban history, Museum of Liverpool

Places and spaces

Everything you need to know about digital and social media
Syndicate 4

Planning a project involving digital and social media? This interactive working session provides a checklist of everything you need to know. A panel of leading industry experts will provide an insight into how other sectors rise to the challenge as they workshop ideas and solutions for your projects.

Chair
Lindsey Green, Head of key accounts, Antenna Audio

Speakers
Charlotte Sexton, Deputy head of new media, National Gallery, London
Gillian Wilson, Curator of interpretation, Tate Modern
Matt Petrie, Vice president, strategic and digital media research, Discovery Communications
Brendan Dawes, Creative director, Magnetic North
Nathan Williams, Head of digital, The Partners

1130-1300
Concurrent sessions

Curators for changing times
Auditorium A

Curators are stereotypically preoccupied exclusively with objects, unable to engage with users and resistant to change. In reality new technology is creating new forms of dialogue and revolutionising curatorial practice. Can old museum structures keep pace with increasingly audience-facing and de-institutionalised curators?
Finishes at 1245

Chair
Zelda Baveystock, Senior project coordinator, National Museums Liverpool

Speakers
Kylea Little, Keeper of history, Tyne & Wear Museums
Victoria Rogers, Exhibitions officer, Cardiff Museum Project
Cathy Ross, Head of later London history and collections, Museum of London

Democracy and dialogue
1130-1300
Concurrent sessions

The Cultural Olympiad: what’s in it for us?
Auditorium B

We have been promised a wide-ranging cultural programme to accompany the London 2012 Olympic games. What form will this Cultural Olympiad take? What could be in it for museums not just in London but also across the UK? How can we become involved?

Chair
Mark Taylor, Director, MA

Speakers
Liz Forgan, Chair, project board, Stories of the World
Bill Morris, Culture, ceremonies and education director, London 2012
Debra King, Creative producer, West London Story

National Museums Liverpool: creating museums that fly
Auditorium C

Plans for the National Museums Liverpool include a Museum of Liverpool and development of the acclaimed International Slavery Museum. Genuine and sustainable community engagement is needed for these new institutions. Find out how wide ownership and partnership will inform planning to maximise their social and educational impact.

Finishes at 1230

Chair
Sharon Granville, Executive director, Museum of Liverpool Project

Speakers
Carol Rogers, Executive director of visitor management, National Museums Liverpool
Paul Khan, Director of learning, National Museums Liverpool
Claire Duffy, Head of community partnerships, National Museums Liverpool
Janet Dugdale, Director of urban history, Museum of Liverpool

Collaborative dialogues: working with disabled and deaf people
Syndicate 3A

For those who aspire to work with disabled and deaf people as visitors, participants, artists, advisers, ambassadors, colleagues and leaders. Take away key advice from two recent major national research projects.

Finishes at 1245

Chair
Catherine Hawes, Senior arts development manager, Shape

Speakers
Jocelyn Dodd, Director, RCMG, University of Leicester
Katy Culbard, Explore programme coordinator, on behalf of Engage and Shape

Visions of a sustainable future
Syndicate 3B

This summer the MA has been discussing sustainability with hundreds of museum people throughout the UK. Come and hear what they had to say and add your own views. This workshop looks at how museums might become more sustainable by rethinking what they do and how they operate.

Chair
Maurice Davies, Deputy director, MA

Contributors
Tony Butler, Director, Museum of East Anglian Life
Nick Merriman, Director, Manchester Museum
Ian Forbes, Manager, Killhope Lead Mining Museum

This workshop is limited to 100 participants on a first come first served basis

Sustainability

Connecting collections and communities
Syndicate 4

A decade ago the West Midlands pioneered participatory exhibitions, but selections were random and collecting initiatives untargeted. Learn how community collecting in Birmingham has now come of age.

Chair
Hannah Shepherd, Inclusion manager, Thinktank, Birmingham Science Museum

Speakers
Liz Braby, Audience development officer, Birmingham Museum & Art Gallery
Jack Kirby, Collections interpretation manager, Thinktank, Birmingham Science Museum

Democracy and dialogue
Collections’ life cycles

1400-1515
Annual general meeting
Including presidential address and presentation of conference themes
Auditorium A

The annual general meeting will outline the MA’s activities over the past year and its plans for the future. Virginia Tandy, the outgoing MA president, will address the conference and introduce the incoming president.

The new president addresses conference, followed by a presentation on the conference themes and the authors’ perspectives on them.

Chair
Hannah Shepherd

Speakers
Liz Braby, Audience development officer, Birmingham Museum & Art Gallery
Jack Kirby, Collections interpretation manager, Thinktank, Birmingham Science Museum

Sally Cross, Collections coordinator, MA
Bernadette Lynch, Museum writer and consultant
Suzanne MacLeod, Senior lecturer and programme director, art museum and gallery studies, University of Leicester
Concurrent sessions

Sharing authority: a challenge to institutional control? Auditorium A

Does sharing authority with audiences present an intolerable challenge to institutional control? Or is it an opportunity to democratise and rejuvenate the institution?

Chair
Mark O’Neill, Head of arts and museums, Culture and Sport Glasgow

Speakers
Jette Sandahl, Director, City Museum, Copenhagen
Piotr Bienkowski, Deputy director, Manchester Museum
Anthony Shelton, Director, Museum of Anthropology, University of British Columbia

Democracy and dialogue

Legacies of past collecting Auditorium B

All historic collections present challenges for curators today, from subject and ownership to size and condition. Discuss your legacy challenges. Recast the quirks of the collection as opportunities.

Chair
Nick Merriman, Director, Manchester Museum

Speakers
Suzanne Keene, Reader in museum studies and heritage, UCL Institute of Archaeology
Dinah Winch, Senior curator, Gallery Oldham

Why should we care about architecture and design? Auditorium C

A panel with Deyan Sudjic looks back over ten years of museum building and expansion. Explore key questions about museum buildings, architectural excellence and benchmarks of good museum design.

