



Events

October 2010 - March 2011

MUSEUMS
ASSOCIATION

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Conference Manchester 2010

www.museumsassociation.org/conference

MUSEUMS
ASSOCIATION

Annual Conference
and Exhibition

Manchester
4-6 October

October 2010 - March 2011

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Visitor attraction: Knowing your audience

Audience development isn't just a tool for marketing - it can be used to inform aspects of your cultural strategy such as programming, education and removing barriers to engagement, particularly through community collaboration. Such research doesn't need to be costly, it is possible to collect and analyse data and implement results without huge budgets or teams.

But what exactly is audience development and why is it important? How are attitudes and approaches changing? What sort of information offers real insight into visitors' motivations, experiences and responses? How can this be successfully collected and analysed to inform a museum's policy and meet funders' requirements?

Case studies include a major UK museum service that tripled its visitor figures in five years. It used audience development as a starting point to change the perception of the service and raise its profile among key audiences and advocates.

Who is it for?

- anyone involved with audience development or interested in how visitor profiles can be used
- programming, marketing and visitor services staff
- anyone working in learning.

What will I learn?

- what audience development is and how it can be used to inform the cultural strategy of your museum
- how to collect and analyse relevant information
- the different ways that smaller museums and those with limited budgets can implement an audience development plan
- how having an audience development plan can be used for advocacy and can help you prepare for the challenges of the future.

Speakers

Bill Ferris

Chief executive, Chatham Historic Dockyard Trust and chairman, AIM

Kim Gowland

Principal manager: audience development, Manchester City Galleries

Andrew McIntyre

Principal consultant, Morris Hargreaves McIntyre

Jean Franczyk

Head of learning, National Museum of Science and Industry

John Roles

Head, Leeds Museums and Galleries

Anna Franks

Client services director, &Co



New dimensions: The changing face of learning

In a time when funding is declining, being able to demonstrate value has never been more pressing. What do new policies mean for the future of learning? How should museums work with political change?

This conference investigates some of the ways museums can understand and evaluate the impact their formal and informal learning is having on users and visitors. It examines the new commissioning model, the Big Society agenda, and why museums need to be looking broader to work with policy makers beyond the learning and education departments.

Case studies include a local authority museum service that transformed itself through Renaissance, raised literacy and educational attainment levels, and is now strategising for a future without this funding. We look at a groundbreaking project that worked with children as co-researchers to find out what they want from and how they use a museum. We also hear from a sociologist who used observational techniques to evaluate informal learning in a museum.

Who is it for?

- museum educators and learning staff
- cultural learning staff
- museum studies students
- teachers
- museum managers.

What will I learn?

- how the learning agenda is changing
- how to work with and survive political change
- new models of formal and informal learning
- different ways to undertake and use evaluation.

Speakers

Ronan Brindley

Principal manager (learning), Manchester City Galleries

Eric Jensen

Research consultant, Fitzwilliam Museum

Jane Avison

Learning manager, Hull Museums

Rosie Marcus

North-west director, Cape UK

Adam Goldwater

Hub learning manager, North-east regional museums hub

Natasha Innocent

Senior policy adviser learning and skills, Museums, Libraries and Archives Council



Everything is illuminated: New approaches to lighting

Good lighting can make or break an exhibition. For those planning shows, understanding the technical aspects of lighting can be a daunting challenge, especially when there is pressure to balance the requirements of a good exhibition with a duty to care for objects.

This one-day conference is for professionals in museums and heritage organisations with responsibility for or interest in the use of lighting for display and other areas used for light sensitive materials.

The day provides an overview of current issues and rapidly changing technology. It showcases new approaches to lighting for light-sensitive objects while meeting the visitor-driven aims of current exhibition design. Launching at the event is the Society of Light and Lighting's new guide for lighting museums and historic buildings.

Who is it for?

- exhibition organisers
- curators
- anyone interested in or with responsibility for lighting galleries or objects.

What will I learn?

