

Conference
22–24 October
Glasgow

07

Be inspired



**MUSEUMS
ASSOCIATION**
EVENTS

Conference

22–24 October

Glasgow

07

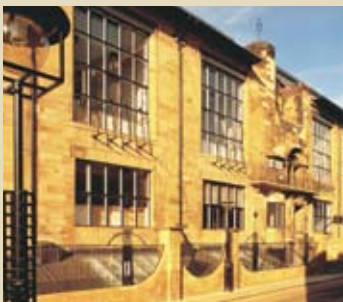
This year Glasgow is the venue for the Museums Association Conference and Exhibition. The city is home to some of the most imaginative and innovative museums anywhere, and these will feature prominently throughout the event.

Conference addresses vital issues and sets agendas. It inspires and influences the people in and beyond museums and galleries who shape their future. Our contributors include leading figures in politics, culture, and of course, the national and international museum scene. Each day is carefully structured with keynotes and a wide range of concurrent sessions, allowing you to tailor the programme to your individual needs.

The conference venue is the Scottish Exhibition and Conference Centre (SECC) which is situated on the banks of the Clyde, in an area rich in industrial heritage. Kelvingrove Art Gallery and Museum is within walking distance of the centre, and is just one of four venues opening its doors to delegates and exhibitors for a free social evening of networking and refreshments.

Across the river from the SECC is the Glasgow Science Centre. Join us at one of Glasgow's must-see visitor attractions for the Tuesday evening conference dinner and party. The centre is offering free entry to all delegates throughout the conference.

Come to the Museums Association Conference and Exhibition to share experiences, encounter fresh thinking and keep abreast of new developments that will make a difference to your work.



Themes

Conference 2007 will cover many different subjects and will include, but not be limited to, sessions that explore three central themes:

1

Collections-related knowledge

Knowledge brings collections to life. The Museums Association's Collections for the Future report argues that knowledge associated with collections is as important as the collections themselves. We examine developments since its publication and explore the different ways of generating, renewing, disseminating and challenging collections-related knowledge.

2

Increasing visitor numbers

Attendance figures justify funding and demonstrate relevance. All museums want to increase the number and variety of visitors. We look at what new working practices can be adopted to meet targets and respond to current agendas. We also look critically at whether more visitors necessarily mean better museums.

3

Measuring value

The rhetoric of the cultural sector is changing. There is increasing frustration with the need to meet targets and scepticism about the use of performance indicators. We investigate the emerging notions of cultural, intrinsic and public value and explore the virtues of economic and social value. Will a greater range of 'values' bring museums closer to government? Could they enable museums to set better, more independent objectives for themselves? Or, might they compromise museums' accountability?

The future of museums

The future of museums will be discussed throughout the conference, with a number of sessions devoted to new paradigms, emerging trends and the new environments in which museums will operate over the next decade or so.

Platform sessions

New to the conference this year are platform sessions – a series of short, solo presentations covering a diverse range of subjects. Individuals have 20 minutes to say their piece – presenting an opinion or a set of data, discussing a museum object, or reviewing a publication, exhibition or new museum.

Fringe events

Fringe events will take place throughout the conference and exhibition. They include CPD, Diversify and Accreditation surgeries, networking lunches, a marketplace, specialist group meetings, awards, drinks receptions, on-site sessions and much more. Delegates can also visit the Glasgow Science Centre free of charge throughout the three-day event.

Monday

Morning

Opening address



Liz Cameron

Chair, Culture and Sport Glasgow

Liz Cameron is a Glaswegian. She worked as a lecturer before first being elected to Glasgow Council in 1992. She became Lord Provost in 2003. She has been actively involved in many cultural organisations, including the Scottish Chamber Orchestra, the Scottish Arts Council and Glasgow Royal Concert Hall. Under her leadership, the city council agreed the establishment of 26 lifelong learning centres in city libraries and the £26m Kelvingrove refurbishment programme.

Glasgow's museums, libraries and leisure centres are now run by Culture and Sport Glasgow, a charitable company.

Liz Cameron will outline the benefits this has had, welcome everyone to Glasgow and open the conference and exhibition.