Chair
Suzanne MacLeod, Senior lecturer and programme director, art museum and gallery studies, University of Leicester

Speakers
Deyan Sudjic, Director, Design Museum
Sara Hilton, Head, Heritage Lottery Fund North West
Chris Pritchett, Partner, Austin-Smith: Lord

Collections’ life cycles

Cultural quarters, town planning and city vitality Syndicate 3A

Positive place-making by museums can increase the vitality and sustainability of our cities. An integrated approach to using institutional and public open spaces builds audiences more effectively than managing each in isolation. Explore the case for cultural institutions to develop a more visible, proactive and creative role in urban planning.

Chair
Mike Jones, Partner, Drivers Jonas

Speakers
Rob Colley, Head of culture and heritage, Drivers Jonas
David Anderson, Director of learning and interpretation, Victoria and Albert Museum
Duncan Grewcock, Freelance museum and heritage consultant

Simon Roodhouse, Author, Cultural Quarters – Principles and Practice

From measurement to judgement in the digital world Syndicate 3B

Brian McMaster’s influential report championed risk taking, peer review and excellence. These qualities are as important in museums’ digital provision as they are in the physical world of exhibitions and events.

This panel discussion involving leading online pioneers takes you on a journey around the web. Speakers will share their insights into the thinking behind some of the best online sites and services and consider what cultural innovation looks like online.

Chair
Jane Finnis, Director, Culture2

Speakers
Matt Locke, Commissioning editor for education and new media, Channel 4
Andy Budd, User experience director, Clearleft

Places and spaces

Care workers to the old, midwives to the new Syndicate 4

What species of museums will survive as operational contexts change? A theorist of the ‘ecology of culture’, a researcher involved in the Mission Models Money programme and a museum leader explain how museum professionals must simultaneously be careworkers and midwives if institutions are to successfully evolve.

Chair
Alison Hems, Renaissance programme director, MLA

Speakers
Graham Leicester, Director, International Futures Forum
Clare Cooper, Co-founder, Mission Models Money Programme
Peter Stott, Principal officer of heritage and learning, Falkirk Museums

Sustainability
The democratic museum
David Fleming looks at the degree to which museums are democratic institutions, created by the people for the people. He considers forces that militate against this ideal, and looks at progress made. Touching on admission charges, public art, diversity, politics, popularity and the proposed shift ‘from measurement to judgement’, he considers whether these developments enable us to be ‘creatively ambitious’ or represent a retreat from creating genuine public value.

1800-1900 Networking reception
Galleria
Following a long and intense day of presentations, meetings and fringe events all delegates and exhibitors are invited to join the MA president and staff for drinks before heading off to visit some of Liverpool’s finest museums and galleries.

The event is free and offers a relaxed environment overlooking the river Mersey where everyone can catch up with old acquaintances and make new ones over a couple of glasses of wine. Open to all

1915-2100 Museums’ open evening
Liverpool Museums
National Museums Liverpool is your host for the evening’s social event. Make the most of this opportunity to visit the World Museum Liverpool, the Walker Art Gallery, the National Conservation Centre, the Merseyside Maritime Museum and the International Slavery Museum.

The event is free and includes refreshments and transport to Liverpool museums. Coaches depart from the riverside entrance of the centre from 1900. From 1930 a shuttle service will operate between all the museums and galleries listed.

Open to all

1000-1730 Exhibition
Hall 2A
The MA’s annual exhibition provides an unrivalled opportunity for you to meet the sector’s leading companies under one roof and to experience the very best services and products from a diverse exhibitor range.

For full information see the Exhibition guide. Open to all

1000-1645 Exhibition seminars
Hall 2A
A programme of free exhibition seminars that present opinions, provoke discussion and offer you advice on a host of practical subjects.

For more information see the Exhibition guide. Open to all
Monday
Fringe events

1030-1130
Careers cafe
Hall 2A
Drop in for a coffee and meet with other colleagues and MA staff in a relaxed environment to talk about making the most of your professional development.
Open to all

1030-1630
CPD surgeries
MA stand
Hall 2A
Are you currently taking part in one of the MA's professional development schemes? Would you like some guidance on any aspect of this scheme, from completing your paperwork, to tips on networking? Then please come along and talk to one of our CPD assessors on a one-to-one basis.
Appointments are available on Monday and Tuesday. To book, go the MA's stand in the exhibition hall.
Open to all

1300-1630
Marketplace
Hall 2A
Delegates and visitors can meet staff from a range of organisations and specialist groups who are ready to answer questions and provide information on their work.
Open to all

1315-1400
Networking lunch
Syndicate 3B
A networking lunch for first-time delegates, prospective AMA's and Diversify trainees. This lunch is limited to 100 participants on a first come first served basis

1445-1715
Collections for People reception
Syndicate 4
The recently relaunched CPD Plus scheme is a great opportunity for museum professionals to continue their development beyond the AMA. Members are invited to come along, network with other participants and develop their leadership skills. A guest speaker will share their experiences of leadership in the sector.
Invitation only

1645-1715
Women leaders in museums networking reception
Syndicate 3B
Reception for members and invited guests. Invitation only

1645-1715
AMA awards
Walker Art Gallery
The awards mark an individual's commitment to their professional development and the wider museum sector.
This year's AMA award ceremony takes place among one of the UK's finest collections of paintings, drawings, sculptures and decorative arts.
The evening reception includes refreshments and transport to the Walker Art Gallery.
Invitation only

1815-1915
CPD Plus tea
Syndicate
The recently relaunched CPD Plus scheme is a great opportunity for museum professionals to continue their development beyond the AMA. Members are invited to come along, network with other participants and develop their leadership skills. A guest speaker will share their experiences of leadership in the sector.
Invitation only
Tuesday

**Summary**

0900-0930  **Keynote: Susan Legêne**  
Auditorium A

0930-1100  **Concurrent sessions:**
Collecting now  
Auditorium A
Life beyond the facade  
Auditorium B
Collaborative dialogue with audiences on sensitive issues  
Auditorium C
Local and organic: inclusive staff development programmes  
Syndicate 3A
The improvement agenda in English local government  
Syndicate 3B
On-site session: Night of the black cows  
Tate Liverpool

1000-1700  **Exhibition open**  
Hall 2A
1000-1630  **Exhibition seminars**  
Hall 2A

