



NORTHERN QUARTER

MUSEUMS ASSOCIATION

PEOPLE'S HISTORY MUSEUM

NATIONAL Football MUSEUM

Manchester Cathedral

Manchester ART GALLERY

Piccadilly GARDENS

CHINATOWN

Gay Village

MANCHESTER CENTRAL

Manchester MUSEUM

OXFORD ROAD

THE Whitworth

CONFERENCE

Guide 2017

MANCHESTER CENTRAL CONVENTION COMPLEX 16-18 NOV 2017

WE ARE PROUD TO BRING THIS YEAR'S CONFERENCE & EXHIBITION TO MANCHESTER, WITH ITS WORLD-CLASS RANGE OF MUSEUMS, GALLERIES, LIBRARIES AND HERITAGE SITES.

At a time of great change and divisions in society, museums have a vital role to play. To do this they need to be more radical, participatory and socially engaged. This year's themes focus on our audiences, collections and workforce. How can museums use their collections to deepen their engagement with audiences, whether they are local, regional, national or international? And how can we develop a workforce that drives the sector forward and rises to the challenges that we face?



Simon Stephens

SIMON STEPHENS

Head of Publications and Events, Museums Association

Our speakers, including many from outside the sector, contribute to a thought provoking, inspiring and action-packed three days. Look out for the Festival of Change, which offers a playful, creative physical presence throughout this year's event, embodying the mission of Transformers, our workforce initiative to encourage radical change in museums.

The Museums Association Hub offers the chance to engage with the support, advice and funding we offer in areas such as advocacy, collections, professional development and ethics.

And don't miss out on the Museums Change Lives training, which will help your organisation have real impact on the communities you serve.

Our social events also provide fantastic networking opportunities at the Whitworth, the 2015 winner of the Art Fund Museum of the Year, the Museum of Science and Industry and the People's History Museum.

The third day of our event gives delegates the chance to see some of these cultural venues for themselves through an exciting programme of talks, tours and activities.

FOR THIS GUIDE AND MANY ADDITIONAL FEATURES ON YOUR MOBILE DEVICE, DOWNLOAD THE APP: WWW.MUSEUMSASSOCIATION.ORG/APP2017



The Museums Association Conference & Exhibition is kindly supported by:





AUDIENCES

Coordinated by
Alistair Hudson
Director, Middlesbrough
Institute of Modern Art

How can museums expand and deepen their relationship with the public in the context of a growing atmosphere of intolerance, mistrust and division following last year's Brexit vote and the resulting political turmoil?

What role can museums play in healing some of society's divisions and how should they reflect contemporary issues such as poverty, climate change and globalisation in their programming? And how can museums reach out to those people who do not currently engage with museums?



COLLECTIONS

Coordinated by
Janneke Geene
Acting Director, People's
History Museum

How can collections be used to inspire and engage communities and make a difference to people's lives? How can museums involve audiences in interpreting collections and sharing knowledge about them? How can digital technology help increase engagement with collections and how should the sector approach issues such as collecting, storage and disposal?



WORKFORCE

Coordinated by
Dhikshana Pering
Learning Officer: Young
People (18-25), London
Transport Museum

What will the museum professional of the future look like and what knowledge and experience will they need? What needs to change in areas such as leadership, diversity and skills development for the sector to face the challenges ahead?



MUSEUM PRACTICE WORKSHOPS

These are a series of workshops that highlight best practice in museums. They cover a variety of themes, including collections, interpretation and exhibition design, learning and engagement, and technology and digital. Each workshop runs for half an hour and are held in the two workshop rooms on the exhibition floor. Full details are listed throughout this guide and denoted in the key.



CAREERS HUB

Also included in the workshop rooms is a vibrant and practical programme of professional development workshops, tailored to help you make the most of your career. Full details are listed throughout this guide and denoted in the key.



WEDS 15 NOV

1700-1900
CONFERENCE
REGISTRATION
Exchange Foyer

1900-2100
WELCOME RECEPTION
The Whitworth

2100-2300
NETWORKING DRINK
Location TBC

THURS 16 NOV

0730-1830
CONFERENCE
REGISTRATION
Exchange Foyer

0730-0815
EARLY
MORNING TOUR
Textiles Gallery, Museum
of Science and Industry

0845-0945
WELCOME
KEYNOTE:
LEMN SISSAY
Exchange Auditorium

0930-1730
EXHIBITION OPEN
Exchange Hall

0930-1000
MP IMPROVING
ACCESS ON A (VERY)
TIGHT BUDGET
Workshop Room 1
CH HOW TO NETWORK
NATURALLY
Workshop Room 2

0945-1050
COFFEE
Exchange Hall

1030-1100
MP DIGNIFIED
NOT DISNEYFIED
Workshop Room 1

MP USING SOCIAL
MEDIA TO
MAXIMISE IMPACT
Workshop Room 2

1050-1150
DIRECTORS IN
CONVERSATION
Exchange Auditorium
W FLEXIBLE WORKING
Charter 1

A YOUTH
PARTICIPATION
Charter 2

ARTISTIC INSPIRATION
Charter 4

1130-1200
MP TECHNIQUES
TO DIVERSIFY
AUDIENCES
Workshop Room 1

CH HOW TO WRITE
A SUCCESSFUL CV
Workshop Room 2

1200-1300
C SHOULD MUSEUMS
SWEAT THEIR
ASSETS?
Exchange Auditorium

INDUSTRIAL
STRENGTH
Charter 1

DIGITAL TWILIGHT
Charter 2

GROWING SUPPORT
FOR HERITAGE
Charter 4

A IT'S LONELY
BEING RIGHT
Exchange Room 8

1230-1300
MP INTERPRETING
MUSEUMS: A BOLD
NEW APPROACH
Workshop Room 1

MP CREATING
USER-FRIENDLY
WEBSITES
Workshop Room 2

1300-1415
LUNCH
Exchange Hall

1330-1400
MP WORKING WITH
REFUGEES AND
ASYLUM SEEKERS
Workshop Room 1

CH GET YOUR
INNER CHIMP
INTERVIEW-READY
Workshop Room 2

1400-1450
MUSEUMS
ASSOCIATION ANNUAL
GENERAL MEETING
Exchange Auditorium

1430-1500
MP DEVELOPING
INNOVATIVE EVENTS
PROGRAMMES
Workshop Room 1

MP RASPBERRY PI:
BUILDING LOW-COST
TOUCHSCREENS
IN-HOUSE
Workshop Room 2

1500-1600
A THE CONSTITUENT
MUSEUM AND THE
END OF AUDIENCE
Exchange Auditorium

VIEWING FIGURES
Charter 1

C INTERPRETING
ISLAM THROUGH
MUSEUM
COLLECTIONS
Charter 4

STRATEGIES
FOR SUCCESS
Exchange Room 8

1530-1600
MP DIALOGUE
BEYOND SIGHT
Workshop Room 1

CH HOW TO WIN
AT INTERVIEWS
Workshop Room 2

1600-1650
COFFEE
Exchange Hall

1630-1700
MP TIPS AND
TECHNIQUES FOR
INTERPRETIVE TEXT
Workshop Room 1

MP BABBLING
BEASTS: CREATING
AUDIO TOURS
Workshop Room 2

1650-1750
BELIEFS TRUMP FACTS
Exchange Auditorium

A ART IN SOCIETY
Charter 1

THE REGENERATION
GAME
Charter 2

OUT OF THE
CLASSROOM, INTO
THE MUSEUM
Charter 4

UNCOMFORTABLE
TRUTHS
Exchange Room 8

1800-1845
KEYNOTE:
FRANCESCA
MARTINEZ
Exchange Auditorium

1900-2100
CONFERENCE PARTY
Museum of Science
and Industry

2100 ONWARDS
COME DINE
WITH ME

WEDNESDAY & THURSDAY Summary



KEY:

A AUDIENCES
G COLLECTIONS
W WORKFORCE

MP MUSEUM
PRACTICE
WORKSHOPS
CH CAREER HUB

WEDS
15 NOV

1700-1900
CONFERENCE
REGISTRATION
Exchange Foyer

1900-2100
WELCOME
RECEPTION
The Whitworth

Join us for welcome drinks at the Whitworth, the University of Manchester's art gallery, which won the Art Fund Museum of the Year prize in 2015. The award was in recognition of a £15m redevelopment that transformed the gallery and its relationship with its audiences. Come and see for yourself what makes it so special.

