

MUSEUMS
ASSOCIATION

Conference
11-12 November

BT Convention
Centre

LIVERPOOL

2013



 #museums2013

www.museumsassociation.org/conference

Conference times

Sunday

Sunday registration 1700 - 1900
Evening reception 1900 - 2100

Monday

Breakfast tours 0745 - 0830
Registration 0800 onwards
Core sessions 0900 - 1830
Networking event 1845 - 2100

Tuesday

Breakfast tours 0745 - 0830
Registration 0800 onwards
Core sessions 0900 - 1730

With the support of:



Conference 11-12 November Liverpool

Museum revolutions

Should museums address contemporary issues and engage audiences in debate? There is a growing discussion about whether museums can make people feel happier and healthier. Can museums improve wellbeing or should they just stick to looking after and displaying collections? Can we have it all?

The challenging times we live in are shaking the foundations of museums. Public subsidy is falling and the way we engage with the world is rapidly changing.

Conference themes will explore the changes that staff and organisations face, and discuss how to survive and flourish in the new landscape. The Therapeutic Museum will look at how culture can improve community health; The Emotional Museum will explore how to tackle sensitive and controversial subjects; and Tomorrow's World will look at where museums fit in the new landscape.

Join us to discuss all this and much more in Liverpool.

Sharon Heal,
head of publications and events, Museums Association

Themes



The Therapeutic Museum Coordinated by **Carol Rogers**, executive director, education communities and visitors, National Museums Liverpool

Liverpool is leading the 2020 Decade of Health and Wellbeing national campaign. This campaign articulates five ways to achieve wellbeing: Connect, Be Active, Do Something, Take Notice,

and Keep Learning. The underlying message is that mental health is as important to our quality of life and life expectancy as physical health; feeling good is an important part of being healthy.

Great museums understand the needs of the communities they serve and develop effective partnerships that deliver high quality and

innovative opportunities for social engagement.

How can museums produce the evidence required to build a sustained relationship with the health and social care sector? How can museums demonstrate that they can make a real and lasting difference to the quality of a person's life? Can museums afford to do this type of work - or can they afford not to?



Tomorrow's World Coordinated by **Iain Watson**, director, Tyne & Wear Archives & Museums

This theme explores how museums can learn from what is happening now to plan successful futures not just over the next few years, but taking a lead from the futurologists to create a vision of museums our

grandchildren and great grandchildren might enjoy.

We will explore technological developments and how they are changing the museum experience. But these sessions are not just for geeks and hackers. We will also look at the skills that will be needed by the museum workforce of the future (human or robot) and how museum people will need to adapt.

Delegates will have a chance to hear what the public wants and how Museums 2020 has informed thinking. While classical historians might suggest we use the entrails of animals, we will use some rather more modern techniques to help us divine possible futures.



The Emotional Museum Coordinated by **David Fleming**, director, National Museums Liverpool

Is your museum devoid of emotion? Arguably the main reason that many museums worldwide are becoming more successful in attracting diverse audiences is that they have woken up to the

fact that academic, sterile and dispassionate approaches to display are no longer acceptable to the public or funders.

Museums need to become places where emotion is encouraged, where stories are told and where a visceral response is preferable to an intellectual one - more like places of worship.

In this theme we will encourage delegates to explore how museums use emotion to connect with visitors. The sessions are neither neat nor self-contained - museum activity evokes a wide, sometimes contradictory, range of emotion.

Sessions

The three themes provide a route through the conference but there are plenty of other sessions to attend. There are also keynote speeches, training and networking sessions.

Exhibition

The exhibition runs concurrently to the conference. It brings together the most innovative suppliers and consultants in the sector for you to discuss ideas with and discover the latest products and services for your museum.

Marketplace

Associated bodies, sector organisations and specialist groups share information with delegates and visitors to the exhibition.

Museum Practice workshops

The exhibition is also host to a series of workshops that highlight best practice in museum projects. They are free of charge and open to all.

Smarter Training

Our Smarter Training Rooms provide bite-size training opportunities throughout

the conference. Pick up tips on reaching new audiences; creating playful learning opportunities; commissioning handheld interpretation; and writing text. This training is open to all delegates.