1045-1130  **Coffee**  
Hall 2A
1045-1130  **Careers cafe**  
Hall 2A
1045-1615  **CPD surgeries**  
MA stand, Hall 2A
1130-1200  **Keynote: Christopher Frayling**  
Auditorium A
1200-1330  **Concurrent sessions:**
Excellence or elitism? A panel discussion with Brian McMaster  
Auditorium A
Building from the inside out  
Auditorium B
Working with people with a learning disability  
Syndicate 3A
Can museums really co-create everything with the public?  
Syndicate 3B
Reviving collections  
Syndicate 4

1315-1445  **Lunch**  
Hall 2A
1345-1445  **Lunch meeting: History of the world (pre-booked ticket holders only)**  
Syndicate 3B
1400-1445  **Workshop: Sustainability and museums**  
Seminar 1, Hall 2A
1445-1515  **Keynote: Phil Redmond**  
Auditorium A
1515-1645  **Concurrent sessions:**
Creating place as well as space  
Auditorium A
Working with China  
Auditorium B
Curatorship as a collaborative art form  
Auditorium C
With a little help from my friends  
Syndicate 3A
Can we sustain long-term relationships with partners?  
Syndicate 3B
Collections – a community asset  
Syndicate 4

1615-1700  **Exhibitor awards reception**  
Hall 2A
1615-1700  **Tea**  
Hall 2A
1700-1800  **Plenary session: Museums capture minds: for hearts, try something else...**  
Auditorium A
2000-2330  **Conference dinner and party (pre-paid ticket holders only)**  
St George’s Hall

---

**Museums in a post-colonial world**
How can museums make sense of their national institutional legacies in a post-colonial world? Susan Legêne explores the consequences for museums of prioritising interpretation over presentation. She examines changes in representational practices in museums internationally, historical revisionism and the aspiration to connect people despite differences. Can museums reconcile tensions surrounding diverse groups and how they want to tell their stories? How can museums support cultural identifications without repeating or mirroring past interpretative mistakes?

Susan Legêne
Susan Legêne is professor of political history at the Vrije Universiteit, Amsterdam. Her work focuses on nation building processes, citizenship and the meaning and impact of colonialism in post-colonial states. Between 1997 and 2008 she was head of the curatorial department at the Tropenmuseum in Amsterdam. Her work at this ethnographic museum has contributed to her views about the role of heritage formation and awareness of past colonial processes in contemporary society.
0930-1100
Concurrent sessions

Collecting now
Auditorium A
How can museums struggling to acquire still be discerning? Join the debate with speakers involved in contemporary collecting and acquisition funding. Find out how museums can develop collections, whatever their scale of collecting.

Chair
Marilyn Scott, Director, The Lightbox

Speakers
Paul Gallagher, Curator of contemporary collecting, National Museums Liverpool
Alex Shears, Community development officer, National Museums Liverpool
Karen Brookfield, Deputy director, Heritage Lottery Fund

Collecting now: life cycles
Auditorium B

Encounter a variety of UK and international approaches to the development of cultural quarters, including the Museums Quarter in Vienna. Define common features of living, usable cultural complexes in which museums help create community.

Chair
Alec Coles, Director, Tyne & Wear Museums

Speakers
Iain Watson, Assistant director, Tyne & Wear Museums
Robin Holgate, Head of interpretation and learning, Museum of Science and Industry, Manchester
Claudia Haas, Museum consultant, Vienna

Collaborative dialogue with audiences on sensitive issues
Auditorium C

Museums worldwide are increasingly addressing difficult pasts, from prejudices and colonialism to conflict and genocide, but museums have themselves been sites and tools for injustices. This session debates whether or not museums are ready to openly and collaboratively address their own institutional complicity.

Chair
Chris Whitehead, Lecturer and secretary, Museums and Galleries History Group

Speakers
Adriana Munoz, Archaeologist, Museum of World Cultures, Gothenburg
Michelle Foggett, New audience advocate, Science Museum
Jennifer Wong, Programmes developer, Dana Centre, Science Museum
Bernadette Lynch, Museum writer and consultant
Sam Alberti, Lecturer in art gallery and museum studies and chair, Museums and Galleries History Group
Susan Legêne, Professor of political history, Vrije Universiteit, Amsterdam

Local and organic: inclusive staff development programmes
Syndicate 3A

Find out how museums in the UK and the US have taken on people from non-traditional backgrounds, equipping them with transferable skills and cultivating their appetite for museum work. See how these programmes benefit individuals and communities, institutions and the sector as a whole.

Chair
Hannah Shepherd, Freelance independent adviser

Speakers
Catherine Price, Human resources manager, Thinktank, Birmingham Science Museum
Joyce Wallace, Outreach officer, National Trust, West Midlands
Liz Puddick, Community learning coordinator, Imperial War Museum

Staff and working practices
The improvement agenda in English local government
Syndicate 3B

Navigate the recent strategies and toolkits aimed at putting culture at the heart of sustainable communities.

Finishes at 1045

Chair
Virginia Tandy, Head of culture, Manchester City Council

Speakers
Martyn Allison, National adviser for culture and sport, IdeA
Paul Bristow, Senior policy adviser, local government and communities, MLA
John Mennea, Assistant director of community services, Hartlepool Borough Council

Sustainability
Democracy and dialogue

0930-1100
On-site session

Night of the Black Cows
Tate Liverpool
Tate Learning, represented by the heads of department from all four sites (Tate Britain, Tate Modern, Tate Liverpool and Tate St Ives), will discuss their current/live programmes that engage with the complexities surrounding co-production and the challenges, risks and rewards of involvement with new and emergent networks and practice.

Chair
Lindsey Fryer, Head of learning, Tate Liverpool

Speakers
Felicity Allen, Head of learning, Tate Britain
Susan Lamb, Head of learning, Tate St Ives
Anna Cutler, Head of learning, Tate Modern

Democracy and dialogue
Learning
### Tuesday

#### 1130-1200
**Keynote**
**Auditorium A**

**Christopher Frayling**

Christopher Frayling is chairman of the Arts Council England. He is professor of cultural history and rector of the Royal College of Art, the only wholly postgraduate university of art and design in the world. In addition, he is the longest-serving trustee of the V&A, and chairman of the Royal Mint Advisory Committee, which selects the designs for new coins. He has in the recent past been chairman of the Design Council, chairman of the Crafts Study Centre and a governor of the British Film Institute. He is well known as a critic, historian and award-winning broadcaster, with his work appearing regularly in print and on network radio and television.