2100-2300
NETWORKING
DRINK

Location TBC
Meet fellow delegates as the welcome party continues. Cash bar only.

THURS
16 NOV

0730-1830
CONFERENCE
REGISTRATION
Exchange Foyer

0730-0815
EARLY
MORNING TOUR
Textiles Gallery, Museum of Science and Industry

As the international centre of the cotton industry, Manchester was dubbed Cottonopolis, and the city's landscape is still shaped today by its textile heritage. Go back in time to the working mills of 150 years ago and experience the deafening sounds of the mill machines and find out what life was like for thousands of mill workers. This thunderous demonstration of historic mill machinery shows how cotton is processed from its raw state to the finished product—a piece of calico cloth. Learn about working conditions during a time when respiratory diseases were rife, and children as young as five years old were employed as mill workers.

0845-0945



WELCOME

Exchange Auditorium
Welcome by our conference host Hilary Carty, followed by Sharon Heal, director of the Museums Association.



KEYNOTE: LEMN SISSAY

Exchange Auditorium
Award-winning poet, playwright and author Lemn Sissay, who was born in north-west England, is an associate artist at London's Southbank Centre and the chancellor of the University of Manchester. His work includes poetry, plays, music, public art and radio and television appearances. Sissay has worked with a number of museums and galleries, including London's Foundling Museum, where he recently became a trustee. He was the first poet commissioned to write for 2012 London Olympics.

0930-1000
MP IMPROVING
ACCESS ON A
(VERY) TIGHT
BUDGET

Workshop Room 1

Access for all doesn't have to be expensive. This workshop presents solutions to common access issues, from provision for visitors who speak English as a second language to resources for people who find new situations challenging.

Speakers:

Sarah Fellows
Heritage Activities Officer,
Dudley Canal & Tunnel Trust

Holly Wain
Heritage Activities Assistant,
Dudley Canal & Tunnel Trust

CH HOW TO
NETWORK
NATURALLY

Workshop Room 2

This workshop provides hints and tips to help you to network out of your comfort zone, to support your career aspirations and professional development, and to help you develop relationships in and outside the museum sector.

Speaker:

Tamsin Russell
Professional Development
Officer, Museums Association

1030-1100
MP DIGNIFIED
NOT DISNEYFIED

Workshop Room 1

The unusual and, at times, controversial external artistic interpretation at English Heritage's Tintagel Castle aims to create a sense of history and mythology that appeals to diverse audiences. This workshop discusses the approach taken and shares how the installation has been received.

Speakers:

Robert Campbell
Head of Interpretation,
English Heritage

Ewan McCarthy
Creative Director, Bright

MP USING SOCIAL
MEDIA TO
MAXIMISE IMPACT

Workshop Room 2

Manchester Museum explains how they used social media to maximise public engagement with the Climate Control exhibition, and share top tips on how museums can create their own campaigns. Aimed at anyone using social media, from beginners to seasoned pros.

Speakers:

David Gelsthorpe
Curator of Earth Science
Collections, Manchester
Museum

Rachel Webster
Curator of Botany,
Manchester Museum

1050-1150
DIRECTORS IN
CONVERSATION

Exchange Auditorium

Museum directors discuss their ideas for the future of the sector and how they see their own organisations developing.

Chair:

Jenny Stewart
Independent Publicist and
Communications Adviser

Speakers:



Helen Ghosh
Director General,
National Trust



Reyahn King
Chief Executive,
York Museums Trust



Simon Wallis
Director,
Hepworth Wakefield

WEDNESDAY
& THURSDAY



THE
Whitworth



1050-1150

W FLEXIBLE WORKING

Charter 1

The museum workforce is under pressure and over-stretched. Digital communications can mean feeling 'always on'. Explore how flexible working patterns might help relieve some of this pressure and create a better work-life balance. This session is suitable for directors, managers and employees - anyone who is interested in finding out how flexible working might benefit them and their organisation.

Chair:

Liz Johnson
Senior Manager,
Museums Review,
Arts Council England

Speakers:

Tony Butler
Executive Director,
Derby Museums

Ana Ferguson
HR Manager, Birmingham
Museums Trust

Jo Verrent
Senior Producer,
Unlimited

A YOUTH PARTICIPATION

Charter 2

Despite decades of policy, funding and participatory activity, museums and galleries still lack diverse audiences and artistic programmes. Recently, a bigger more radical idea re-emerged - using youth participation to encourage organisational change and to create more responsive, robust and representative organisations. This session provokes and challenges the audience, asking them to consider questions about organisational norms and barriers to change. And who is getting it right and how can they influence museums and galleries?

Chair:

Hannah Lake
Head of Learning,
Royal Collection Trust

Speakers:

Pat Farrell
Freelance Artist,
The Whitworth

Ruth Ibegbuna
Chief Executive, Reclaim,
Manchester

Owen Jones
Guardian Columnist
and Freelance Writer

Mark Miller

Circuit: National Lead and
Convenor, Young People's
Programme, Tate Britain
/Tate Modern

Roxanna Sultan

WYC Intern Freelance,
The Whitworth

ARTISTIC INSPIRATION

Charter 4

What is the benefit of working with artists and how can it support the development of an organisation? Many museums are looking at new ways to interpret their collections and have started to commission artists and develop innovative practice. Speakers involved in the Meeting Point1 project show how working with artists can support audience diversification, organisational resilience and a radical shift in the programming.

Chair:

Sheila McGregor
Independent Researcher,
Writer, Consultant, Art
Historian and Curator

Speakers:

David Murphy
Artist

Timandra Nichols
Director, Arts&Heritage

Fiona Rosher

Museum Manager, Dales
Countryside Museum

1130-1200

MP TECHNIQUES TO DIVERSIFY AUDIENCES

Workshop Room 1

Following an ACE grant to help broaden audiences to include more 16-24 year olds and BAME audiences, Art UK share what has worked - and what hasn't.

Speakers:

Alice Payne
Head of Content, Art UK

Molly Tresadern
Content Creation Manager,
Art UK

CH HOW TO WRITE A SUCCESSFUL CV

Workshop Room 2

This workshop provides a masterclass in writing CVs and job applications. Whatever stage of your career you are at, this session shows you what you can do to get your foot through the door.

Speaker:

Tamsin Russell
Professional Development
Officer, Museums Association

1200-1300

G SHOULD MUSEUMS SWEAT THEIR ASSETS?

Exchange Auditorium

Many museums across the UK are urgently looking for new sources of funds. Could part of the answer to their problems lie in their valuable collections and buildings? This session examines some of the exciting ways that museums are making money from their key assets - from licensing and touring to weddings and crowdfunding, and asks: What next for generating income? And where should museums draw the line?