Careers Cafe

Delegates are invited to drop in and participate in a range of career-focused sessions ranging from speed mentoring to reflections on professional resilience.

Sessions will be short and informal providing delegates with an opportunity to meet like-minded professionals and develop strategies in response to key career questions.

Evening receptions

There are networking receptions for delegates and exhibitors on two evenings. On Sunday delegates are invited to a reception at the International Slavery Museum and Merseyside Maritime Museum. On Monday delegates are invited to a reception at the Museum of Liverpool.

Breakfast tours of other sites will be available on both Monday and Tuesday morning.

Monday Highlights

- Behind-the-scenes breakfast tours of the Museum of Liverpool, the International Slavery Museum and Merseyside Maritime Museum
- Exhibition opens and Museum Practice workshops run throughout the day
- Keynote address by Ricardo Brodsky, director, Museum of Memory and Human Rights, Santiago, Chile
- Off-site session: Creative science in museums, exploring the science in your collections at the World Museum Liverpool
- Presidential address: David Anderson, the MA president, outlines the priorities for the association
- Annual General Meeting
- Evening networking reception at the Museum of Liverpool

Session highlights include:

- **Be playful**
Why your museum needs games, including a live games brainstorm
- **Jodi Awards**
The tenth anniversary of the awards that celebrate museums' use of digital technology to widen access to collections and life-long learning for disabled people
- **Collections vs. ideas**
Ideas not objects are the core of museums
- **The Uplift takeover**
Hear about and experience the work of the Uplift Army Theatre Troop
- **Our friends in the north**
Fringe meeting with six Major Partner Museums in the north. A collaborative session including networking opportunities.



Morning

Themed sessions

The Therapeutic Museum Connect

This session explores how museums can develop effective partnerships to secure funding from health, housing and social care providers. Delegates will hear from partner organisations about the role and focus of the new clinical commissioning models and the evolving NHS structures to enable them to identify shared agendas and opportunities for partnership.

Tomorrow's World Futurology

Museums don't seek to control the future but they do need to know what it holds for them. This session will look at how futurologists forecast alternative futures and what place museums can have in these futures. It will explore how museums can prepare for, shape and respond to possible future trends and changes in economics, politics, demographics, technology and social patterns.

The Emotional Museum Love and joy

People often respond to museums that reflect their own lives with positive emotions. This is, in many ways, the essence of social history in museums. But social historians by no means have a monopoly on positive emotions, and, of course, social history is also about tragedy and exploitation.





Monday Morning

Other sessions

Early learning

This session looks at how best to develop spaces, exhibitions, facilities, and programmes for early-years children. The discussion will cover both achievements and challenges and consider practical ways to inspire and nurture this crucial audience.

To complement this session there are guided visits to Little Liverpool at the Museum of Liverpool on Monday afternoon, and Big Art for Little Artists at the Walker Art Gallery on Tuesday morning.

Overcoming your fears of managing volunteers

What do you do if you want to use volunteers more efficiently but do not have a volunteer coordinator? Portsmouth Museums Archives and Visitor Services and the Museum of English Rural Life will use their skill sharing volunteer project to highlight effective methods of managing volunteers, and dispel any fears you may have about working with them.

Bad news sells

Museums and the media tend to have a good relationship, but what happens when journalists turn against you with headlines about slashed budgets or reduced opening hours? This panel discussion will explore strategies for dealing with negative news coverage - and how it can even be used to raise your profile and advocate for support.

Mind the gap - the benefits of strategic collecting

This session will explore why museums should invest in developing strategic collecting programmes even in the present financial climate. It will look at how strategic collecting can add to collections knowledge and engage new audiences. Additionally, the Heritage Lottery Fund will announce details of its new collecting programme to be launched later in the year.

Be playful

A thoughtful and provocative soap box session about why museums should create more games. Speakers will highlight the best examples, explain why museum content can make brilliant games, and conduct a live games ideas brainstorm with the audience.



Keynote

Ricardo Brodsky, director, Museum of Memory and Human Rights, Santiago, Chile

What did nationals ever do for us?