#### 1200-1330
**Concurrent sessions**

**Unlocking the creative potential of collections**

The Arts Council England’s ten-year strategy for current visual art is broadly contemporary with the MA’s Collections for the Future and the MLA’s National Museums’ Strategy. Together, they set the scene for ambitious and imaginative new partnerships.

Christopher Frayling shows how, across the cultural sector – nationally and regionally – the dynamic of the contemporary is creating collaborative opportunities for artists, curators and audiences to respond to historical material. A case of back to the future, or forward to the past?

**1200-1230**
**Auditorium A**

**Excellence or elitism? A panel discussion with Brian McMaster**

Brian McMaster discusses his influential report Supporting Excellence in the Arts with a panel of high-profile practitioners and commentators from different areas of the arts. His report urges a move away from measurement in favour of judgement, but just who gets to decide what excellence is and exactly which targets are going to be scrapped?

**Chair**
Sharon Heal, Editor, Museums Journal

**Speakers**
Mick Elliott, Director of culture, Department for Culture, Media and Sport
Maev Kennedy, Journalist and broadcaster
Andrew Whyte, Executive director of advocacy and communications, Arts Council England
Mark O’Neill, Head of arts and museums, Culture and Sport Glasgow
Brian McMaster, Author, Supporting Excellence in the Arts

**1230-1300**
**Auditorium B**

**Building from the inside out**

In the context of regeneration and pressure to create landmark iconic buildings, how successful have we been in building individualised museums that are tied to their location and an embodiment of their content? Museum makers explain how they have balanced competing agendas to create well-used, open and accessible buildings.

**Chair**
Moira Stevenson, Deputy director, Manchester City Galleries

**Speakers**
MJ Long, Architect, Long and Kentish Architects
Peter Higgins, Director, Land Design Studio Ltd

**1230-1300**
**Auditorium C**

**Working with people with a learning disability**

Syndicate 3A

People with learning disabilities talk about experiences and aspirations as visitors, artists and curators. They discuss the ethics of empowerment and guidelines for museums they themselves have developed. Radical and practical Liverpool projects provide invaluable insights into the challenges and possibilities of co-production.

**Chair**
Marcus Weisen, Consultant, Museums and Galleries without Barriers

**Speakers**
Ticky Lowe, Project coordinator, Access to Cultural Heritage
Carolyn Murray, Project coordinator, Access to Cultural Heritage
Helen Robinson, Community consultation coordinator, National Museums Liverpool
Vanessa Haworth, Programmes manager, Tate Liverpool

**1315-1345**
**Auditorium D**

**Can museums really co-create everything with the public?**

Syndicate 3B

People increasingly expect and demand participation in social and cultural spheres. Are museums ready to work with others in co-producing exhibitions? Or do we fool ourselves and others in claiming that we can and do co-produce?

**Chair**
Chris Wood, Director, Culture Unlimited

**Speakers**
Richard Benjamin, Head, International Slavery Museum
Finbarr Whooley, Deputy director, Horniman Museum
Sue McAlpine, Exhibitions officer, Hackney Museum
Perry Walker, Director of democracy programme, New Economics Foundation

**1345-1415**
**Auditorium E**

**Democracy and dialogue**

People increasingly expect and demand participation in social and cultural spheres. Are museums ready to work with others in co-producing exhibitions? Or do we fool ourselves and others in claiming that we can and do co-produce?

**Chair**
Sharon Heal, Editor, Museums Journal

**Speakers**
Mick Elliott, Director of culture, Department for Culture, Media and Sport
Maev Kennedy, Journalist and broadcaster
Andrew Whyte, Executive director of advocacy and communications, Arts Council England
Mark O’Neill, Head of arts and museums, Culture and Sport Glasgow
Brian McMaster, Author, Supporting Excellence in the Arts
1200-1330 Concurrent sessions

Reviving collections Syndicate 4

What do we want collections to do? Play, explore and think critically about the strengths of a collection. How will you make best use of the objects you are dealt? Will you stick or twist to produce the perfect hand?

Chair Vanessa Trevelyan, Head, Norfolk Museums and Archaeology Service

Speakers
Jayne Dunn, Collections manager, geology collection, University College London
Subhadra Das, Museum assistant, University College London

Collections’ life cycles

Phil Redmond

Phil Redmond has recently been appointed chair of National Museums Liverpool although he is best known for creating long running TV dramas including Grange Hill and Hollyoaks. He has written extensively for radio, television and stage and is a regular columnist for the Liverpool Daily Post.

One of the first to go through the comprehensive system, he is proud to have been awarded honorary chair of media at Liverpool John Moores University in 1999. Since 1999 he has been a fellow and member of the board of trustees, as well as chairing the International Centre for Digital Content also based at the university.

Imagining Liverpool

The city and people of Liverpool have inspired Phil Redmond throughout his career. How can spaces for learning be not only warm and friendly but also inspiring and uplifting? Consider recent examples and explore the multiple – and sometimes competing – expectations of museum and gallery exhibitions today. Discover what worked and why.

Finishes 1630

Chair Suzanne MacLeod, Senior lecturer and programme director, art museum and gallery studies, University of Leicester

Speakers
Stephen Greenberg, Director, Metaphor Limited
Sally Manuireva, Director of public programmes, National Museums Scotland
Ann Clayton, Head of learning programmes, Museums Sheffield
Fabienne Galangau, Associate professor, National Museum of Natural History, Paris

1445-1515 Keynote Auditorium A

Creating place as well as space Auditorium A

Can we create museum spaces that are both spectacular and welcoming? Can spaces for learning be not only warm and friendly but also inspiring and uplifting? Consider recent examples and explore the multiple – and sometimes competing – expectations of museum and gallery exhibitions today. Discover what worked and why.

Finishes 1630

Chair Beth McKillop, Keeper, Asian department, Victoria and Albert Museum

Speakers
Peter Berridge, Museum manager, Colchester and Ipswich Museums
Antonia Lovelace, Curator of anthropology, Leeds Museum Discovery Centre
Meijing He, Programme manager, connections through culture, British Council, China

1515-1645 Concurrent sessions

Working with China Auditorium B

China’s growing prominence makes it a key location and subject for museum work. A senior museum manager from China joins UK colleagues to discuss how best to build links with Chinese museums, develop deeper understanding of Chinese collections and work with diaspora Chinese.