Monday

Morning

Keynote

Will Hutton

Chief executive,
The Work Foundation

Will Hutton has recently led work on a Department for Culture, Media and Sport Green Paper on the creative industries. He worked in finance before joining the BBC as a producer and reporter. For four years he was editor-in-chief of The Observer and he continues to write a weekly column. He is the author of several best-selling books including *The State We're In*. His latest book, *The Writing on the Wall: China and the West in the 21st Century*, was published in January. As well as his work for The Work Foundation, he is a governor of the London School of Economics, an honorary fellow at Mansfield College, Oxford, a visiting professor at Manchester University Business School and Bristol University and a member of the Scott Trust.

Museums and the cultural economy

Will Hutton assesses the state of the UK cultural economy. He explains its importance to the future of the wider UK economy and outlines what steps are needed to nurture creativity through education and skills, access to finance, technology, infrastructure, research and diversity. He offers his perspective on the notion of public value, with particular reference to museums.



Monday

Morning

Concurrent sessions

Developing interactive exhibits

Understanding and integrating issues as diverse as demographics, learning theory, aesthetics, health and safety and durability is essential to creating good interactives. Staff from the Glasgow Science Centre explain how their exhibits are prototyped and tested.

The bicentenary of the abolition of the slave trade: lessons and legacies

The bicentenary has generated unprecedented discussion. What lessons have been learned about handling controversy and heightened media attention? How can momentum be sustained in developing permanent representations of slavery and its legacies? The session is led by the director of Liverpool's new International Slavery Museum.

The engaged gallery of modern art

Glasgow's Gallery of Modern Art places engagement with excluded communities at the heart of planning its public programme. Learn more about these working practices and the underlying values on which they are based. Join a network of staff committed to engaging with contemporary life.

Linking museums and heritage

Historic houses, heritage sites and museums have much in common. Make new contacts and discover how much museum and heritage professionals can learn from each other.

Our workforce matters

The Museums Association's forthcoming report on entry to the museum profession looks at many issues including the lack of diversity, the difficulty in recruiting to some posts and the problems for many in securing their first job. Learn more about what can be done to address them.



Afternoon

Annual general meeting

Find out about the Museums Association's activities over the past year and its plans for the future.

Virginia Tandy Director, Manchester City Galleries and president, Museums Association

Virginia Tandy has worked in a range of roles in cultural organisations in the north west of England. Since 1998 she has been the director of Manchester City Galleries, which is the hub lead for the north west delivery of Renaissance in the Regions. She sits on the boards of a number of regional and national bodies, and was elected president of the Museums Association in 2006.

Presidential address

The president of the Museums Association discusses the challenges and opportunities for the sector and offers her perspective on the conference themes. Colleagues involved in themed sessions join her in conversation.



Ben Blackall

Monday

Afternoon

Concurrent sessions

Are performance indicators worthwhile?

How are performance indicators constructed? Why are they as they are? What contribution do they make to policy development? A civil servant, consultant and data analyst discuss the issues.

Measuring value

Attracting more visitors

Find out what keeps certain visitors away from your museum. Get fresh ideas on how to bring them in. Experts who increased attendance at their museums explain how to do so at yours.

Increasing visitor numbers

Developing in-house collections knowledge

Find out how to develop in-house expertise more effectively, particularly through using peer review, training new entrants and succession-planning.

Collections-related knowledge

A UK museum of migration?

In other countries high-profile museums of migration make sense of the complex histories of their diverse societies, to encourage tolerance and respect. No such museum exists in the UK. Do we need one? This session is led by a former UK minister for immigration and includes overseas colleagues.

Sustainability: the environmental challenge

Sustainability is a huge priority for museums in the 21st century. While museums have addressed economic and social sustainability there has been little focus on environmental practices. Learn about emerging models of good practice and help to shape a future Museums Association report on sustainability.

Minds-on: stimulating creative enquiry in young learners

Take part in activities to stimulate creativity and problem solving. The Bristol Active Learning in Primary Science project (ALPS) is a professional development programme that enables education staff to develop long-term relationships with local schools to deliver the science curriculum. Its insights are relevant to all educators. Held at the Glasgow Science Centre.

New scientists: bringing secondary science to life

To build a more scientifically literate society we need to develop aspirations and attainment in secondary science. One science centre and four natural history museums outline the issues and the role they play in inspiring 14- to 19-year olds. This session takes place at the Glasgow Science Centre and concludes with a tour of the building.