Chair:

Eleanor Harris
Director, Visitor
Experiences and Enterprise,
Royal Museums Greenwich

Speakers:

Tony Butler
Executive Director,
Derby Museums

Neil Curtis
Director, University of
Aberdeen Museum

Steve Miller
Director, Norfolk
Museums Service

INDUSTRIAL STRENGTH

Charter 1

Museums housed in former industrial buildings often interpret that history through their architecture and collections, which can include working machinery, using learning and public programmes. But they can be seen simply as recording a lost past. As the UK aspires to grow its manufacturing base and address chronic skills shortages how can we play a bigger role in getting people making things again, in a 21st century context? This session is for anyone interested in addressing key questions around museums and urban regeneration.

Chair:

Francesca Perry
Editor, Thinking City

Speakers:

Hannah Fox
Project Director, Derby Silk Mill

Sally MacDonald
Director, Museum of Science
and Industry

Errol van der Werdt
Managing Director, Foundation
Mommerskwartier

THURSDAY



1200-1300 DIGITAL TWILIGHT

Charter 2

We live in a post-digital world, where technology is increasingly integrated into the mainstream and across all aspects of our lives. Yet museums remain stubbornly fixated on digital as an entity in its own right, separate to other activities. How can museums normalise digital and adapt working practices and strategies accordingly? This session looks at what has already been achieved in museums and other creative industries, and considers practical steps and radical ideas to democratise and embed digital practice in traditional structures.

Chair:

Mike Ellis
Director, Thirty8 Digital

Speakers:

John Coburn
Digital Programmes Manager,
Tyne & Wear Archives &
Museums

Tom Higham
Creative Director, York Mediale

Charlotte Sexton
Digital Consultant

GROWING SUPPORT FOR HERITAGE

Charter 4

What can museums, galleries and heritage sites learn from the National Trust, which is increasing visitor numbers across almost all its sites regardless of size? Come away with ideas about how to implement innovative models, new ways of working, and fresh programming to attract diverse audiences.

Chair:

Sarah Spurrier
Museum Development Officer,
Museum Development East

Speakers:

Tony Berry
Director of Visitor Experience,
National Trust

Jessica McGurk
Head of Visitor Experience &
Learning, National Trust

A IT'S LONELY BEING RIGHT

Exchange Room 8

After Brexit, does it feel like some of your audience have turned their back on you? Does it hurt? Drawing on work by the Happy Museum and others, museum activists join experts from social and neuro-psychology to explore how conflicting values can create seemingly insurmountable barriers and what can be done to re-establish common ground. This participative discussion looks for the roots of our differences and paths out of the comfort of the echo chamber and into meaningful public engagement. A call to action, this session provides practical next steps.

Chair:

Nat Edwards
Consultant, Shared Stories
in Shared Spaces

Speakers:

Tom Crompton
Director and Co-founder,
Common Cause Foundation

Alistair Hudson
Director, Middlesbrough
Institute of Modern Art

Kris de Meyer
Film-maker and Neuroscientist,
Kings College London

Esme Ward
Head of Learning and
Engagement, Manchester
Museum and The Whitworth

1230-1300

MP INTERPRETING MUSEUMS: A BOLD NEW APPROACH

Workshop Room 1

Following the redevelopment of Wardown House from a local museum to a Victorian house with period atmosphere and contemporary twists, this workshop shares some of its bold approaches to interpretation that were developed in partnership with the local community.

Speakers:

Elise Naish
Collections Manager,
Luton Culture

Phil Songhurst
Project Manager, Imagemakers

MP CREATING USER-FRIENDLY WEBSITES

Workshop Room 2

The team behind swcollectionsexplorer.org.uk share how they created a user-friendly website that enables different audiences to discover collections from across the South West England.

Speakers:

Rick Lawrence
Digital Media Officer, Royal
Albert Memorial Museum

Mary Olszewska
Partnership Officer, Royal
Albert Memorial Museum

1330-1400

MP WORKING WITH REFUGEES AND ASYLUM SEEKERS

Workshop Room 1

From exploring migration in a museum context to working with refugees and asylum seekers, this workshop shares best practice approaches and encourages participants to develop their own practice.

Speakers:

Emily Miller
Head of Learning and
Partnerships, Migration
Museum Project

Domenico Sergi
Community Engagement
Coordinator, Horniman
Museum and Gardens

CH GET YOUR INNER CHIMP INTERVIEW-READY

Workshop Room 2

Based on Steve Peter's Inner Chimp theory, the emotional side of your brain that can sabotage the more practical side, this workshop explores how to cultivate a positive mind-set and impress at job interviews.

Speakers:

Matthew Constantine
Collections, Interpretation and
Learning Manager, Leicester
Arts & Museums Service

Charlie Pratley
Director, Culture Syndicates

1400-1450

MUSEUMS ASSOCIATION ANNUAL GENERAL MEETING

Exchange Auditorium

The annual general meeting is a great opportunity to hear about the work of the sector's leading membership organisation. Come along and discover the programmes, campaigns and activities of the MA in the last year and hear about our dynamic plans for the year ahead.

The meeting includes the annual address from the president of the MA, a review of major projects, financial performance and the proposals for the membership subscriptions for the coming year.

It will also feature the launch of our new workforce strategy - and celebrate the latest awards of Associates and Fellows of the Museums Association.

Non-members are welcome to attend but only members can vote.



THURSDAY



1430-1500

MP DEVELOPING INNOVATIVE EVENTS PROGRAMMES

Workshop Room 1

From understanding visitor intelligence data to developing creative working practices, this workshop supports museum professionals to develop more ambitious exhibition events programmes to inspire audiences. Based on the Robots exhibition at the Science Museum.

Speakers:

Antonio Benitez
Director, Manchester Science Festival

Scott McKenzie-Cook
Special Events Manager, Science Museum

MP RASPBERRY PI: BUILDING LOW-COST TOUCHSCREENS IN-HOUSE

Workshop Room 2

A practical workshop demonstrating how to use free software to build a low-cost touchscreen in-house. Receive a detailed guide to projects built and tested by Sheringham Museum.

Speakers:

Philip Miles
Museum Manager, Sheringham Museum

Ron Wiebe
Trustee, Sheringham Museum

1500-1600

A THE CONSTITUENT MUSEUM AND THE END OF AUDIENCE

Exchange Auditorium

Over the past few years the L'internationale museum confederation have been developing a new institutionalism that moves beyond our inherited colonial and autonomous models and situates our work within the new realities of our times; operating politically as well as culturally within society. This requires us to develop new approaches to working with the public, to rethink the spectatorship driven conception of 'audience' and to build a new way of operating among the multiple networks of user groups. In this session the panel elaborate on this 'constituency' model in advance of the release of the L'internationale publication in early 2018.

Chair:

Elinor Morgan
Senior Curator, Middlesbrough Institute of Modern Art

Speakers:

John Byrne
Co-ordinator, The Uses of Art, Liverpool John Moores University

Aida Sanchez de Sordio
Museo Nacional Centro de Arte Reina Sofia

Steven Ten Thije
Project Leader, L'Internationale's The Uses of Art, Van Abbemuseum

VIEWING FIGURES

Charter 1

What can museums learn from how television programmers try to engage audiences with history, science and the arts? Developers of TV programmes work hard to think of new 'formats' to deliver content in interesting, accessible and exciting ways. Could museums use this approach to be more innovative in their exhibition programming and reach new and more diverse audiences? Speakers discuss their experiences in developing content and creating strong narratives and how their work is relevant to museums and their audiences.

Chair:

David Liddiment
Non-Executive Chairman, FremantleMedia UK

Speakers:

Martin Smith
Film-maker, Writer and Lecturer

Lucy Worsley
Chief Curator, Historic Royal Palaces

Piccadilly
GARDENS



C INTERPRETING ISLAM THROUGH MUSEUM COLLECTIONS

Charter 4

Speakers discuss how museums frame, understand, curate and communicate themes relating to the Islamic world through their collections. How can museums use objects to engage Muslim communities and present a deeper and more rounded understanding of the subject to help all visitors better appreciate the diversity of Islamic societies and cultures, past and present. And how can museums be better supported to carry out this work?