The Victorians built national museums to serve communities across the UK. Has this model worked? If we started again, what kind of national services would we create? With provocative contributions to stimulate discussion, participants will debate their ideal models for national organisations.

Crime watch

Calling all budding crimefighters! Museums, galleries and heritage sites are being hit hard by fraud, theft and vandalism. Participants at this session will be confronted with real crime-scene scenarios to help them think about practical ways to protect themselves and their venues.

Afternoon

Themed sessions

The Therapeutic Museum Be active and do something

Can communities grow older positively in partnership with their local museum? This session will hear different interpretations and experiences of active engagement and volunteering. The discussion will explore how museums can empower older people to take the lead, and will present an understanding of older people's perceptions of museums.

Tomorrow's World The tomorrow people

Since 2008 museums in the UK have experienced perhaps the biggest rate of change since the end of the second world war. This new context requires different people and different skills. As well as collections knowledge we need people who care about diversity, are committed to the role of museums in making a difference in people's lives, understand and use new technology, and have change management and leadership skills. This session will explore what these skills are and how museums can develop and retain them.

The Emotional Museum Rage and grief

Many museums deal in subjects that arouse strong feelings of anger and sorrow. The very museums that evoke love and joy may be the ones that also contrive to provoke strong negative feelings. This session will explore how museums that provoke strong emotions deal with the consequences.

Monday Afternoon

Other sessions

Jodi Awards for engagement

For ten years the Jodi Awards have driven innovation and inspired creativity. Find out from previous Jodi Awards winners how they have used technology to widen access to information, collections and learning for disabled people. Hear about the technologies you can use to create an inclusive museum experience.

Museum development and beyond

What is the future of museum development beyond March 2015? This session will explore what museums want; how decisions are made about investment and resources; what delivery works best; and whether museum development is having an impact.

The participation game

This session will be played out as a game show with contestants asked to argue for and against the participatory museum and addressing questions such as: does participation really empower people; can it undermine knowledge; and does it make museums better or just mediocre?

Collections vs. ideas

What if we turn museums on their heads: instead of collections, the ideas that inform those collections are given centre stage? This interactive session explores how successful organisations have a powerful idea at their core that they wrap collections, stories and activities around to create memorable experiences.

Youth justice

Employing young people can seem a daunting process, but can produce incredibly loyal and hardworking team members. If you have thought about employing NEETS or 16-25 year olds for the first time but feel unprepared, join this practical session to find out about interview activities, how to nurture and retain young staff, and how to access funding and support from external bodies.

Community care

Create a practical action list to really get to know your communities in this interactive workshop run by community members from the Paul Hamlyn Foundation Our Museum programme. Learn what works and what doesn't in building meaningful and sustainable relationships with communities for mutual benefit.

The Uplift takeover

Creative, captivating and unexpected! Join the Uplift takeover, a group of actors, artists and service users who promote wellbeing through cultural occupations, encouraging people to think differently about their health and community. Immerse yourself in a creative atmosphere and discover how to support access for hard to reach groups through developing imaginative engagement opportunities.

Off-site session: Creative science in museums, World Museum

Participate in active learning through hands-on discovery. Find out how collaboration and partnerships have strengthened science learning and discover new ways to explore science within your collections.

Evening

Networking reception
at the Museum of
Liverpool, including
the Jodi Awards 2013

Monday & Tuesday

All day

Exhibition

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Careers Cafe

Delegates are invited to drop in and participate in a range of career-focused sessions ranging from speed mentoring to reflections on professional resilience. Sessions will be short and informal, providing delegates with an opportunity to meet like-minded professionals and develop strategies in response to key career questions.



Tuesday Highlights

- Behind-the-scenes breakfast tours of the Walker Art Gallery and the World Museum
- Exhibition open all day and Museum Practice workshops run throughout the day
- Keynote: Lucy Worsley, writer, broadcaster and chief curator, Historic Royal Palaces

Session highlights include:

- **The democratic board**
How to create a resilient board for your museum
- **The dragon's den**
Help pick the winners from a variety of project ideas
- **WWI: Beyond trenches and poetry**
An interactive session to look at how the commemoration plans are evolving
- **Collections twister**
This workshop explores the issues faced when museum collections are distributed.