Afternoon

Keynote

Mark O'Neill

Head of arts and museums, Culture and Sport Glasgow

Mark O'Neill was born in Ireland, and has worked in museums in Glasgow since 1985. He was responsible for the development of Springburn community museum, the St Mungo Museum of Religious Life and Art and the Open Museum. He also led the redisplay of the People's Palace and the refurbishment of Kelvingrove. He has published and lectured widely on museum philosophy and practice.

Kelvingrove: a new paradigm for museums?

Kelvingrove consciously draws on its Victorian roots as an institution devoted to public education through objects. It also seeks to build on a century of visitor psychology and sociology. By telling the most interesting stories about the most interesting objects – not summarising subject disciplines – it works with how people make meaning in museums. Grouped in broad themes, individual stories can be changed without having to renew entire galleries, creating genuinely flexible displays.

Keynote

Muriel Gray

Author and broadcaster

Muriel Gray was born in Glasgow and studied at the Glasgow School of Art. Perhaps best known as a TV presenter and producer, she has also worked as an illustrator, head of design at the National Museum of Antiquities, Edinburgh and is the only woman to have been rector of Edinburgh University. She is a script-writer, newspaper columnist, best-selling novelist and author of a book on mountaineering. This year, she chaired the Orange Broadband Prize for Fiction. She wrote the official guide and is a lifelong supporter of Kelvingrove Art Gallery and Museum.

The spirit of Kelvingrove

Kelvingrove has been a cultural anchor for generations of visitors of all backgrounds, inspiring huge affection and support. Muriel Gray draws on her experiences of Kelvingrove at different stages of her life and career and picks personal highlights of the galleries as they now are. She explores Kelvingrove's role in the life of the city and what museums elsewhere could learn in building community, inspiring creativity and fostering a spirit of enquiry.



Monday

Evening

Glasgow museums reception

All delegates and exhibitors are invited to spend an evening at some of Glasgow's most prestigious museums and galleries. Hosted by the Lord Provost of Glasgow and the president of the Museums Association, the evening begins at Kelvingrove and moves on to the Hunterian Museum, the Gallery of Modern Art and the Museum of Transport.

The event is free and includes transport and refreshments

All day

Exhibition

A show of excellence

The Museums Association exhibition brings together leading national and international companies specialising in serving the museum sector. It provides you with an opportunity to talk directly to expert suppliers and consultants, view the latest innovations, discuss your needs on a one-to-one basis and take away ideas and inspiration for your museum or gallery.

Exhibitors include suppliers of storage, display, audiovisual, interactive and conservation equipment, together with companies and organisations that can advise on documentation systems, marketing, fundraising, policy, strategic planning and much more.

Platform sessions and exhibition seminars

A programme of solo presentations and exhibition seminars runs alongside the two-day exhibition. They present opinions, provoke discussion and offer you advice on a host of practical subjects.

These sessions and seminars are free of charge and open to all

To find out more and to view the full range of exhibitors visit www.museumsassociation/conference

Fringe events

Fringe events will take place throughout the conference and exhibition. They include CPD, Diversify and Accreditation surgeries, networking lunches, the marketplace, specialist group meetings, awards, drinks receptions, on-site sessions and much more. Delegates can also visit the Glasgow Science Centre free of charge throughout the three-day event.



Tuesday

Morning

Concurrent sessions



Measuring economic impact

How is evidence of museums' economic impact assembled? Do the figures stack up? Will Hutton joins a discussion that looks at the ways in which museums can respond to impact studies.

Measuring value

Quantity vs quality: increasing visitor numbers or deepening engagement?

Museum professionals often resist the notion that success can be measured just by head counts or visitor profile surveys. They want the public to make meaning from their visit. Could 'co-authoring' and 'personalisation' lead to sustained participation through quality of engagement?

Increasing visitor numbers

Developing museum collections as research resources

Despite museums naming their stored collections research collections, too often they are underused as a research resource. Discover how to make better links with external researchers in higher education and elsewhere.

Collections-related knowledge



2020 vision: museums and the new world order

Visitor expectations are shifting as new technology and social agendas develop. How will changing patterns of consumer consumption affect our sector? Will environmental concerns influence travel patterns? Museum professionals and forecasters share their vision.

Making Kelvingrove: nuts and bolts

Over 8,000 objects, 100 stories, one building. The restoration and redisplay of Kelvingrove required expertise in many disciplines, including: architecture, design, conservation, collections management, learning theory and visitor research. Key contributors explain the practicalities of making a coherent, flexible and friendly museum.