Finishes 1615

Chair Hedley Swain, Director of programme delivery, MLA
James Puttnam, Independent curator and author
Lisa Le Feuvre, Curator, new visions programme, National Maritime Museum

Curatorship as a collaborative art form Auditorium C

As strategic agendas in the arts change so too do relationships between museums and artists. The Arts Council England and the MLA will broker new partnerships raising key questions. How might curators site their profession within the overall spectrum of practices related to the arts world? How will new ways of working contribute to art form development? How will audiences benefit?

Finishes 1630

Chair Diane Lees, Director general, Imperial War Museum

Speakers
Hedley Swain, Director of programme delivery, MLA
James Puttnam, Independent curator and author
Lisa Le Feuvre, Curator, new visions programme, National Maritime Museum
Tuesday

1515-1645 Concurrent sessions

With a little help from my friends
Syndicate 3A

The most passionate supporters of a museum often come from close to home. Find out how to entice local philanthropists. Discuss the latest initiatives to promote and develop incentives for giving.

Finishes 1630

Chair
Andrew Macdonald, Deputy director, Art Fund

Speakers
Rhodri Davies, Research fellow, Policy Exchange
Val Young, Head of development, Manchester City Galleries
Kathleen Soriano, Director, Compton Verney

Can we sustain long-term relationships with partners?
Syndicate 3B

Distinguished speakers offer courageous, self-critical and provocative observations on the question of sustainable relationships with partners. They ask what the minimum standards are for ethical engagement and if museums are meeting them. The audience is challenged to initiate a possible Code of Practice for Community Engagement.

Chair
Tristram Besterman, Former director, Manchester Museum

Speakers
Ian Fairweather, Social anthropologist, University of Manchester
Sally MacDonald, Director, UCL Museums and Collections
Marwa Helmy, Researcher, department of Oriental and Slavonic studies, Catholic University of Leuven, Belgium
Adele Finley, Project manager, In Touch, Manchester Museum

Democracy and dialogue

Collections – a community asset
Syndicate 4

Finding out what audiences want from collections is the Holy Grail for many museums. Hear direct from users. Put your ideas for audience engagement to the test with our expert panel.

Chair
C{il}ttin Griffiths, Head of professional issues, MA

Speakers
Sue Nzilani, Out in the City
Cait Simpson, Early years stakeholder group, Museum of Liverpool
Francesca Reggimenti, M13 Youth Project

Collections’ life cycles

1700-1800 Plenary session

Museums capture minds: for hearts, try something else...
Auditorium A

In the capital of culture, polemic is back in fashion. But whether exhuming the truths of Bloody Sunday or exploring Liverpool’s part in the slave trade, museums will always fall short of literature and broadcasting. Or will they? Stephen Feber, Phil Redmond and Antonia Byatt compete for your hearts and votes in this interactive challenge.

Chair
Nick Winterbotham, Chief executive officer, Thinktank, Birmingham Science Museum

Speakers
Stephen Feber, Consultant
Phil Redmond, Broadcaster and chair, National Museums Liverpool
Antonia Byatt, Director of literature strategy, Arts Council England

2000-2330 Conference dinner and party

St George’s Hall

This year’s conference dinner and party takes place in St George’s Hall, one of the world’s finest neoclassical-style buildings. It will provide the perfect atmosphere in which to unwind and enjoy an evening of good food, drinks and entertainment.

Guests are also welcome to visit the exhibition Queen and Country by Turner Prize winning artist Steve McQueen.

Prepaid ticket holders only

1000-1700 Exhibition

Hall 2A

The MA’s annual exhibition provides an unrivalled opportunity for you to meet the sector’s leading companies under one roof and to experience the very best services and products from a diverse exhibitor range.

For full information see the Exhibition guide.

Open to all

1000-1630 Exhibition seminars

Hall 2A

A programme of free exhibition seminars that present opinions, provoke discussion and offer you advice on a host of practical subjects.

For full information see the Exhibition guide.

Open to all

Conference dinner and party

This year’s conference dinner and party takes place in St George’s Hall, one of the world’s finest neoclassical-style buildings. It will provide the perfect atmosphere in which to unwind and enjoy an evening of good food, drinks and entertainment.

Guests are also welcome to visit the exhibition Queen and Country by Turner Prize winning artist Steve McQueen.

Prepaid ticket holders only

Tuesday

1515-1645 Concurrent sessions

With a little help from my friends
Syndicate 3A

The most passionate supporters of a museum often come from close to home. Find out how to entice local philanthropists. Discuss the latest initiatives to promote and develop incentives for giving.

Finishes 1630

Chair
Andrew Macdonald, Deputy director, Art Fund

Speakers
Rhodri Davies, Research fellow, Policy Exchange
Val Young, Head of development, Manchester City Galleries
Kathleen Soriano, Director, Compton Verney

Can we sustain long-term relationships with partners?
Syndicate 3B

Distinguished speakers offer courageous, self-critical and provocative observations on the question of sustainable relationships with partners. They ask what the minimum standards are for ethical engagement and if museums are meeting them. The audience is challenged to initiate a possible Code of Practice for Community Engagement.

Chair
Tristram Besterman, Former director, Manchester Museum

Speakers
Ian Fairweather, Social anthropologist, University of Manchester
Sally MacDonald, Director, UCL Museums and Collections
Marwa Helmy, Researcher, department of Oriental and Slavonic studies, Catholic University of Leuven, Belgium
Adele Finley, Project manager, In Touch, Manchester Museum

Democracy and dialogue

Collections – a community asset
Syndicate 4

Finding out what audiences want from collections is the Holy Grail for many museums. Hear direct from users. Put your ideas for audience engagement to the test with our expert panel.

Chair
Caitlin Griffiths, Head of professional issues, MA

Speakers
Sue Nzilani, Out in the City
Cait Simpson, Early years stakeholder group, Museum of Liverpool
Francesca Reggimenti, M13 Youth Project

Collections’ life cycles

1700-1800 Plenary session

Museums capture minds: for hearts, try something else...
Auditorium A

In the capital of culture, polemic is back in fashion. But whether exhuming the truths of Bloody Sunday or exploring Liverpool’s part in the slave trade, museums will always fall short of literature and broadcasting. Or will they? Stephen Feber, Phil Redmond and Antonia Byatt compete for your hearts and votes in this interactive challenge.