- an up-to-date understanding of current technology and best practice
- how to choose the correct lighting for your environment
- how to make use of new light sources
- the pros and cons of computerised lighting control
- an understanding of sustainability issues.

Speakers

Paul Ruffles

Partner, Lighting Design & Technology

Kevan Shaw

Design director, Kevan Shaw Lighting Design

Stephen Cannon-Brookes

Partner CBL / UCL

John Mardaljevic

Reader in daylight modelling, de Montfort University

Moira Gemmill

Director of projects, V&A

Pauline Webb

Collections manager, Museum of Science & Industry, Manchester

Alan Kitchen

Head of museum services, Ashmolean Museum

In association with the Society of Light and Lighting.

Dynamic collections: Using contemporary art

How can museums realise the full public value of contemporary art collections and make them accessible to the widest possible audience? For the value of these collections to be understood, the works within them need to be seen, discussed and engaged with in public. Maximising public benefit in this way means getting more works of art into active use, not only within galleries and museums, but also beyond, through a variety of means.

This one-day conference builds on the central theme of the National Strategy for Collecting Contemporary Art 'to encourage the dynamic and effective use of collections'. Speakers at the forefront of developing and using public collections of contemporary art will share their experiences and ideas.

The day explores models for sharing collections on different scales and budgets. It includes a detailed look at contemporary art programming; top tips for increased lending and touring of works; and championing contemporary art with different audiences.

Training sessions on loans, touring of works, and championing contemporary art in museums will be scheduled in early 2011, for those wanting to explore the themes raised in the conference further. Full details will be published on the MA website.

Who is it for?

- managers and developers of contemporary art collections
- anyone who commissions or exhibits contemporary art
- those who work with artists
- staff working in learning, interpretation and audience development
- funders of contemporary art collections.

What will I learn?

- an understanding of the National Strategy for Collecting Contemporary Art and how it relates to other strategy and policy in museums
- how to use contemporary art in museums in a variety of ways
- how to engage audiences with contemporary art.

Please note that this event is free and places will be allocated on a first-come basis. To request a place please email lorraine@museumsassociation.org

Speakers

Paul Gerhardt

CEO, Archives for Creativity

Marie Neeson

Education and audience development manager, MIMA

Matthew Rowe

Director, Towner, the Contemporary Art Museum

Neil Lebeter

Archive curator, The New Art Gallery Walsall

Bob and

Roberta Smith

Artist in residence, The New Art Gallery Walsall

In partnership with Arts Council England

Condition green: Saving energy, saving money

Museums are increasingly finding effective ways of reducing their energy consumption, making them kinder on the planet and more popular with governing bodies and funders, who often have carbon reduction targets. They also save money.

This conference is an opportunity to learn from experts and museum staff who are putting energy-saving strategies into practice. It looks at designing energy-saving in to major projects and discusses the latest thinking on air-conditioning.

The day includes examples of energy-saving strategies and low-cost ways of making museums better for the environment while maintaining suitable conditions for collections, visitors and staff, regardless of budget.

Who is it for?

- managers and directors of small and medium-sized museums
- staff with responsibility for operations at larger museums
- staff with specific responsibility for energy saving and greening.

What will I learn?

- the wider policy context for saving energy
- the role of central- and local-government targets, and of display energy certificates
- current views on controlling temperature and relative humidity
- how to measure your energy use and plan strategically to reduce it
- practical examples of energy-saving in action
- how to make the most of your museum's existing buildings in an era of limited environmental and financial resources
- an understanding of Heritage Lottery Fund's desire for greener projects.

Speakers

- Maurice Davies**
Head of policy and communication, Museums Association
- Sarah Staniforth**
Historic properties director, National Trust
- Fiona Talbot**
Head of museums, libraries and archives, Heritage Lottery Fund
- Tim Whitley**
Associate director, Arup NorthWest
- Nicola Walker**
Head of collections care and technical services, Whitworth Art Gallery
- Amanda Wallace**
Head of asset management and development, Manchester City Galleries
- Corrina Bower**
Curator, The Farmland Museum
- Laura Frampton**
Head of planning, V&A

Forward future: Achieving Accreditation

The development of a good forward plan is key to the success of any organisation: it is the foundation from which all activity stems. Get the process right and you create a strong vision and a clear sense of purpose and direction for your organisation. In challenging times, having a sound forward plan is essential to ensure organisational sustainability.

