EXHIBITION
LIVERPOOL 2013

NOV 11

NOV 12

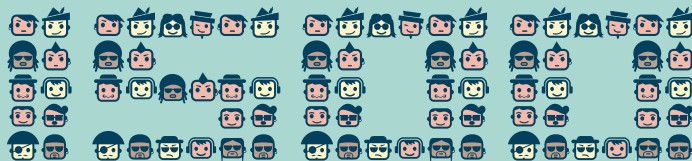28 MP WORKSHOPS

80+ COMPANIES

15 HRs
OF INSPIRATION

CONNECTIONS

FREE ENTRY

11-12 NOVEMBER
BT CONVENTION CENTRE LIVERPOOL

COME TO THE BIGGEST MUSEUM AND HERITAGE EVENT IN EUROPE AND MEET ALL THE LEADING SUPPLIERS, ATTEND FREE WORKSHOPS, NETWORK, AND PICK UP GREAT IDEAS FOR YOUR WORKPLACE.

MON 11

10:00 - 10:30

RETAIL ESSENTIALS
The essential principles for running a successful retail outlet.

I TWEET DEAD PEOPLE
Using pervasive media and mobile technology to widen access to human remains.

11:00 - 11:30

LIGHTING - LEDS AND LEGISLATION
Lighting legislation and advice on how to achieve the best lighting.

DEVELOPING 3D IMAGING PROGRAMMES
An honest appraisal of the challenges of 3D imaging programmes.

12:00 - 12:30

HERITAGE-LED REGENERATION IN PRACTICE
A practical case study demonstrating how a disused building in Liverpool was transformed.

BREAKING THE QR CODE
The benefits and uses of QR codes.

14:00 - 14:30

STORYTELLING-LED INTERPRETATION
A practical guide to using storytelling at your venue.

THE PROS AND CONS OF MULTI-USER TECHNOLOGY
This workshop presents the findings from the Digital Heritage Demonstrator project.

15:00 - 15:30

DESIGNING ATMOSPHERIC VISITOR EXPERIENCES
Featuring the National Aquarium Denmark as a practical case study.

CREATING APPS - THE OPPORTUNITIES AND PITFALLS
Exploring the process of creating a smartphone or tablet app.

16:00 - 16:30

DESIGN THINKING - FROM HOMELESSNESS TO HOMES
A case study-led workshop examining the V&A's work with St Mungos, a homeless charity.

BRIEF WRITING FOR DIGITAL PROJECTS
Based on the Treasures of Cumbria digital engagement project.

17:00 - 17:30

GETTING MORE FROM INTERNSHIPS
Find out the benefits of student placements.

CAPTURING THE MUSEUM USING MOBILE GAMES
Learn how mobile games can attract younger audiences, deepen engagement and add value to physical visits.

MP WORKSHOPS PROGRAMME

MORE INFO AND FREE REGISTRATION
at www.museumsassociation.org/conference/visit-

TUES 12

10.00 – 10.30

NEW APPROACHES TO DEVELOPING COMMERCIAL OPPORTUNITIES
Some unusual but profitable ways organisations can generate income.

GETTING CREATIVE WITH ARTS AWARD DISCOVER
A step-by-step guide to successfully delivering this scheme in a museum setting.

11.00 – 11.30

HOW TO DEAL WITH THEFT AND SECURITY ATTACKS
Straightforward advice on creating a business continuity plan for unexpected security breaches.

HOW TO COLLABORATE WITH WIKIPEDIA
Case studies demonstrating how to work with Wikipedia.

12.00 – 12.30

TIPS ON HOW TO PROFESSIONALLY MANAGE VOLUNTEERS
Including the standards organisations should look to implement and how to create flexible roles.

LISTENING AND LEARNING FROM CHILDREN
Based on two case studies of health science exhibitions.

13.00 – 13.30

COMMUNITY PARTICIPATION IN ARCHAEOLOGY AND MUSEUMS
A case study-led workshop on the Rainford's Roots community archaeology project.

STORYSCOPE PROTOTYPE SOFTWARE
This session will demonstrate how the software supports storytelling using digital heritage objects.

14.00 – 14.30

NEW APPROACHES TO ENGAGING AUDIENCES
Based on the York Minster Revealed project.

CO-CREATING LEARNING PROGRAMMES WITH VISITORS
Come and discuss how museums can co-create learning programmes with visitors.

15.00 – 15.30

WORKING WITH MENTAL HEALTH HOSPITALS
Practical advice on how to develop projects with mental health hospitals.

BRINGING TRADITIONAL DISPLAYS TO LIFE WITH MULTI-MEDIA INSTALLATIONS
Based on a new multi-media installation in a Regency-era dining room at Torre Abbey.

16.00 – 16.30

CREATING SUCCESSFUL GUIDEBOOKS
Tips and examples of how museums can create and publish great guidebooks.

DEVELOPING COMPREHENSIVE COLLECTION MANAGEMENT SOLUTIONS
How to create an efficient and comprehensive collection information solution.

exhibition

ON-STAND DEMONSTRATIONS
Find out more about exhibitors' products and services in short demos.

MARKETPLACE
Come and meet sector organisations from around the country.

SPECIAL OFFERS
Discounts from exhibitors will be available on the day.

ACE ADVICE
On-stand surgeries from the Association for Cultural Enterprises with tips and advice to help you improve your commercial activities.

CAREERS CAFÉ
Drop-in careers advice

UKTI LATIN AMERICAN HOUR
Come and explore exciting opportunities from the museum scene in Argentina and Chile

WIN!
Vote for your favourite stand and be entered into a draw to win one of four prizes including a delegate place at Conference 2014.

SOMETHING FOR EVERYONE

The exhibition attracts the best companies from all areas of museum work, so whatever your role there will be suppliers of interest to your work, including AV companies, exhibition and graphic designers, modelmakers, interactive creative, apps producers, showcase suppliers, interpreters, collections management systems, digital imaging companies, retailing solutions, shop merchandise, insurance, consultancy, conservation solutions, and lots more.

For the full list of exhibitors and their company details go to **www.museumsassociation.org/conference/exhibitor-list**

To attend the exhibition and workshop programme free of charge, please register at **www.museumsassociation.org/conference/visit-exhibition**

STAND 77

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