Chair
Nick Winterbotham, Chief executive officer, Thinktank, Birmingham Science Museum

Speakers
Stephen Feber, Consultant
Phil Redmond, Broadcaster and chair, National Museums Liverpool
Antonia Byatt, Director of literature strategy, Arts Council England

2000-2330 Conference dinner and party

St George’s Hall

This year’s conference dinner and party takes place in St George’s Hall, one of the world’s finest neoclassical-style buildings. It will provide the perfect atmosphere in which to unwind and enjoy an evening of good food, drinks and entertainment.

Guests are also welcome to visit the exhibition Queen and Country by Turner Prize winning artist Steve McQueen.

Prepaid ticket holders only

1000-1700 Exhibition

Hall 2A

The MA’s annual exhibition provides an unrivalled opportunity for you to meet the sector’s leading companies under one roof and to experience the very best services and products from a diverse exhibitor range.

For full information see the Exhibition guide.

Open to all

1000-1630 Exhibition seminars

Hall 2A

A programme of free exhibition seminars that present opinions, provoke discussion and offer you advice on a host of practical subjects.

For full information see the Exhibition guide.

Open to all
Tuesday
Fringe events

1045-1130
Careers cafe
Exhibition Hall 2A
Drop in for a coffee and meet other colleagues and MA staff in a relaxed environment to talk about making the most of your professional development.
Open to all

1100-1615
CPD surgeries
MA stand, Hall 2A
Are you currently taking part in one of the MA’s professional development schemes? Would you like some guidance on any aspect of this scheme, from completing your paperwork, to tips on networking? Then please come along and talk to one of our CPD assessors on a one-to-one basis.
Appointments are available.
To book go to the MA’s stand in the exhibition hall.
Open to all

1345-1445
Lunch meeting: History of the world
Syndicate 3B
This lunch meeting is hosted by Frances Carey, head of national programmes, the British Museum. Delegates have an opportunity to discuss progress on the BBC Radio 4 series planned for 2010 and the opportunities for nations and regions programming.
To book a place, please contact fcarey@thebritishmuseum.ac.uk
This lunch is limited to 100 participants and is open only to those who have pre-booked
Open to all

1400-1445
Workshop: Sustainability in museums
Seminar 1, Hall 2A
Sustainability is a growing issue for museums. This workshop, facilitated by Maurice Davies, deputy director of the MA, will give you an understanding of sustainability in its broadest sense (economic, social and environmental) and its relevance to museums, now and in the longer term.
Open to all

1615-1700
Exhibitor awards reception
Hall 2A
A celebration of this year’s winners of the MA awards.
Open to all
Wednesday Summary

0915-1030 Plenary session: Come together right now Auditorium A
1030-1100 Coffee Hall 2A
1100-1130 Keynote: Virginia Tandy Auditorium A
1130-1245 Concurrent sessions:
  - Workforce diversity: new challenges and opportunities Auditorium B
  - Family learning in museums: exploring policy and practice Syndicate SB
1245-1345 Lunch Hall 2A
1345-1500 Performance, learning and heritage Auditorium B
  - Learning in museums: the view of the child Syndicate SB
1500-1530 Tea Hall 2A
1530-1645 Concurrent sessions:
  - Can museums prevent unethical sales from collections? Auditorium B
  - How can museums help to improve children’s literacy? Syndicate SB
1645-1730 Closing reception Riverside balcony

0915-1030 Plenary session
Come together right now Auditorium A
Where next for UK museums? Sally Cross, Bernadette Lynch and Suzanne MacLeod reflect on the conference so far, weaving together ideas from their respective strands.
Chair
Ratan Vaswani, Head of events, MA
Speakers
Sally Cross, Collections coordinator, MA
Suzanne MacLeod, Senior lecturer and programme director, art museum and gallery studies, University of Leicester
Bernadette Lynch, Museum writer and consultant

1100-1130 Keynote
Virginia Tandy
Virginia Tandy has worked in a range of roles in cultural organisations in the north west of England. In 1998 she was appointed the director of Manchester City Galleries, which is the hub lead for the north west delivery of Renaissance in the Regions. Earlier this year she was appointed director of culture for Manchester City Council. She sits on the boards of a number of regional and national bodies, and was elected president of the MA in 2006.

The north west’s contribution to national initiatives
The north west of England has one of the most vibrant museum scenes in the country. Virginia Tandy introduces Wednesday’s sessions highlighting innovative work originating in the region that is now leading national developments, in learning and other areas. The key for much of this work has been the management of successful partnerships with academic and commercial researchers.
1130-1245 Concurrent sessions

Workforce diversity: new challenges and opportunities
Auditorium B

The MA’s Diversify scheme is changing. Previous initiatives focused on ethnicity but now include work to encourage other disadvantaged people to make museum careers, including disabled and deaf people and people from lower socio-economic groups. This practical, thought-provoking session will examine new proposals for best practice.

Chair
Caitlin Griffiths, Head of professional issues, MA

Speakers
Helen Wilkinson, Projects officer, MA
Chrisie Partheni, Head of museum partnerships, National Museums Liverpool
Lindsey Fryer, Head of interpretation and education, Tate Liverpool
Sophie Weaver, Access officer, Colchester and Ipswich Museum Service
Michelle Freeman, Programme manager, Young Tate, Tate Liverpool

Staff and working practices

Family learning in museums: exploring policy and practice
Syndicate 3B

Develop your work with families and locate it within the national context of learning policy. Encounter fresh thinking and research from agencies beyond museums. Work in groups to set better learning outcomes for parents and children.

Chair
Myna Trustram, Research manager, North West Museum Hub

Speakers
Natasha Innocent, Senior policy adviser, learning and skills, MLA
Penny Lamb, Head of family learning, National Institute of Adult Continuing Education
Alex Thorp, Family learning manager, Manchester Art Gallery

Learning

1345-1500 Concurrent sessions

Performance, learning and heritage
Auditorium B

Discover the results of groundbreaking new research into live performances within cultural institutions. How do different sorts of visitors benefit from such techniques in the short and longer term?