The importance of forward planning has been recognised in the recently updated MLA Accreditation scheme and developing a strong forward plan is now one of its central elements.

This practical conference takes you through the different steps of the forward planning process. It provides an opportunity to hear from museums that have already piloted the new Accreditation scheme, as well as people working closely with a range of individual museums to achieve Accreditation.

Who is it for?

- anyone currently involved with Accreditation or planning to apply
- anyone who has responsibility for, or an interest in, strategic forward planning
- Museum development officers working with museums to achieve Accreditation
- anyone who is interested in the ongoing developments of the Accreditation scheme

What will I learn?

- how the Accreditation scheme has recently changed
- the different stages needed to create a successful forward plan
- how to effectively involve a range of people in the process, including external stakeholders.

Speakers

- Emma Chaplin**
Museum consultant
- Isabel Wilson**
Project manager quality and standards, MLA
- Diane Gwilt**
Keeper of collections services, National Museums Wales
- Stella Mason**
Museum consultant

More speakers to be confirmed. Please see MA website for details.

Changing platforms: Creating effective digital content

Digital content plays a vital role in the work of museums and galleries, whether on websites and handheld devices or in gallery displays. But what are the best ways to create effective digital content across these various platforms?

Speakers and consultants who have worked on a broad range of successful digital projects come together to discuss their experiences. They will share best practice to help you create user-friendly and engaging content. As well as tackling some of the basics of writing for the web, the event looks at developing e-learning tools, creating content for specific audiences, user-generated content and the use of social networking sites.

Find the best solution for you. What can you undertake in-house and what will have to be contracted out? Which technology is best suited to the messages you want to convey to visitors? How do you make the digital content as accessible as possible and how can it help to facilitate learning in the galleries?

The day looks at the best ways to develop digital content for mobile devices such as smartphones and multimedia guides.

Who is it for?

- museum directors and managers
- curators and interpretation officers
- education and marketing staff
- anyone working on websites and digital content
- visitor services staff.

What will I learn?

- the pros and cons of different platforms
- how to integrate the technology with other platforms
- approaches to creating and presenting content.

Speakers

Rhiannon Looseley

*E-learning officer,
Museum of London*

Dave Patten

*Head of new media,
Science Museum*

Martin Bazley

*Online experience
consultant, Martin
Bazley & Associates*

Alyson Webb

*Mobile interpretation
consultant, Frankly,
Green + Webb*

Joe Cutting

*Computer exhibits
and installations
consultant, York*

Linda Spurdle

*Digital manager,
Birmingham Museum
and Art Gallery*

Kevin Sumption

*Director, exhibitions
and programmes,
National Maritime
Museum, London*

Alex Morrison

*Managing director,
Cogapp*



Social media and museums

Social media has become an important weapon in a museum's arsenal. But how should it be used? What does it cost? Can you control it, and how do you find the time to monitor it and create content?

The fact that this content is often delivered through third-party websites or software changes accepted ideas around control and ownership. Such platforms enable users to comment on material and create their own content, bringing new challenges for your museum but also great opportunities.

This conference helps you to understand how to use social media tools such as Twitter, Facebook and YouTube. It looks at all aspects of social media, including podcasting and blogging, to enable you to communicate and share your creative work. It explains how social media can be used to promote your museum, its collections, exhibitions and events to bring in new audiences, both online and to the museum.

The day includes a marketplace of social media experts providing examples of good practice in this rapidly-evolving area.

Who is it for?

- heads of digital media and website managers
- marketing and communication staff
- curators interested in co-curating with the public
- education officers
- exhibition managers
- anyone wanting to know more about the opportunities social networks have to offer.

