

Museum Tech 2017: A Digital Festival for Museums
29 June 2017: Museum of London
#MATech2017

0945 - 1045	Registration and coffee
1045 - 1050	Welcome from Finbarr Whooley, director of content, Museum of London
1050 - 1100	Welcome from the chair: Matthew Cock, chief executive, VocalEyes
1100 - 1130	Suhair Khan, UK lead, Google Arts & Culture , on how it is working with UK and international cultural institutions to share collections and stories with a wider audience
1130 - 1140	Q&A with Suhair Khan
1140 - 1205	Gabrielle Jenks, director, Abandon Normal Devices , will share the development of virtual reality experience, the Eyes of the Animal, from engaging different communities to sustainability issues and online viewing
1205 - 1215	Q&A Gabrielle Jenks
1215 - 1230	<p>Product launches</p> <p>Extensis Digital Asset Management (DAM) Systems help museums and heritage organisations effectively manage all digital assets</p> <p>Guide ID The Podcatcher, the world's easiest audio guide, fills the gap between information and technology</p> <p>Surface Impression Peter Pavement will announce the Surface Impression research and development project for 2017/2018. Please visit surfaceimpression.digital/va if you're interested in contributing</p>
1230 - 1250	Foteini Aravani, digital curator, Museum of London , will discuss some of the digital activities taking place across the museum
1250 - 1300	Q&A Foteini Aravani

1300 - 1415

Lunch

Delegates have the opportunity to meet suppliers and take part in product demos from Cyreal, Extensis, Guide ID, Interspectral, Polestar Productions and Surface Impression

The following demonstrations will also take place:

The Museum of London's Minecraft experience

Augmented reality experiences and trails developed for the White House Historical Association and others by Nexus Studios

Museum in a Box developed by Healing Through Archives and London Metropolitan Archives
Touch & Discover Systems, a 3D virtual reality touch experience, which has been awarded a commended Jodi Award

These demos and suppliers will be spread over three areas, the activity rooms, the studio and the seminar rooms so please ensure you don't miss any

1415 - 1450

Andrew Larking, creative director, and Ronald Ashri, technical director, Deeson, on the different ways that chatbots can engage audiences and enhance the visitor experience

1450 - 1500

Q&A Andrew Larking and Ronald Ashri

1500 - 1525

Jon Pratty, development and fundraising, MakerClub.org, will share advice on how museums can make the most of free, open-source software opportunities to develop exciting digital projects

1525 - 1535

Q&A Jon Pratty

1535 - 1555

Holly Gramazio, game designer and co-director, Matheson Marcault, and director, Now Play This festival, will discuss some recent examples of high- and low-tech games in public spaces, before sharing best practices and tricks for making engaging games

1555 - 1605

Q&A Holly Gramazio

1605 - 1650

Museum Tech panel discussion: from fads to audience engagement
Katherine Biggs, lead digital project manager, Royal Museums Greenwich
Jack Ashby, manager, Grant Museum of Zoology
Rick Lawrence, digital media officer, Royal Albert Memorial Museum & Art Gallery

1650 - 1700

Chair summary and close: **Matthew Cock, chief executive, VocalEyes**