Chair
Anthony Jackson, Director, centre for applied theatre research, University of Manchester

Speakers
Helen Rees-Leahy, Director, centre for museology, University of Manchester
Jenny Kidd, Research associate, centre for applied theatre research, University of Manchester
Pete Brown, Head of learning and interpretation, Manchester Museum

Learning

1530-1645 Concurrent sessions

Can museums prevent unethical sales from collections?
Auditorium B

As financial pressures on local authorities mount, can we develop policies and sanctions to deter sales from collections? Learn from the experiences of museums confronted with proposals for disposal. Discuss ways to secure local museum collections.

Chair
Hedley Swain, Director of programme delivery, MLA

Speakers
Sally Cross, Collections coordinator, MA
Janet Davies, Head of regional liaison and purchase grant fund, Victoria and Albert Museum
Fiona Talbott, Head of museums, libraries and archives, Heritage Lottery Fund
Matthew Constantine, Senior manager, Bolton Museum and Archive Service

Collections’ life cycles

Wednesday
Wednesday Fringe event

1530-1645 Concurrent sessions

How can museums help to improve children’s literacy?
Syndicate 3B

A policy maker, an academic, and a practitioner discuss how museums can work with schools and children’s services to improve children’s literacy. Pick up a new guide launched at this session. Work in facilitated small groups to apply to your own museum findings from evidence-based research into improving attainment. Develop literacy resources and encourage their take up.

Chair
Nicky Morgan, Programme manager, education and learning, MLA

Speakers
Julian Stanley, Regional director, University of Warwick
Debbie Walker, Museum consultant, DWConsultancy
Julia Strong, Deputy director, National Literacy Trust

1645-1730 Closing reception
Riverside balcony
Delegates are invited to wind down and reflect on the conference over drinks.
Open to all

Be part of your professional network

Come and catch up with the Museums Association in the Exhibition, Hall 2A

Not a member? New members joining at Liverpool08 will receive a large discount on the standard rate. Come to the stand for more details.

www.museumsassociation.org
Essential information

Please read these instructions carefully to ensure you get the best out of the conference and exhibition

Registration
All registration desks are located in galleria entrance on the cityside of the BT Convention Centre on Sunday, Monday, Tuesday and Wednesday.

Delegate registration desk is open:
- Sunday 5 October 1600-1900
- Monday 6 October 0800-1800
- Tuesday 7 October 0800-1800
- Wednesday 8 October 0800-1300

Visitor registration desk is open:
- Monday 6 October 0930-1515
- Tuesday 7 October 0930-1515

Sales desk is open:
- Monday 6 October 0800-1715
- Tuesday 7 October 0800-1630

Badges
Badges will identify the following: delegates, exhibitors, visitors and MA staff. Please ensure you wear your badge at all times.

Lunch and refreshments for delegates and speakers
Lunch and refreshments are served in Hall 2A on Monday, Tuesday and Wednesday at the times given in each day’s summary.

Receptions
On Sunday refreshments are served for all those attending the welcome reception in the Martins Bank building. Delegates and exhibitors should make their own arrangements for dinner.

On Monday refreshments are served for all those attending the networking reception and the museums open evening. Delegates and exhibitors should make their own arrangements for dinner.

On Tuesday dinner is provided for those who have pre-booked the conference dinner and party at St George’s Hall. Delegates and exhibitors not attending should make their own arrangements for dinner.

Exhibition
The exhibition is open:
- Monday 6 October 1000-1730
- Tuesday 7 October 1000-1700

Lunch and refreshments for exhibitors and visitors
Those who have not pre-booked any of the lunch options can purchase snacks and refreshments either from outlets in the centre or from cafes and restaurants nearby. All exhibitors will be issued with vouchers to exchange for coffee and tea.

Conference dinner and party
If you wish to purchase or relinquish tickets for this event, please go to the sales desk during the times listed.

Please do not attend events to which you have not been invited or booked. Places are limited and this could lead to a rightful ticket holder or invitee losing their place.

Transport
Transport is not provided from hotels to the centre or the conference dinner and party. Transport will be provided for the open evening at Liverpool Museums on Monday evening departing from the centre’s riverside entrance at 1900.

Transport is provided for the AMA awards. Ask at the registration desk for details of departure.

Voting cards
If you are an institutional or individual member who has not received a voting card, please go to the registration desk and ask for Georgie Stagg.

Acknowledgements
The MA would like to thank National Museums Liverpool, Renaissance North West and the Liverpool Culture Company.

Photographs courtesy of the Mersey Partnership, Simon Kirwan.

RENAISSANCE NORTH WEST
### Contact details

<table>
<thead>
<tr>
<th>Forename</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Surname</td>
<td></td>
</tr>
<tr>
<td>Job title</td>
<td></td>
</tr>
<tr>
<td>Organisation</td>
<td></td>
</tr>
</tbody>
</table>

*The information above will appear on your delegate badge*

| Membership number |  |
| Home/work* address for correspondence | (*please delete as appropriate)* |
| Postcode |  |
| Tel |  |
| Email |  |

Please tick as appropriate

- [ ] I am speaking at the conference on
  - [ ] Monday
  - [ ] Tuesday
  - [ ] Wednesday
- [ ] I am a local authority elected member
- [ ] I am a first-time delegate

---

**Confirmation**

Written confirmation will be sent within 14 days of receipt of this booking form.

**Cancellation**

Full refund for cancellation can only be made if the MA is notified by Friday 5 September. Cancellations made after this date and before Monday 22 September will receive a 50% refund. No refunds will be made after Monday 22 September, although a replacement delegate may be sent.
2 Dates and fees

Dates
Please indicate which days you wish to attend:
- [ ] Monday 6 October
- [ ] Tuesday 7 October
- [ ] Wednesday 8 October

Fees
Bookings received before 1 September will receive a discounted rate, bookings after this date will be charged at the standard rate.