What will I learn?

- how social media should – and should not – be used
- how to engage your staff and stakeholders
- how to project what your museum does and raise its profile
- how to reach and build new audiences
- new ways to develop and promote your exhibitions and events.

Please note this is a re-run of a sold-out MA conference held in London in December 2009. Early booking is advised.

A Museum Practice event.
www.museumsassociation.org/mp

MP



Speakers

Kate Farmery

*Head of services,
Manchester City
Galleries*

Tony Butler

*Director, Museum
of East Anglian Life*

Jude Habib

*Director,
sounddelivery*

Susie Stubbs

*Project coordinator,
Creative Tourist,
Manchester Museums
Consortium*

Patsy Cane

*Office manager,
Museum of East
Anglian Life*

Katie Moffat

Social media expert

Jane Findlay

*Community curator,
London Transport
Museum*

T28 | 22 October, 1000-1600

Trainer: Maggie Piazza
CIPD trainer and Volunteering
England Training Provider

Good practice in recruitment and retention of volunteers

This workshop looks at the practicalities of recruiting and retaining volunteers. It shows participants how to attract a diverse range of volunteers and the processes to put in place in order to motivate, develop and retain them. The day looks at fair practice and how to make sure your volunteers feel supported and their contribution recognised.

By the end of the training you will be able to:

- appreciate the principles of good practice in the recruitment of volunteers
- develop your volunteer roles and role descriptions
- use a variety of recruitment methods
- understand what motivates volunteers
- provide supervision and support using methods appropriate to the volunteers' needs
- identify ways to recognise and reward the contribution of your volunteers.

T31 | 25 November, 1000-1600

Trainer: Linda Keenan
Chartered Member, CIPD and
accredited mediator, CEDR

Making meetings work for you

NEW

It isn't only trainers who need to be effective facilitators: managers and leaders also bring together teams and groups, to explore issues, make decisions, create project plans and solve problems. How you set up meetings, manage discussions and direct focus will have a bearing on securing the outcome you are looking for. People need to leave a meeting feeling that they have made a contribution and that it was worth attending.

The day will help you to:

- understand the purpose of facilitation and the contexts in which facilitation is used
- identify and practise the key skills of effective facilitation
- understand group processes that have an impact on people's participation
- identify methods for maximising participation when working with groups
- plan for a real meeting, based on your desired outcomes.

T32 | 29 November, 1000-1600

T44 | 10 March, 1000-1600

Trainer: Mike Clayton
Trainer, project manager and author

Project management

In the current economic climate, where funding is often uncertain or short-term, there is an increasing need for museums to plan and manage projects effectively. This training is for anyone who plans and/or delivers projects. It provides the information and practical advice you need to be able to plan, implement and control projects in order to achieve the maximum benefit for your organisation.

By the end of the training you will be able to:

- define a project, its objectives and scope
- undertake stakeholder analysis and management
- use tools for planning project activities - including work breakdown structure and Gantt charts
- understand the role of risk management
- monitor and evaluate projects.

T35 | 13 December, 1000-1600

T45 | 15 March, 1000-1600

Trainer: Felicity Dwyer
CIPD trainer and Volunteering
England training provider

Volunteer management and the law

This workshop will help you to understand your legal responsibilities towards volunteers and identify how and when these differ from those towards paid staff. It will cover the policies you need to have in place to underpin volunteer involvement and include an introduction to risk management and assessment in the context of volunteering.

By the end of the training you will be able to:

- understand the legal framework for volunteer involvement, including definition of a volunteer, health and safety, insurance, expenses, benefits, data protection and copyright
- carry out CRB and ISA checks on volunteers in accordance with your legal responsibilities and good practice principles
- describe the principles of risk management
- undertake a risk assessment for your volunteer programme
- develop and review your volunteer policy.



'Very informative, I got a lot out of it. Probably the most informative workshop I have been to.'