Chair:

Rana Ibrahim
Postgraduate Researcher, University of Birmingham

Speakers:

Noorah Al-Gailani
Curator of Islamic Civilisations, Glasgow Museums

Rebecca Bridgman
Curator of Islamic & South Asian Art, Birmingham Museums Trust

STRATEGIES FOR SUCCESS

Exchange Room 8

The Department for Culture, Media and Sport is due to publish its review of museums in England shortly before the MA Conference. But will the review result in a new direction for the sector? Will a new government strategy help museums, hinder them or pass them by?

And what should we hope for in the future relationship between governments and museums?

Chair:

Sharon Heal
Director, Museums Association

Speakers:

Ian Blatchford
Director, Science Museum Group

Laura Pye
Director, Bristol Museums

1530-1600

MP DIALOGUE BEYOND SIGHT

Workshop Room 1

This workshop explores how museums can engage marginalised audiences, such as those with visual impairments, and embed accessibility across all areas of an organisation.

Speakers:

Lynn Cox
Disability and Inclusion Trainer, Arts Coaching Training

Andrew Mashigo
Freelance Access Facilitator, MaMoMi Initiative

CH HOW TO WIN AT INTERVIEWS

Workshop Room 2

With supply outweighing demand in the sector you need to ensure that once through the door you are able to shine. This workshop shares practical advice on delivering effective interviews, as well as looking at other selection techniques and how to nail them.

Speaker:

Tamsin Russell
Professional Development Officer, Museums Association

1630-1700

MP TIPS AND TECHNIQUES FOR INTERPRETIVE TEXT

Workshop Room 1

Great stories don't tell themselves. This workshop shares tips on writing for different audiences and techniques to overcome interpretive text challenges.

Speaker:

Bill Bevan
Chairman and Interpretive Writer, Association for Heritage Interpretation

MP BABBLING BEASTS: CREATING AUDIO TOURS

Workshop Room 2

An interactive workshop demonstrating how to build fun, interactive audio tours using near field communication. No technical skills required!

Speakers:

John Sear
Game Designer, Museum Games

Alice Swatton
Curator (Visual Arts), Leamington Spa Art Gallery & Museum

THURSDAY

1650-1750 BELIEFS TRUMP FACTS

Exchange Auditorium

Powerful public figures have recently gone beyond being 'economical with the truth' to telling outright lies that, with repetition, become quasi-truth. It's claimed that the public has 'had enough of experts'. 'Fake news' and 'alternative facts' swirl around us. Belief and feelings appear to trump evidence. This in-conversation session explores the very real consequences of this phenomena to millions of people who are affected by issues such as climate change. What is the role of museums in such a society and do science museums have a particular responsibility?

Chair:

Sally MacDonald

Director, National Museum of Science and Industry, Manchester

Speakers:

Samira Ahmed

Journalist and Broadcaster

Ian Blatchford

Chair, National Museum Directors' Council and Director, Science Museum Group

Matthew d'Ancona

Writer, The Guardian

A ART IN SOCIETY

Charter 1

How can art institutions operate effectively within society? This session focuses on public engagement in which citizenship is at the core of missions and programmes. Speakers present projects that have a civic agenda and reveal their vision for how this work can develop further. They discuss this repurposing of art institutions through the lenses of activism, with topics ranging from co-production of projects with people to the involvement of artists in community building.

Chair:

Miguel Amado

Senior Curator, Middlesbrough Institute of Modern Art

Speakers:

Barby Asante

Artist

Janna Graham

Lecturer, Goldsmiths, University of London

Emily Pethic

Director, The Showroom

THE REGENERATION GAME

Charter 2

How has culture-led regeneration evolved and what does it mean for the relationships museums and arts venues have with the private and public sectors? Beyond raising the profile of star architects and creating iconic buildings, what are the deeper legacies of policies that use culture to transform post-industrial cities? Has it led to genuine economic, social and cultural transformation and how can this be measured? Can the success stories be replicated elsewhere and what is the future for culture-led regeneration?

Chair:

Dave Moutrey

Director and Chief Executive, Home, Manchester

Speakers:

Clare Edwards

PhD Candidate, Cultural Policy in Glasgow 1970-1989

Simon Green

Director of Cultural Services, Hull Culture & Leisure

OUT OF THE CLASSROOM, INTO THE MUSEUM

Charter 4

Join the My Primary School is at the Museum team to learn about moving beyond the one-off museum visit and establishing cultural residencies, with classes located in museums for extended periods of time. Discover how to address practical issues and learn from the experience of the Museum-School movement in the US. Participants are invited to share ideas on innovative practice and explore further opportunities for museums to be an integral part of children's learning.

Chair:

Heather King

Research Fellow, King's College London

Speakers:

Russell Dwyer

Headteacher, St Thomas Community Primary

Nia Williams

Head of Learning, Participation and Interpretation, National Museum Wales

UNCOMFORTABLE TRUTHS

Exchange Room 8

Building on the Decolonise not Diversify conference; organised last year by community activists in Birmingham, this session brings together three activists who have been compelled to challenge practices in museums. This session aims to honestly and openly reflect on the opportunities museums have to recognise and challenge white nationalist viewpoints and to support decolonising practice.

Chair:

Charlotte Holmes

Community Engagement Officer, Birmingham Museums Trust

Speakers:

Nathaniel Adam Tobias (Coleman) C---

Scholar-Activist in Black Studies, Birmingham City University

Aliyah Hasinah Holder

Founder, Artist UK

Sara Myers

Writer, Activist, Domestic and Sexual Violence Trainer

1800-1845



KEYNOTE: FRANCESCA MARTINEZ

Exchange Auditorium

Comedian and writer Francesca Martinez was one of four artists who took part in Exceptional & Extraordinary, a project led by Research Centre for Museums and Galleries at the University of Leicester that used museum collections to explore attitudes towards difference. She regularly appears on radio and television and has performed all over the world, including Australia, France, South Africa, Canada and the US. Martinez has mild cerebral palsy, but she prefers the word 'wobbly'.

1900-2100

CONFERENCE PARTY

Museum of Science and Industry

Experience this wonderful museum, which inspires its visitors with ideas that have changed the world. Network with colleagues, listen to music and take part in the many activities on offer. Drinks and nibbles are provided.

2100 ONWARDS

COME DINE WITH ME

Carry on networking and book your place using the conference app.

MANCHESTER
CENTRAL

MUSEUM OF
SCIENCE
AND
INDUSTRY

THURSDAY

FESTIVAL OF CHANGE

Ever wanted to rewrite the script on museums? Then join us and get into the festival spirit! This year's conference has a few surprises in store outside of the established programme. The MA's Transformers programme, a workforce initiative to encourage radical change in museums, is collaborating with a host of activists, provocateurs and lesser-heard voices to take the conference to exciting new places.

At the Festival of Change, you might explore Manchester's deeply moving Homeless Library or you might chat about trans issues with award-winning activist Charlie Craggs - while getting your nails done. There are plenty of chances to have your say on what the museum of the 21st century should be like. The Festival of Change provides us all with opportunities to explore, create and debate. We may even return to our institutions ready to make radical change happen...

NETWORKS HUB

Exchange Hall

A chance for delegates and visitors to meet some of the specialist museum organisations that support the sector.

MA HUB

Exchange Hall

Meet and network with MA staff and representatives throughout the event.

