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- 0930 - 1030 **Registration**
Sign up for speed mentoring at registration
- 1030 - 1040 **Welcome from the chair**
Hilary Carty, consultant and coach
- 1040 - 1055 **Ice breaker**
- 1055 - 1125 **Keynote: How can arts and culture have a greater impact?**
Award-winning author Louise Welsh on the future role of arts and culture. Louise sheds light on her own career and her efforts to help Glasgow recognise its links to the slave trade.
- 1125 - 1205 **Question time: Museum professionals share their experiences and advice**
Sarah Munro, director of the Baltic Centre for Contemporary Art; Stephen Allen, head of learning and programmes, National Museums Scotland; Jilly Burns, head of national and international partnerships, National Museums Scotland; and Sara Wajid, head of interpretation, Birmingham Museums Trust.
- 1205 - 1210 **Move tables**
- 1210 - 1250 **Participatory session: How to embrace failure**
Jess Turtle, Transformers project coordinator at the Museums Association and co-founder of the Museum of Homelessness, leads a discussion on how to process failure and use it as a tool for empowerment.
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- 1250 - 1350 **Lunch**
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- 1350 - 1420 **Participatory session: Be a museum activist**
Sharon Heal, the director of the MA, demonstrates how museum professionals can create change inside and outside their institutions
- 1420-1440 **Keynote: Taking a stand on diversity**
Sara Wajid, head of interpretation, Birmingham Museums and Art Gallery and founder of Museum Detox - a networking group for BAME museum professionals introduces Peju Oshin, a freelance educator at London Transport Museum, discusses how addressing diversity at a grassroots level raised her profile and resulted in an unexpected television appearance.
- 1440-1450 Q&A
- 1450 - 1500 **Energiser**

- 1500 - 1520 **Keynote: Developing a personal brand and networking with confidence**
 What can someone find out about you from a quick Google search? Otegha Uwagba, brand consultant and writer and founder of Women Who, leads a discussion on how develop a personal brand that opens doors. Uwagba sheds light on creating compelling online profiles and how museum professionals can maximise their impact face-to-face, as well as get the most out of networking opportunities.
- 1520-1530 Q&A
- 1530 - 1630 **Coffee and speed mentoring**
Sign up for speed mentoring on the day, first-come-first-served
- 1630 - 1650 **Participatory session: Interactive design and gaming**
 Sebastian Deterding, founder of design agency Coding Conduct and senior research fellow at the Digital Creativity Labs at the University of York, illustrates how museum professionals can tap into the latest thinking on the use of gaming and interactive exhibition design in museums. Sebastian challenges conventional approaches that focus on artefacts over interactive design. Delegates will be able to take part in a short game and learn about how new technology will shape future skills needs.
- 1650-1700 Q&A
- 1700 - 1710 **Pledge cards**
- 1710 - 1720 **Final thoughts**
 From Chris Henry, director of heritage, Royal College of Surgeons of Edinburgh
- 1720 - 1730 **Chair summing up**
 Hilary Carty
- 1730 - 1830 **Drinks and networking**
 An opportunity to network with delegates and speakers

The Moving on up programme has been put together in consultation with a programming committee:

David McLeod, museum marketing and visitor services officer, The Royal College of Surgeons of Edinburgh
 Dhikshana Pering, learning officer, London Transport Museum
 Eleanor Mills, deputy editor, Museums Journal, Museums Association
 Emma Mitchinson, marketing and sales officer, Museums Association
 Hilary Carty, consultant, Co Creatives Consulting and chair of Moving on Up 2017
 Jess Turtle, project co-ordinator, Transformers, Museums Association
 Tamsin Russell, professional development officer, Museums Association
 Karyn McGhee, national and international partnerships officer, National Museums Scotland
 Lorraine O'Leary, conference and events manager, Museums Association
 Nicola Sullivan, online publications editor, Museums Association
 Sarah Heaton, University of Edinburgh
 Simon Stephens, head of publication and events, Museums Association
 Zoe Spencer, marketing officer, Museums Association

Venue courtesy of Royal College of Surgeons of Edinburgh