Nazia Ali, Thinktank, Birmingham Science Museum

T38 | 27 January, 1000-1600

Trainer: Maggie Piazza
CIPD trainer and Volunteering
England training provider

Getting the best out of your team

Museums rely on paid and unpaid staff to deliver their services. Together they comprise the workforce team, but within that there can be sub-teams either working on a particular day or in a specific area. This training is for anyone who leads or manages a team, whether small or large. It provides a framework for reviewing your role as a team leader and gives you the tools to help maximise the effectiveness of your team's work.

By the end of the training you will be able to:

- understand the stages of team development
- implement the building blocks to create effective teams
- identify team roles and learn how to develop them
- manage conflict within a team
- promote effective team work.

T47 | 22 March, 1000-1500

Trainer: Maurice Davies
Head of policy and communication,
Museums Association

Making the case for your museum

NEW

In this changing political and economic climate there has never been a more important time to make the case for museums and galleries. If you are concerned that your museum is under the radar or misunderstood, this workshop will help you understand the basics of advocacy: how to win friends and influence people.

You will:

- gain a better understanding of the importance of making the case for your museum and the long-term value of museums to society
- learn some basic techniques and improve your skills and confidence in using them.

The day also provides information about a range of useful reports and research and information sheets on advocacy-related topics.

T26 | 14 October, 1000-1600

T39 | 3 February, 1000-1600
Museum of London

Object handling and packing



This intensive training day teaches you how to: assess objects; identify how and where best to support them; use the right equipment and materials; and ensure the safety of objects and handlers. These are fundamentally important skills and every museum professional needs either to learn or update their knowledge of current practice. Each session is led by a specialist with up-to-date, first-hand knowledge and experience. You will work in small groups with skilled demonstrators to practice the correct techniques.

Who is it for?

- anyone responsible for collections care
- anyone, including volunteers, working directly with museum objects
- anyone acting as a courier for an exhibition loan
- anyone planning to move objects
- managers responsible for staff training.

What will I learn?

- how to approach the care and handling of different objects for different purposes
- how to pack and unpack a range of objects
- how to pack for transport and storage
- how to choose and use equipment and materials for packing
- how to assess risk and plan movements
- how to decide which objects to use for handling collections.

Limited to 30 places. Early booking is advised.

T27 | 20 October, 1000-1300

T40 | 10 February, 1000-1300
Trainer: Sally Cross
Collections coordinator,
Museums Association

Responsible disposal



This half-day workshop uses the Museums Association's Disposal toolkit to introduce the ethics of disposal and identify consultation resources. It takes participants through a selection of case studies to look at the different stages of the disposal decision-making process. With plenty of opportunity for feedback and discussion, the training session will leave participants confident in tackling disposal responsibly and within the wider considerations of collections management.

It is an opportunity to:

- understand the ethics behind disposal from museum collections
- practice making disposal decisions using case studies
- share experiences with other people considering disposal
- learn to use the Disposal toolkit at your museum.

NB: This is a half-day and will be charged at £95 MA members and £155 non-members. Lunch is not included.



**Training
Management**

All training is available in-house at your organisation and can be tailored to your needs. For more information contact sue@museumsassociation.org

**Training
Collections and interpretation**

T29 | 4 November, 1000-1600

Platt Hall, Manchester
Trainer: Anthea Jarvis
Monument fellow and former curator, Gallery of Costume, Manchester City Galleries

Investigating, dating and documenting garments

How do you identify a fabric? What does the stitching in a garment tell you? How can fastenings and makers' labels help date a costume? These questions and more will be answered in this highly interactive and practical workshop.

Participants learn through presentations, demonstrations and hands-on sessions the different ways to develop the specialist skills needed to identify, date and document garments and textiles. The day is for anyone working with costume and textiles who is interested in gaining more experience and increasing their specialist knowledge.

You will gain:

- a greater knowledge of how to identify and date costumes and textiles
- increased confidence in handling and interpreting collections
- a broad understanding of ways in which to describe garments for documentation
- a basic knowledge of costume care.