MUSEUMS CHANGE LIVES TRAINING

Following the launch of the next phase of Museums Change Lives, a series of training sessions provides practical advice on how museums can develop programmes that enhance health and wellbeing, create better places to live and work, and inspire engagement, debate and reflection. Delegates can hear about ambitious and innovative initiatives that deliver positive social impact for individuals and communities.



THURSDAY

OTHER STORIES

FRI
17 NOV

0730-1830
CONFERENCE
REGISTRATION
Exchange Foyer

0900-1015
KEYNOTES:
JEREMY DELLER &
JENNY WALDMAN
Exchange Auditorium

0930-1730
EXHIBITION OPEN
Exchange Hall

0930-1000
MP EMBEDDING
YOUNG PEOPLE'S
PERSPECTIVES
Workshop Room 1

CH HOW TO NETWORK
NATURALLY
Workshop Room 2

1015-1115
COFFEE
Exchange Hall

1030-1100
MP EXHIBITIONS THAT
APPEAL TO ALL AGES
Workshop Room 1

MP THE LURE AND
LIMITATIONS OF 3D
DIGITAL MEDIA
Workshop Room 2

1115-1215
FUNDERS IN
CONVERSATION
Exchange Auditorium

A WORKING
WITH REFUGEES
Charter 1

W ARE DIVERSITY
SCHEMES EFFECTIVE?
Charter 2

C THE FEARFUL
OBJECT
Charter 4

QUEER AND HERE
Exchange Room 8

1130-1200
MP DEVELOPING
SUSTAINABLE
LEARNING
PROGRAMMES
Workshop Room 1

CH HOW TO WRITE
A SUCCESSFUL CV
Workshop Room 2

1225-1325
BRITAIN - VERY
WELL, ALONE
Exchange Auditorium

WHAT HAVE YOUR
MEMBERS EVER
DONE FOR YOU?
Charter 1

A CONSIDERING
MASS PARTICIPATION
Charter 2

W THE FUTURE OF
VOLUNTEERING
Charter 4

C REANIMATING
COLLECTIONS OF
DISABILITY HISTORY
Exchange Room 8

1230-1300
MP USING
STORYTELLING IN
YOUR MUSEUM
Workshop Room 1

MP USING SUBTITLES
TO MAKE YOUR
MUSEUM MORE
ACCESSIBLE
Workshop Room 2

1325-1445
LUNCH
Exchange Hall

1330-1400
MP FAMILY
PROGRAMMES TO
INCREASE FOOTFALL
Workshop Room 1

CH WRITING
EFFECTIVE BRIEFS
FOR FREELANCERS
Workshop Room 2

1430-1500
MP CREATING OPEN
STORAGE SOLUTIONS
Workshop Room 1

MP TEN WAYS TO SELL
MORE THROUGH YOUR
ONLINE SHOP
Workshop Room 2

1445-1545
THE 21ST-CENTURY
CURATOR
Exchange Auditorium

GOING DIGITAL
Charter 1

WHAT DOES
DEVOLUTION MEAN
FOR MUSEUMS?
Charter 2

W THREE DEGREES
OF SEPARATION
Charter 4

MUSEUMS, HEALTH
AND WELLBEING
RESEARCH
Exchange Room 8

1530-1600
MP EXPLORING THE
POTENTIAL IN SOCIAL
PRESCRIBING
Workshop Room 1

CH HOW TO WIN AT
INTERVIEWS
Workshop Room 2

1745-1930
DRINKS RECEPTION
People's History Museum

SAT
18 NOV

SPECIAL EVENTS
AND TOURS

1000-1100
CENTRE FOR CHINESE
CONTEMPORARY ART

1000-1130
MANCHESTER ART
GALLERY

1030-1300
THE WHITWORTH

1030-1500
MANCHESTER
MUSEUM

1100-1230
GREATER
MANCHESTER
TRANSPORT MUSEUM

1300-1430
NATIONAL FOOTBALL
MUSEUM

1300-1430
GREATER
MANCHESTER POLICE
MUSEUM

1330-1430
CASTLEFIELD GALLERY

FRIDAY &

SATURDAY

Summary



KEY:

A AUDIENCES
G COLLECTIONS
W WORKFORCE

MP MUSEUM
PRACTICE
WORKSHOPS
CH CAREER HUB

FRI 17 NOV

0730-1830
CONFERENCE
REGISTRATION
Exchange Foyer

0900-1015
KEYNOTES:
JEREMY DELLER &
JENNY WALDMAN
Exchange Auditorium

Turner Prize-winning artist Jeremy Deller and 14-18 NOW Director Jenny Waldman discuss what artists can bring to engage the public with national moments. Deller's We're here because we're here project, which was developed with National Theatre Director Rufus Norris, involved thousands of volunteers taking part in a modern memorial to mark the centenary of the Battle of the Somme. Other 14-18 NOW projects include the Dazzle Ships, Lights Out and the tour of the Poppies from the Tower of London, which has engaged millions with contemporary art outside of traditional museums.

0930-1000
MP EMBEDDING
YOUNG PEOPLE'S
PERSPECTIVES

Workshop Room 1

This workshop shares how Harris Transformers, a youth engagement programme, has driven radical changes at the Harris Museum and Art Gallery. Find out how the programme works and how the results are being embedded across the service.

Speakers:

Jon Finch
Project Leader, Re-Imaging the Harris, Preston City Council/Lancashire County Council

Matt Wilde
Blaze Project Manager, Curious Minds

CH HOW TO
NETWORK
NATURALLY

Workshop Room 2

This workshop provides hints and tips to help you to network out of your comfort zone, to support your career aspirations and professional development, and to help you develop relationships in and outside the museum sector.

Speaker:

Tamsin Russell
Professional Development Officer, Museums Association

1030-1100
MP EXHIBITIONS
THAT APPEAL TO
ALL AGES

Workshop Room 1

How can museums develop exhibitions that appeal to adult visitors and families? The team behind Fire! Fire! and Tunnel: the Archaeology of Crossrail at the Museum of London look at how exhibition design, text and interactives can be developed to work for visitors of all ages.

Speakers:

Louise Doughty
Major Exhibitions Project Manager, Museum of London

Elpiniki Psalti
Major Exhibitions Project Manager, Museum of London

MP THE LURE AND
LIMITATIONS OF
3D DIGITAL MEDIA

Workshop Room 2

Based on a project to digitise the Cypriot archaeology collection at the University of St Andrews, this workshop explores the value of 3D digital media from a user perspective and shares the questions that museums need to ask before embarking on similar digitisation projects.

Speakers:

Alison Hadfield
Learning and Access Curator, University of St Andrews

Hannah Sycamore
Curatorial Trainee, University of St Andrews

1115-1215
FUNDERS IN
CONVERSATION

Exchange Auditorium

UK-wide funders discuss the priorities for their organisations and how they see the funding landscape for museums, galleries and heritage sites changing in the future.

Chair:

Jenny Stewart

Independent Publicist and Communications Adviser

Speakers:



Stephen Deuchar
Director, Art Fund



Ros Kerslake
Chief Executive, Heritage Lottery Fund



Caroline Mason
Chief Executive, Esmée Fairbairn Foundation



Moira Sinclair
Chief Executive, Paul Hamlyn Foundation

A WORKING
WITH REFUGEES

Charter 1

Explore the practicalities, benefits and challenges of developing meaningful and sustainable relationships with refugee communities; how museums can create spaces of sanctuary, collective empowerment and raise awareness about people seeking refuge and asylum. Speakers include two founders of an international refugee women's group who have developed a strong partnership with Oxford University Museums. Also hear about Home and Belonging at Newcastle's Hatton and the Middlesbrough Institute of Modern Art's Community Day, which involves co-curating the permanent collection.