MA members

<table>
<thead>
<tr>
<th></th>
<th>Before 1 Sept</th>
<th>After 1 Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual, institutional and corporate member</td>
<td>£240</td>
<td>£300</td>
</tr>
<tr>
<td>Single day</td>
<td>£240</td>
<td>£300</td>
</tr>
<tr>
<td>Two or three days</td>
<td>£450</td>
<td>£510</td>
</tr>
</tbody>
</table>

Individual member: income £21,000 or less

<table>
<thead>
<tr>
<th></th>
<th>Before 1 Sept</th>
<th>After 1 Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single day</td>
<td>£190</td>
<td>£250</td>
</tr>
<tr>
<td>Two or three days</td>
<td>£350</td>
<td>£410</td>
</tr>
</tbody>
</table>

Individual member: prospective AMA

<table>
<thead>
<tr>
<th></th>
<th>Before 1 Sept</th>
<th>After 1 Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single day</td>
<td>£150</td>
<td>£210</td>
</tr>
<tr>
<td>Two or three days</td>
<td>£300</td>
<td>£360</td>
</tr>
</tbody>
</table>

Individual member: student, retired or unwaged

<table>
<thead>
<tr>
<th></th>
<th>Before 1 Sept</th>
<th>After 1 Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single day</td>
<td>£125</td>
<td>£185</td>
</tr>
<tr>
<td>Two or three days</td>
<td>£250</td>
<td>£310</td>
</tr>
</tbody>
</table>

Non member

<table>
<thead>
<tr>
<th></th>
<th>Before 1 Sept</th>
<th>After 1 Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single day</td>
<td>£370</td>
<td>£430</td>
</tr>
<tr>
<td>Two or three days</td>
<td>£725</td>
<td>£785</td>
</tr>
</tbody>
</table>

Paid events

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference dinner and party</td>
<td>£50</td>
</tr>
</tbody>
</table>

Conference fees include all sessions, events, workshops, refreshments and lunch on the days booked.

Limited number sessions

Monday
- [ ] Connecting collections and communities (maximum 50)

Tuesday
- [ ] Reviving collections (maximum 50)
- [ ] Working with China (maximum 50)

Additional requirements
Please list any special health, dietary or access requirements

3 Payment details

Please complete one section only

- [ ] Please invoice my organisation – I enclose an official purchase order

Alternatively quote ref no _____________________

We cannot invoice individuals.

- [ ] I enclose a cheque for £________ made payable to the Museums Association

- [ ] Please charge my Mastercard/Visa/Maestro card the sum of £________

Card number

Three digit security code (From back of card)

Expiry date

Issue number or start date (Maestro cards only)

Name on the card

Signature

Tel

Return to:
Conference Office, Museums Association
24 Calvin Street, London E1 6NW
T: +44 (0)20 7426 6940 F: +44 (0)20 7426 6961
E: lorraine@museumsassociation.org
Through the JP Events Accommodation Service, the MA has reserved hotel bedrooms at discounted rates. Bookings are taken on a first-come, first-served basis and early booking is recommended. Confirmation will be sent out within 14 days directly from JP Events on receipt of this booking form. The full balance of your account must be paid on departure unless prior arrangements have been made.

Please fax this form to JP Reservations: +44 (0)845 680 1139 or use the online booking service which can be accessed at www.jpeventsltd.com
Tel: +44 (0)845 680 1138

Confirmation
Written confirmation will be sent out within 14 days of receipt of this booking form
2 Hotels

All prices include breakfast and VAT

**Radisson SAS Hotel Liverpool**
107 Old Hall Street, Liverpool L3 9BD
Car parking: £20 per 24 hrs
20-minute walk to BT Convention Centre
Leisure: pool, gym, sauna, steam room and whirlpool

Standard double for single occupancy £110
Standard double for twin occupancy £120

**Staybridge Suites**
Kings Waterfront, Albert Dock, Liverpool
Car parking: 1,600 multi-storey NCP car park onsite
2-minute walk to BT Convention Centre

Studio suite for single occupancy £119

**Jurys Hotel**
Kings Waterfront, Keel Wharf, Liverpool L3 4FN
Car parking: 1,600 multi-storey NCP car park onsite
2-minute walk to BT Convention Centre

Standard double for single occupancy £99
Standard double for twin occupancy £109

**Thistle Hotel Liverpool**
Chapel Street, Liverpool L3 9RE
Car parking: None
20-minute walk to BT Convention Centre
Leisure: pool, gym, sauna, steam room and whirlpool

Standard double for single occupancy £90
*if staying for 3 nights minimum
Standard double for single occupancy £95
Standard double for twin occupancy £100

**Holiday Inn Express Albert Dock**
Kings Waterfront, Albert Dock, Liverpool
Car parking: 1,600 multi-storey NCP car park onsite
2-minute walk to BT Convention Centre

Standard double for single occupancy £85
Standard double for twin occupancy £85

Please list your choice of hotels in order of preference

Hotel 1
Hotel 2
Hotel 3

Type of room
- [ ] Single  - [ ] Double  - [ ] Twin

Arrival and departure dates
Date of arrival
Date of departure
Number of nights

Additional requirements
Please list any special health, dietary or access requirements

Please give your credit card details to guarantee booking
Credit card number
- Type of card
- Expiry date
- Billing address

Name on the card
Signature

Return to:
JP Events Ltd,
PO Box 153, Leeds LS8 9DY
T: +44 (0)845 680 1138
F: +44 (0)845 680 1139
E: joanne@jpeventsltd.com
www.jpeventsltd.com
Annual Conference and Exhibition
London
5-7 October
Save the date

Haley Sharpe Design
Pleased to support the Museums Association Conference 2008

For information call
tel: 0116 251 8555
web: www.haleysharpe.com

Designs For Life, Shipley Art Gallery

For information call
tel: 0116 251 8555
web: www.haleysharpe.com
ACOUSTIGUIDE
GUIDING THE WORLD FOR 50 YEARS

TECHNOLOGY
• Audio guides
• Multimedia guides
• Podcasting
• Location-aware solutions
• Group guiding systems
• On-demand printing - catalogues - posters
• Video synchronisation

CREATIVE
• Award winning team
• Audio tours
• Multimedia tours
• Specialist tours - visually impaired - mobility impaired - schools' tours - sign language
• Downloadable tours

SUPPORT
• Marketing support
• Staffing solutions
• Project management
• Visitor surveys
• Data capture
• Maintenance
• Full operational services
• Flexible financing

Acoustiguide Limited
T 020 7269 5150
F 020 7404 7715
E info@acoustiguide.co.uk
W www.acoustiguide.com