The course fee includes a manual that outlines all the steps in dating and documenting garments.

T46 | 17 March, 1000-1600

Museum of London
Trainer: Veronica Isaac
Curatorial assistant (OPA), department of theatre and performance, V&A

T30 | 25 November, 1000-1600

Museum of London

Object assessment and condition reporting



Condition inspection is integral to receiving or despatching objects, monitoring exhibitions and surveying stores. The different approaches taken mean it can easily be misunderstood. Yet the basics of condition assessment are essential for anyone working with collections.

This training day is led by experienced specialists who will take you through hands-on exercises with a range of objects. In small groups you will: describe objects; practice inspecting objects; learn how to undertake a store survey; develop skill for receiving unknown objects; and learn about working with couriers.

Who is it for?

- anyone who receives and despatches loans
- anyone responsible for the monitoring and care of objects
- anyone who acts as a courier
- managers responsible for staff training.

What will I learn?

- how to feel confident undertaking a condition inspection
- how to describe objects - know what to record and what to ignore
- how to assess objects and write reports
- how to create and mark up photographs
- how condition reporting fits into the loans process and the requirements of the Government Indemnity Scheme.

Limited to 30 places. Early booking is advised.

T37 | 20 January, 1000-1600

Trainer: Lucy Harland
Copy and interpretation editor, Lucidity Media

Writing great gallery text



Good text is at the heart of good museum communication. Despite our best intentions it can be hard to produce text that truly engages audiences and communicates the message we want to put across.

This practical workshop gives you the confidence to write and edit exhibition text for your target audiences - whether it's a 20-word object label or a 200-word graphic panel.

The emphasis is on experimenting with writing - trying out different styles and lengths, writing for different readers and learning how to be an effective editor. The day also looks at how people use text and what they want from it.

Using practical exercises and straightforward advice, the workshop gives delegates plenty of opportunity to read, write and edit exhibition text, graphic panels and object labels. It includes:

- the do's and don'ts of good writing
- structuring your text
- writing for specific target audiences
- the pitfalls and perils of introductory panels
- the challenges of writing to length
- image captions
- editing your work and others
- where to get help.



How to deal with orphan works

Orphan works (works in copyright where the rights' holders cannot be traced or are unknown) hinder the ability of museums to provide online access to their entire collections, and present major obstacles and risks. Legislative solutions are currently being discussed by the UK government following the publication of the Digital Britain report.

Museums need to understand the issues associated with orphan works and their usage in order to make informed decisions and to prevent future problems.

The day provides you with:

- an understanding of what constitutes an orphan work and what types of works are likely to be orphans
- knowledge about the scale of the problem and its impact
- skills and tools to trace copyright owners
- an overview of the pros and cons of any proposed legislative and licensing solutions
- information on how to prevent orphan works happening in the future.

The day also includes a surgery session for participants to bring along their own examples and find solutions for them.

NEW

Copyright law for the cultural sector

Copyright law affects every aspect of museum work, from managing collections to creating educational resources and generating income. Getting it wrong or simply not knowing can prove costly. This workshop takes you through the legal framework to develop a basic copyright law strategy.

It will give you:

- a basic awareness of the scope of copyright law
- conceptual tools for developing a copyright strategy
- information about the latest changes in UK copyright legislation
- knowledge of where to look for further help on copyright and intellectual property issues.

Making money from copyright

Managed in the right way, copyright and licensing can provide new opportunities for cultural heritage organisations to generate much-needed income. Run by an experienced trainer, this workshop provides an introduction to the issues, while guiding participants through the legal and practical issues associated with different models of rights' exploitation.

This highly-interactive workshop provides you with:

- a thorough overview of the costs and benefits associated with income generation from copyright
- different models to consider when planning licensing activities
- practical case studies
- suggestions for further information and advice
- opportunities for lively discussions and networking.