Chair:

Nicola Bird

Community Engagement Officer, Oxford University Museums

Speakers:

Filda Abelkeclukonyomoi
Community Champion

Miguel Amado

Senior Curator, Middlesbrough Institute of Modern Art

Hazel Barron-Cooper

Learning Officer, Hatton Gallery

Grace Rwot Lakica

Community Champion

W ARE DIVERSITY
SCHEMES
EFFECTIVE?

Charter 2

This session explores the purpose of diversity schemes in museums and whether they have a lasting impact on organisational change. It highlights the experiences of diverse trainees, evaluates the outcomes of these programmes and asks to what extent they have helped the participants. Discuss the effects these diversity schemes have had, if any, on integrating practices to achieve a diverse workforce and advise on the changes needed to create a shift from discussions about diversity to activism.

Chair:

Sana Ikram

Outcomes Coordinator, Prince's Trust

Speakers:

Catherine Cartmell
Skills Development Manager, Museums, Galleries Scotland

Shaz Hussain

Collections Assistant, Royal Air Force Museum

Elizabeth Scott

Head, Guildhall Art Gallery and London's Roman Amphitheatre

FRIDAY



THE FEARFUL OBJECT

Charter 4

What are the implications of interpreting and displaying objects that are associated with events or activities that have the potential to upset, provoke or challenge visitors? What ethical questions do we need to be aware of and how do we tackle questions of justice? And is it possible to mobilise the sense of empathy or outrage that visitors may have to seeing the object so that it is directed in a positive direction that leads to a good outcome. Objects under discussion include a refugee's lifejacket from Lesbos, items associated with conflict in Northern Ireland and the archive of Eric Gill, an artist who sexually abused his daughters.

Chair:

Elizabeth Crooke
Professor of Heritage and Museum Studies, Ulster University

Speakers:

Nathaniel Hepburn
Director, Ditchling Museum of Art + Craft

Bryan Stitch

Deputy Head of Collections, Manchester Museum

QUEER AND HERE

Exchange Room 8

This workshop focuses on the challenges, opportunities and questions associated with the representation of LGBTQ+ identities. It takes as its starting point projects that mark the 50th anniversary of the partial decriminalisation of homosexuality in Britain and explores the learning from different curatorial approaches. It considers contested historical identities, absences and silences in the historical record and questions of agency and unconscious bias. Build a toolkit to approach using collections more inclusively, incorporating, exploring and reflecting the LGBTQ+ experience.

Chair:

Dawn Hoskin
Assistant Curator, Furniture, Textiles and Fashion, Victoria and Albert Museum

Speakers:

Clare Barlow
Assistant Curator, British Art 1750-1830, Tate Britain

Stuart Frost
Head of Interpretation & Volunteers, British Museum

Charlotte Keenan
Curator of British Art, Walker Art Gallery

Kath Pierce
Founder and Creative Director, Somewhere

Catherine O'Donnell
Programme Manager, People's History Museum

1130-1200

DEVELOPING SUSTAINABLE LEARNING PROGRAMMES

Workshop Room 1

A look at how the Postal Museum attracted funding for new learning programmes, developed integrated packages with digital resources and interactive workshops, and worked with teachers to ensure a sustainable learning model.

Speakers:

Jennifer Mitchell
Development Manager, Postal Museum

Sally Sculthorpe
School's Learning Manager, Postal Museum

HOW TO WRITE A SUCCESSFUL CV

Workshop Room 2

This workshop provides a masterclass in writing CVs and job applications. Whatever stage of your career you are at, this session shows you what you can do to get your foot through the door.

Speaker:

Tamsin Russell
Professional Development Officer, Museums Association

1225-1325

BRITAIN - VERY WELL, ALONE

Exchange Auditorium

Charles Esche, the director of the Vanabbemuseum in Eindhoven, is one of the key voices in an international dialogue that counters the colonising traditions of the western art world. Here, in conversation with Alistair Hudson, the director of Middlesbrough Institute of Modern Art, he offers an outside perspective on Britain's cultural and political ecology in the wake of Brexit, populism and isolationism.

Chair:

Alistair Hudson
Director, Middlesbrough Institute of Modern Art

Speaker:

Charles Esche
Director, Vanabbemuseum

WHAT HAVE YOUR MEMBERS EVER DONE FOR YOU?

Charter 1

Bringing together learning from pioneering membership and participation models from inside and outside the sector, speakers discuss what the true value of membership might be, and how harnessing that value might help museums better fulfil their purpose.

Hear in-depth about the work of Tate and the Guardian, as well as a broad sweep of pioneering examples from computer games to breweries and back to portrait galleries. The session concludes with a discussion about what it might mean for you.

Chair:

Clare Devaney
Research Fellow, Royal Society of Arts

Speakers:

Jon Alexander
Director, New Citizenship Project

Rob Barker
Chief Marketing Officer, Tate

Natalie Hanman
Executive Editor, Membership, The Guardian

CONSIDERING MASS PARTICIPATION

Charter 2

We all now agree that museums are social agents with the power to change lives. But, how do we do this most effectively? Should we aspire to mass participation, focus on targeted interventions with small groups, or put the public in control through human-centred design? As the world adjusts to the political and societal changes of the last year, do we need to rethink our ambitions? Hear the views of our panel and contribute your own.

Chair:

Sara Wajid
Head of Interpretation, Birmingham Museums

Speakers:

Nick Merriman
Director, Manchester Museum

Carol Rogers
Executive Director, Education and Visitors, National Museums Liverpool

THE FUTURE OF VOLUNTEERING

Charter 4

Speakers discuss how museums are pushing the voluntary sector forward by adopting new models and engaging with new practice. They ask what the future might look like for those volunteering within and outside of the museums, galleries and heritage sectors.

Chair:

Danielle Garcia
Volunteer Programme Manager, Imperial War Museum North

Speakers:

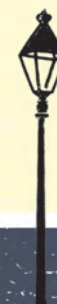
Claire Sully
Programme Director, Volunteer Makers

Iain Watson
Director, Tyne and Wear Archives & Museums

Karl Wilding
Director of Public Policy and Volunteering, NCVO



FRIDAY



REANIMATING COLLECTIONS OF DISABILITY HISTORY

Exchange Room 8

History of Place is a significant social history programme investigating 800 years in the lives of deaf and disabled people in relation to eight heritage sites. The initiative aims to break new ground by opening up collections that are important to deaf and disabled people and bringing them to wider audiences, culminating in significant exhibitions. Discover how deaf and disabled people have been engaged with reinterpreting collections, and how the programme strives to set a new benchmark for accessible exhibitions.

Speakers:

Kay Jones
Curator of Urban Community History, Museum of Liverpool

Whitney Kerr-Lewis
Assistant Curator, Designs, Victoria and Albert Museum

Karen MacDonald
Engagement Officer (Exhibitions), Bristol Museums, Galleries and Archives

1230-1300

MP USING STORYTELLING IN YOUR MUSEUM

Workshop Room 1

This workshop explores how and where storytelling can be used to enhance the visitor experience and communicate your collections to audiences in an entertaining and informative way.

Speakers:

Josh Gaillemin
Partner, TheWholeStory

Lily Pender
Partner, TheWholeStory

MP USING SUBTITLES TO MAKE YOUR MUSEUM MORE ACCESSIBLE

Workshop Room 2

Providing subtitles for exhibitions, websites and live events create more inclusive and accessible institutions for deaf and hard of hearing people. This session shares some of the benefits of subtitling, alongside practical guidance on best practice.

