

0930 - 1030 **Registration and coffee**

1030 - 1040 **Welcome from Chair**

Lauren Vargas, Digital Fellow, One by One

**VR and AR: Case studies**

1040 - 1100 **Dambusters: RAF Museum**

Kevin Carter, Head of Digital Experience, RAF Museum, London, and Ollie Lindsay, Founder of digital producer All Seeing Eye, discuss the production process behind the CreativeXR-funded Dambusters VR Experience

1100 - 1115 Q&A with Kevin Carter and Ollie Lindsay

1115 - 1135 **Museum ExplorAR**

Graham Davies, Digital Programmes Manager, Amgueddfa Cymru-National Museums Wales, presents findings from the Museum ExplorAR augmented reality pilot project

1135 - 1150 Q&A with Graham Davies

1150 - 1210 **Ghosts and Bells**

Andy Baker, Director of Ixxy, and digital artist Maf'j Alvarez of Limbic Fish talk about their journeys through VR for museums - from their initial experiences in the medium through to producing a successful work for the Vorarlberg State Museum in Austria

*Andy Baker, Maf'j Alvarez and Kate Smith will be showing Ghosts and Bells in The Studio during the day*

1210 - 1225 Q&A with Andy Baker and Maf'j Alvarez

1225 - 1235 **Product showcases**

TimeLooper  
Tonwelt UK Ltd

1235 - 1345 **Lunch**

Meet suppliers and take part in product demos. Suppliers include:

Alsaro Sagl  
Aura  
Extensis  
TimeLooper  
Tonwelt UK Ltd  
Virtualware UK

- 1345 - 1355 **Product showcases**  
Extensis  
Virtualware UK
- 1355 - 1450 **Panel discussion: Online collections**  
The MA's Empowering Collections recommends "a strategic approach to online collections". How should museums respond to the opportunities of online audiences?  
Foteini Aravani, Curator, Museum of London  
Jane Audas, Freelance Digital Producer  
Sarah Brown, Outreach Officer, Collections Trust  
Gavin Mallory, Production Director, Cogapp
- 1450 - 1500 **Break**  
Short comfort break
- 1500 - 1520 **Making technology pay**  
Rupert Harris, CEO of digital producer Animal, Vegetable, Mineral, and Adam Koszary, Digital Lead for Museums Partnership Reading, discuss how technology in the visitor experience can be used to support commercial objectives
- 1520 - 1530 Q&A with Rupert Harris and Adam Koszary
- 1530 - 1550 **Creating an immersive visitor experience**  
How can technology be used to create exciting and immersive interpretation?  
Elpiniki Psalti, Senior Exhibitions Project Manager, Museum of London, talks about the technology behind the Beasts of London exhibition, which recently opened at the museum (see below)
- 1550 - 1600 Q&A with Elpiniki Psalti
- 1600 - 1620 **Powerful digital images**  
Gavin Mallory, Production Director, Cogapp, demystifies the International Image Interoperability Framework (IIIF), and showcases examples of its use in practice
- 1620 - 1630 Q&A with Gavin Mallory
- 1630 - 1640 **Final thoughts and close**  
Lauren Vargas, Digital Fellow, One by One

*Beasts of London, an immersive exhibition created in partnership with the Guildhall School of Music and Drama, is ticketed but free to members of the Museums Association. Tours begin every seven minutes for 12 people at a time. Tickets are available at the Museum of London welcome desk.*

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