'Thank you for a brilliant day. It was one of the best I've been to - comprehensive, a well-informed trainer, in a small-sized group which enabled us to discuss everything and learn from each other.'

Freda Matassa, museum consultant and collections manager

T25 | 14 October, 1000-1600

T36 | 14 January, 1000-1600

Happy Computers, London
Trainer: Mark Ellis
Senior producer, sounddelivery

Social media basics



Using practical, hands-on training, this workshop explores the opportunities that social media offers your museum or cultural institution. The day focuses on free or inexpensive applications and provides easy ways for you to use new media. It will help you understand the jargon and offers practical guidance on areas including blogging and social networks, and looks at Facebook, Twitter, wikis and social bookmarks.

The day includes practical exercises that:

- look at the changing media landscape and how museums and heritage organisations can best use it to communicate their messages
- explain the different ways you can use blogs
- show you how to set up your own blog
- examine the importance of content – what works and what doesn't
- demonstrate how to upload photographs, links and tags and sustain your blog
- show you how to create a social network using MySpace, Bebo, Facebook and Ning
- describe what social bookmarking is, how it can be used and why it is useful
- instruct you on how to create a social media strategy.

Limited to ten places.

Training Media and marketing

T34 | 10 December, 1000-1600

T42 | 7 March, 1000-1600

Trainer: Rachel Salaman
Creative director,
Audio for the Web Ltd

How to create a podcast



This hands-on training day takes participants through the complete audio podcasting process from start to finish.

It looks at how podcasts are used by museums worldwide: from how they sound to how they are marketed, what works and what doesn't. In-depth practical modules explore content development, with tips on how to interview for audio and write an effective podcast script. Delegates will use professional equipment to create their own podcasts, editing them on freely available software. The day concludes with a feedback session in which delegates will have a chance to discuss their own plans for podcasting.

The day will look at all aspects of podcasting:

- hardware (equipment) and software
- scriptwriting
- interviewing
- recording
- post-production
- RSS and distribution
- promotion.

A 25-page manual is included in the fee, outlining all the steps in podcast creation.

Limited to ten places.



CPD events

Continuing Professional Development (CPD) is for people who want to develop their knowledge and skills and gain recognition for their qualifications and experience. All CPD events are free of charge to members of our professional development scheme.

Introduction to the AMA

1000-1600
16 November London
15 February London

Useful for those thinking about undertaking the AMA or in the first phase of their AMA. Provides introductory guidance to the theory and practice of CPD, an overview of the AMA and information on the benefits of mentoring.

Completing your AMA

1400-1600
16 November London
15 February London

For those in the final phase of the updated AMA, this session explains the work-based project and the updated professional review.

Ethical problem solving

1000-1300
17 November London

A practical ethics workshop useful for anyone working towards their AMA, particularly those approaching professional review in 2010.

Preparing for the professional review

1400-1600
17 November London

An important session for anyone booked to come to professional review in 2010. Find out what will happen on the day and how best to prepare.

Introduction to mentoring

1000-1600
19 October London
2 December Edinburgh
16 March London

A workshop for anyone who is committed to CPD and wants to mentor for the AMA. We guide you through all stages in the process.

Mentor refresher

1245-1600
19 October London
2 December Edinburgh
16 March London

A workshop for existing AMA mentors to refresh your skills and share information with other mentors.

Professional review

The professional review is the final stage of the AMA. Applicants are encouraged to book their professional review at least three months in advance. Please contact the professional development department to discuss available dates and times.