Speakers:

Melanie Sharpe
Chief Executive, StageText

Adam Werlinger
Digital Programme Manager, StageText

1330-1400

MP FAMILY PROGRAMMES TO BOOST FOOTFALL

Workshop Room 1

The Discovery Museum shares how its new family programme is helping to address declining visitor numbers by engaging budding inventors, designers and makers, and a pre-school strand that promotes gender equality and encourages children to dream big.

Speakers:

Sarah Younas
Assistant Digital Officer, Tyne & Wear Archives & Museums

Sarah Cotton
Keeper of Contemporary Collecting, Tyne & Wear Archives & Museums

CH WRITING EFFECTIVE BRIEFS FOR FREELANCERS

Workshop Room 2

This workshop provides hints and tips for writing a freelance brief, common pitfalls and best practice to enable effective working relationships between freelancers and organisations.

Speakers:

Marge Ainsley
Freelance Consultant

Lyndsey Clark
Freelance Consultant

1430-1500

MP CREATING OPEN STORAGE SOLUTIONS

Workshop Room 1

A practical introduction to how the Lapworth Museum of Geology has created public access to its repository using visible storage techniques. This workshop looks at safety and security issues, collections management and optimising space.

Speakers:

Jon Clatworthy
Director, Lapworth Museum of Geology

Andy Duck
Head of Marketing and Communications, Bruynzeel Storage Systems

MP TEN WAYS TO SELL MORE THROUGH YOUR ONLINE SHOP

Workshop Room 2

Online retail presents an enormous opportunity for museums. This workshop shares practical ways to maximise the potential of online gift shops, from design, usability and customer satisfaction.

Speakers:

Alex O'Byrne
Director, We Make Websites

Lydia Green
Marketing Associate, We Make Websites

1445-1545

THE 21ST-CENTURY CURATOR

Exchange Auditorium

The Art Fund has been researching the challenges and opportunities facing 21st century curators. In this session, speakers share the key findings of the research and explore some of the ways that curators can be better supported - and support themselves - to excel in an ever-changing profession. Discuss, challenge and test the findings and consider how some of the recommendations can be realised in the day-to-day business of being a curator.

Chair:

Stephen Deuchar
Director, Art Fund

Speakers:

Caitlin Griffiths
The Museums Consultancy

Catherine Newley
Audience Development Manager, Verulamium Museum

Hedley Swain
Director of the South East (Interim Director of Museums), Arts Council England

GOING DIGITAL

Charter 1

Almost 20 years on from the earliest publications of collections on the web, huge challenges and opportunities remain for curators, collections managers, digital teams and audience advocates. So what's good enough with regard to online collections? Speakers explore questions such as how we can develop skills in digitisation, what pragmatic approaches exist to tackle the task of cataloguing and photographing a vast collection, and whether catalogues based on search and internal knowledge are under-serving potential audiences.

Chair:

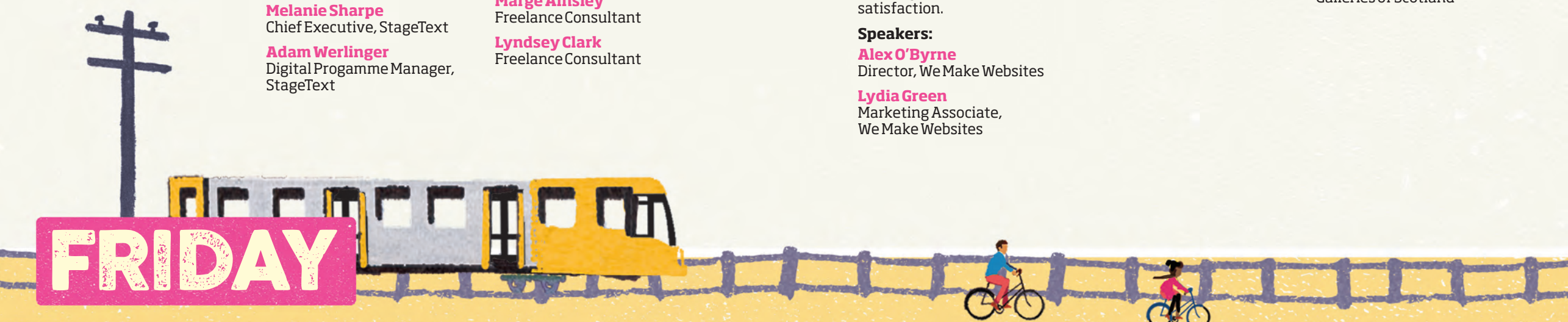
John Stack
Digital Director, Science Museum

Speakers:

John Coburn
Digital Programmes Manager, Tyne & Wear Archives & Museums

Adrian Hine
Digitisation Manager, Science Museum

Natalie Milor
Project Co-ordinator, National Galleries of Scotland



FRIDAY

WHAT DOES DEVOLUTION MEAN FOR MUSEUMS?

Charter 2

Localism is increasingly at the heart of British culture and Greater Manchester is recognised as an early adopter of the devolution agenda, with new partnerships emerging between museums and public health bodies and ambitious plans for culture across the combined authority. Speakers from outside the sector who are leading change share their insights, reflecting on the realities and opportunities of more localised decision making. How might we work more collaboratively? How might museums change as a result?

Chair:

Esme Ward

Head of Learning and Engagement, Manchester Museum and The Whitworth

Speakers:

Mike Amesbury

Former Stakeholder Manager for Andy Burnham

Donna Hall

Chief Executive, Wigan County Council

Paul McGarry

Strategic Lead, Greater Manchester Ageing Hub and Age-Friendly Manchester, Public Health Manchester

W THREE DEGREES OF SEPARATION

Charter 4

This active and participative session gives room for hundreds of questions and answers. In today's highly connected world, the concept of six degrees of separation is more likely to be just three, often less. So there are three degrees of separation, to a person or answer, to whatever the question. We use a proven technique to generate practical and useful answers to any questions about your work, your career, your professional development and your professional dilemmas.

Chair:

Sara Hilton

Director, Sara Hilton Associates

Speakers:

Janneke Geene

Acting Director, People's History Museum

Gaby Porter

Director, Gaby Porter Associates

Claire Turner

Creative Cultural Consultant

MUSEUMS, HEALTH AND WELLBEING RESEARCH

Exchange Room 8

Not So Grim Up North is a research project led by University College London with Tyne & Wear Archives & Museums, and The Whitworth. The research explores the health and wellbeing impact of taking part in museum activities for a diverse range of audiences: people living with dementia in hospital settings; stroke survivors; and mental health service-users. This workshop presents a framework for museums in health and wellbeing research and evaluation with diverse audiences.

Chair:

Helen Chatterjee

Professor of Biology, UCL Biosciences/Head of Research and Teaching, UCL Culture

Speakers:

Lionel Joyce

Board member, Road to Recover

Nuala Morse

The Whitworth and UCL Culture

Helen Rogers

Acting Head of Nursing, Trafford General Hospital

1530-1600

MP EXPLORING THE POTENTIAL IN SOCIAL PRESCRIBING

Workshop Room 1

Arts and Minds and University of Cambridge Museums share their experiences of embedding visits to museums as part of a social prescribing model. Find out how the programme works and what the benefits and challenges are.

Speakers:

Gavin Clayton

Director, Arts and Minds

Miranda Stearn

Head of Learning, Fitzwilliam Museum

CH HOW TO WIN AT INTERVIEWS

Workshop Room 2

With supply outweighing demand in the sector you need to ensure that once through the door you are able to shine. This workshop shares practical advice on delivering effective interviews, as well as looking at other selection techniques and how to nail them.