Morning

Themed sessions

The Therapeutic Museum Take notice

A much sought after discussion, this session will share how museums can measure and articulate the value of museum engagement on health and wellbeing. We will question if we are doing enough to promote what museums do, and highlight the positive impact we can make on isolated communities and visitors.

Tomorrow's World Museums 2020 in action

Following sector-wide and public consultation, the Museums Association has launched its vision of the future impact of museums. Hear about the MA's views and think about their implications for your museum, for staff skills and for the sector.

The Emotional Museum Pride and prejudice

Some museums tread a fine line, where local or national pride sits alongside racism and jingoism. This session will encourage delegates to explore how museums can deal with uncomfortable subjects.

Other sessions

Dead zoos

How can natural history displays be used to engage audiences with environmental sustainability issues? This session will explore whether museums have a responsibility to campaign on environmental issues and connect museum collections with broader societal concerns.

The democratic board

With a panel of theatre practitioners and trustees this innovative session uses the game of chess to explore the role of trustees and how they can win resilience for their museum. You won't need to be a grandmaster to take part.

The dragon's den

Using the dragon's den formula, a number of museum professionals will pitch their dynamic ideas to win money to help their museum become more resilient. Hard-bitten business professionals will critically analyse the proposals and pick the winner.



Tuesday Morning

Wish you were here

In a time of increased globalisation why do museums continue to thrive on small islands? Who visits them and why? Speakers from island museum services will take you on a virtual tour to explore what museums can do to support tourism and unlock local heritage.

Artistic license

This panel discussion will explore experimental approaches to working site-specifically, encouraging new forms of engagement along the way - from commissioned artists' projects to thinking about the institution itself as a site-specific entity. With: Liverpool Biennial, the Visual Arts and Galleries Association and the Contemporary Visual Arts Network.

Keynote

Lucy Worsley, writer, broadcaster and chief curator, Historic Royal Palaces

WW1: Beyond trenches and poetry

An interactive session to look at how the commemoration plans are evolving for the 100th anniversary of the start of the first world war. This session will include discussions on how to engage the public, why the commemoration matters, and how to share learning and build a legacy.

Grown-ups fight back - a provocation for adult learning

Adult learning providers have been rethinking their role and relevance today and this session aims to challenge museums to do the same. Delegates will be encouraged to come up with responses which will be collated to form a written declaration of aspirations and intentions - a manifesto for adult learning in museums in the 21st century.

conference. This will include speakers, additions and amendments to the programme, and debate and discussion prior to the event.

Images kindly supplied by National Museums Liverpool, Museum of Memory and Human Rights, and Historic Royal Palaces.

Afternoon

Themed sessions

The Therapeutic Museum

Keep learning

The prime minister launched his national challenge on dementia in 2012 to highlight the need for a better quality of life for people living with dementia. 800,000 have been diagnosed with dementia and the forecast is that one in three people over 65 years will develop dementia. This session provides the opportunity to discover how museums can respond, by providing innovative access to collections and art therapy, education resources and training.

Tomorrow's World

Digital democracy

How will trends toward information democratisation and the popularity of interactive and participatory exhibits affect museums in the future? Three experts will set out the past, present and future of audience participation in museums, leading into an active discussion on the role and impact, benefits and limitations of audience-driven technology-based exhibits.

The Emotional Museum

Guilt and shame

It is often the case that museum visitors feel that they are expected to respond in a particular way, that they are being manipulated by an artist, or by the museum itself. How far should we go in trying to provoke such feelings?

Other sessions

The co-producers - radical change or more of the same?

Co-production is a values-based policy approach to public services. Many museums are now adding co-production to their list of credentials. But what does co-production really mean and is it doing anything radically different? This session will examine whether museums are learning from how co-production is being applied in other areas of civic society and ask whether we are less radical now than we were 10 years ago.

Collections twister

How and why do collections end up in the museums they do? What impact does this have on their use and value? This workshop explores the issues faced when museum collections are distributed, from the impact on national stories to research and aesthetics.

This brochure is a preliminary summary of the conference programme. More information is available online and will be regularly updated before the

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