Booking CPD events

To book CPD events email the name, date and location of the event you wish to attend along with your contact details to cpd@museumassociation.org or call 020 7426 6955

Booking information

One-day conferences

C7	Visitor attraction: Knowing your audience	16 November
C8	New dimensions: The changing face of learning	26 November
C9	Everything is illuminated: New approaches to lighting	9 December
C10	Dynamic collections: Using contemporary art <i>(this event is free - see p7 for details)</i>	16 December
C11	Condition green: Saving energy, saving money	20 January
C12	Forward future: Achieving Accreditation	9 February
C13	Changing platforms: Creating effective digital content	15 March
C14	Social media and museums	31 March

Fees for one-day conferences:

£125	MA individual or corporate member	£95	Prospective AMA: individual member
£135	MA institutional member	£55	MA student, retired or unwaged member
		£195	Non member

Training

T25	Social media basics	14 October
T26	Object handling and packing	14 October
T27	Responsible disposal*	20 October
T28	Good practice in recruitment and retention of volunteers	22 October
T29	Investigating, dating and documenting garments	4 November
T30	Object assessment and condition reporting	25 November
T31	Making meetings work for you	25 November
T32	Project management	29 November
T33	How to deal with orphan works	6 December
T34	How to create a podcast	10 December
T35	Volunteer management and the law	13 December
T36	Social media basics	14 January
T37	Writing great gallery text	20 January
T38	Getting the best out of your team	27 January
T39	Object handling and packing	3 February
T40	Responsible disposal*	10 February
T41	Copyright law for the cultural sector	18 February
T42	How to create a podcast	7 March
T43	Making money from copyright	8 March
T44	Project management	10 March
T45	Volunteer management and the law	15 March
T46	Investigating, dating and documenting garments	17 March
T47	Making the case for your museum	22 March

Fees for training: £165 MA members, £225 Non-member. *£95 MA members, £155 Non-member.

All fee-paying events include lunch, coffee, tea, copies of speaker presentations and notes. Joining instructions will be emailed two weeks before the event.

Training grants of up to 60% of fees may be available to applicants from AIM member museums through the AIM Bob Harding Grants Scheme. To apply contact Michael Cates
T: 01843 588554 E: macates@btinternet.com

Booking for MA events is now available online: www.museumsassociation.org/events

Alternatively please complete the booking form opposite and return to:
Lorraine O'Leary, Museums Association,
24 Calvin Street, London E1 6NW
T: 020 7426 6940 F: 020 7426 6961.
E: lorraine@museumsassociation.org

Booking form

Name

Job title

Organisation

Address

Postcode

Telephone

Email

Membership number

Event title

Event code

Fee

Date

Name

Job title

Organisation

Address

Postcode

Telephone

Email

Membership number

Event title

Event code

Fee

Date

Please continue on a separate sheet if necessary

Payment details

Total amount due

Name

Telephone

Please charge my Mastercard/Visa/Maestro card the sum of £_____

Card number

Three digit security code

Expiry date

Please complete one section only

I enclose a cheque for £_____ made payable to the Museums Association

Issue number or start date
Maestro cards only

Please invoice for £_____ (an official purchase order must be attached)

Signature

No refunds are available for cancellations and fees cannot be transferred, although a replacement may be sent

Additional requirements

Please inform us of any special health, dietary or access requirements

Booking now available online www.museumsassociation.org/events

Bringing training to you

Did you know the Museums Association can provide training in-house at your institution?

In-house training saves you time and money, and fits around your schedules and priorities. It also enables you to have training tailored to your staff needs.

Your location

In the last year, working in partnership with individual museums, regional agencies and regional museum groups, the Museums Association (MA) has run training workshops in-house at many venues across the UK. Museums and galleries we have recently provided in-house training for include: British Museum, Warrington Museum, National Army Museum, Thinktank Birmingham, Herbert Art Gallery, Brighton Museum and Chatham Historic Dockyard.

For more on how the MA can provide the training you need in-house visit:

www.museumsassociation.org/events
Sue Robinson 020 7426 6940
sue@museumsassociation.org

Your topics

All MA training is run by experts in their field. Our comprehensive training topics cover the following areas:

- Collections and interpretation
- Copyright
- Media and marketing
- Management

Your choice

There are many ways we can work with organisations and regional partnerships to provide the training you need in a location that suits you. We provide training for individual organisations that want to provide closed training sessions for their staff or for organisations who are able to provide a venue and guarantee a minimum number of delegates (the remaining places will be made available to other delegates).

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