Speaker:

Tamsin Russell

Professional Development Officer, Museums Association

1745-1930

DRINKS RECEPTION

People's History Museum

Join us for drinks and networking at the People's History Museum, the home of 'ideas worth fighting for'. Held in the museum's stunning Engine Hall, hear songs and stories about the fight for the right to vote by the museum's songwriter in residence Quiet Loner and vocalist Tracey Browne. Take the opportunity to network with staff at this national museum and hear about how it plans to mark the centenary in 2018 of the Representation of the People Act. Also includes tours of Britain's only textile conservation studio dedicated to the preservation of banners.

FRIDAY

FESTIVAL OF CHANGE

Ever wanted to rewrite the script on museums? Then join us and get into the festival spirit! This year's conference has a few surprises in store outside of the established programme. The MA's Transformers programme, a workforce initiative to encourage radical change in museums, is collaborating with a host of activists, provocateurs and lesser-heard voices to take the conference to exciting new places. At the Festival of Change, you might explore Manchester's deeply moving Homeless Library or you might chat about trans issues with award-winning activist Charlie Craggs - while getting your nails done.

There are plenty of chances to have your say on what the museum of the 21st century should be like. The Festival of Change provides us all with opportunities to explore, create and debate. We may even return to our institutions ready to make radical change happen...



NETWORKS HUB

Exchange Hall

A chance for delegates and visitors to meet some of the specialist museum organisations that support the sector.

MUSEUMS CHANGE LIVES TRAINING

Following the launch of the next phase of Museums Change Lives, a series of training sessions provides practical advice on how museums can develop programmes that enhance health and wellbeing, create better places to live and work, and inspire engagement, debate and reflection. Delegates can hear about ambitious and innovative initiatives that deliver positive social impact for individuals and communities.

MA HUB

Exchange Hall

Meet and network with MA staff and representatives throughout the event.

FRIDAY

OTHER STORIES

SAT
18 NOV

1000-1100
CENTRE FOR CHINESE CONTEMPORARY ART

1000-1030

Research curator Marianna Tsionki leads a tour of the group exhibition Digital Matters: the Earth Behind the Screen featuring work produced in China and Hong Kong.

1030-1100

Residency coordinator Abi Mitchell invites delegates into the artist's studio for an introduction to the centre's residency programme followed by a brief Q&A with the current artist in residence Tzu-Ting Wang.

Centre for Chinese Contemporary Art, Market Buildings, Thomas St, Northern Quarter, Manchester, M4 1EU
www.cfcca.org.uk

1000-1130
MANCHESTER ART GALLERY

1000-1130

A curator-led tour of the exhibitions on show at the gallery featuring contemporary international and British artists Neha Choksi, Waqas Khan, Risham Syed, Mehreen Murtaza and Hetain Patel.

1000-1130

Curator Hannah Williamson showcases the highlights from Manchester Art Gallery's collection, including a history of the building.

Manchester Art Gallery, Mosley Street, Manchester, M2 3JL

Metrolink:

St Peter's Square or Market Street stations are the nearest Metrolink stations.

Buses: Nearest bus stops are in Piccadilly Gardens or on Princess Street.

www.manchesterartgallery.org

Manchester
ART
GALLERY

1030-1300
THE WHITWORTH

1030-1200

Join a Whitworth curator for a tour of the gallery, including exhibitions that form part of New North and South, a project across the north of England and South Asia to celebrate shared heritage across continents and develop artistic talents. Exhibitions include Raqs Media Collective; Steve McQueen: Ashes; Beyond Borders - South Asian Textiles; South Asian Modernists; and Cozens and Cozens, drawn from the Whitworth's collection.

1200-1300

Cultural park keeper Francine Hayfron gives a tour of The Whitworth's gardens, showcasing the horticultural health and wellbeing work that she has been delivering to support socially isolated visitors and those dealing with issues around mental health.

The Whitworth, The University of Manchester, Oxford Road, Manchester, M15 6ER

Buses:

15, 41, 42, 43, 140-143, 147

www.whitworth.manchester.ac.uk

1030-1500
MANCHESTER MUSEUM

1030-1130

Andrea Winn, curator of community exhibitions, leads this session showcasing the Memories of Partition exhibition and the work Manchester Museum has been doing with local South Asian communities.

1200-1300

Using The Study as a starting point, this workshop involves creative thinking and lively discussions around the theme of adult engagement. This session is for those who are keen to develop their provision for adult audiences on a variety of scales, from simple interventions to long-term projects.

1330-1500

This session presents recent work to revitalise collecting at Manchester Museum through the acquisition of objects relating to the themes of migration and climate change. As part of its Collecting Life project, one of the museum's curators visited the Greek island of Lesbos to collect a refugee's lifejacket, and interviewed the authorities, aid workers and volunteers about the refugee crisis. The life jacket has been displayed along with the interviews at the museum. Complementing this is a major new sculptural intervention in the Ancient Worlds galleries by Syrian artist Zahed Tajeddin.

Inspired by ancient Egyptian shabti figurines, Zahed has curated a provocative display of NuShabtis that explores the theme of displacement and migration of peoples and ideas.

Manchester Museum,
The University of Manchester,
Oxford Road, Manchester,
M13 9PL

Buses:

15, 41, 42, 43, 140-143, 147.

www.museum.manchester.ac.uk

THE
Whitworth

Manchester
MUSEUM

SATURDAY



SATURDAY



1100-1230 GREATER MANCHESTER TRANSPORT MUSEUM

Delegates are offered a guided tour, including behind-the-scenes areas such as workshops and stores, and the library/archives, or can look round independently. Light refreshments are available. Delegates are then transported by one of the heritage buses from the collection to the Greater Manchester Police Museum.

Greater Manchester Transport Museum, Boyle Street, Cheetham, Manchester M8 8UW
www.gmts.co.uk

1300-1430 NATIONAL FOOTBALL MUSEUM

Volunteer Manager Darren Collingwood gives a tour of the collections while discussing the work the museum does with volunteers from a wide variety of backgrounds.

National Football Museum, Urbis Building, Cathedral Gardens, Manchester, M4 3BG

Metrolink: The nearest metrolink tram stops are Victoria station and Exchange Square.

Buses: A bus stop outside the museum on Corporation Street is served by many different routes. The free city centre Metroshuttle service number 2 stops at the museum.
www.nationalfootballmuseum.com

1300-1430 GREATER MANCHESTER POLICE MUSEUM

The museum invites delegates to tour the museum in conversation with the curator, Duncan Broady and museum officer, Katie Henderson. They are showcasing exhibits and also addressing the challenges and advantages of being a small museum funded by Greater Manchester Police.

Greater Manchester Police Museum, 57a Newton Street, Manchester M1 1ET
www.gmpmuseum.co.uk

1330-1430 CASTLEFIELD GALLERY

Nestled in the heart of Manchester's Castlefield Conservation area, Castlefield Gallery is Manchester's contemporary art venue dedicated to supporting the production of new artists'

work, and showcasing contemporary artists at pivotal moments in their careers. 'Launch Pads' are short exhibitions that punctuate Castlefield Gallery's main exhibition programme providing artists and curators with the opportunity to use the gallery as a test bed for the production, display and consumption of contemporary art. This 'Launch Pad' has been selected by Castlefield Gallery and guest selector Kate Gray, director of collective (Edinburgh). The exhibition preview is from 6-8pm on Thursday 16 November, and all are welcome.

Castlefield Gallery, 2 Hewitt Street, Manchester, M15 4GB

Metrolink: To Deansgate/Castlefield.
Buses: The No.2 Metroshuttle, the free city centre bus, takes a circular route from Victoria Train Station. Nearest stop to the gallery is on Whitworth Street West by Deansgate Train Station.
www.castlefieldgallery.co.uk

**MUSEUMS
ASSOCIATION**

42 Clerkenwell Close
London EC1R 0AZ

020 7566 7800

www.museumsassociation.org