Measuring educational and social impact

Museums assert their value in fostering creativity, spreading knowledge and ideas, and promoting social cohesion. But how can these claims be tested?

Measuring value

Does programming drive attendance?

Do temporary exhibitions, displays and activities really drive attendance and diversify audiences? Or do museum professionals want change more than museum visitors? This live debate seeks the answers to these questions.

Increasing visitor numbers

Reviving collections through new intellectual perspectives

Bringing new intellectual perspectives to a collection can be as refreshing as acquiring a new collection. This session examines various approaches including breaking down traditional subject boundaries and revealing hidden histories.

Collections-related knowledge

Working with prisoners

The Fitzwilliam Museum in Cambridge has used its Egyptian collections to carry out inspirational work with prisoners. Find out more about how it developed African-centred approaches to Egypt and resources for prison education departments. Share ideas with colleagues about new, exciting forms of outreach.

Improving narrative

Which stories and whose should you tell? And how can you tell them if material evidence is sparse? How can you respond to different learning needs with a variety of budgets? A project manager, interpretive planner and designer compare perspectives.

Shared treasures: putting stored collections to work

Glasgow museums aspire to make their stored objects as accessible as books in a reference library. Experts bring objects from store to the conference room and discuss how they have been used to foster learning and inspire new art. Reserve a place on follow-up study tours to Glasgow Museums Resource Centre. *Please see the booking form*

Keynote

John Falk and Lynn Dierking Institute for Learning Innovation, Annapolis, Maryland Sea grant professors in free-choice learning, department of science education, Oregon State University

John Falk has a joint doctorate in biology and education. He held senior positions at the Smithsonian Institution and is the author of many scholarly publications in biology, psychology and education. He has also written and edited many science educational materials. Research priorities include the long-term impact of free-choice educational institutions on individuals and communities, and new business models for museums and other cultural institutions.

Lynn Dierking has a doctorate in science education. She held senior positions at the Smithsonian Institution and is an expert in the behaviour and learning of children, families and adults in free-choice learning settings. Her research priorities include the long-term impact of free-choice learning experiences on individuals and families, and the development and evaluation of community-based programmes.

Internationally recognised for their work in museum and science education, John Falk and Lynn Dierking are co-authors of works including *The Museum Experience*, *Collaboration: Critical Criteria for Success*, *Learning from Museums: Visitor Experiences and the Making of Meaning*, and *Lessons without Limit: How Free-Choice Learning is Transforming Education*.

Thriving in the 21st century

Museums need to reconceptualise their role and reposition themselves for the knowledge age. They must reassess public needs and expectations and find new ways of measuring value if they wish to compete in a changing leisure market. They can do this by facilitating lifelong free-choice learning. John Falk and Lynn Dierking explore new approaches to audience development. They will also promote museums as sites for constructing identity and finding meaning.

David Anderson, director of learning and interpretation at the Victoria and Albert Museum, will join them in conversation.



Keynote

Maurice Davies

Deputy director,
Museums Association

Maurice Davies edited *Museums Journal* from 1989–1995. He has been involved in several sector initiatives, including the Mayor of London's heritage diversity task force; the Department for Culture, Media and Sport illicit trade advisory panel and human remains working group, and the Arts Council England's review of the presentation of the contemporary visual arts. He recently held a visiting fellowship at the University of East Anglia, researching entry to the museum workforce.

Don't look back in anger

Maurice Davies looks back at the past decade and forward to the next. Many museums are transformed with the help of increased public spending and lottery funding. They have a clearer sense of purpose as old tensions have been resolved, between access and preservation and between education and curation. Progress has been considerable, but tensions remain. What challenges lie ahead and what should our priorities be?



Afternoon

Concurrent sessions

Nurturing cultural diversity

Institutions worldwide want to connect with a diverse audience in ways that make them feel welcome and identify with what they have to offer. But they are struggling to do this. Participants will be invited to share their experiences and aspirations. This session will throw new light on the process of building museum education to meet the needs of diverse audiences. Led by Lynn Dierking. *Places are limited, indicate interest on booking form*

Success on a shoestring

Operating on a small budget? No support from Renaissance? You too can build new audiences, make collections more accessible and promote your community's pride in its identity.

What does the public think it wants from museums?

Do the majority of visitors see most museums as places only appropriate for visits by children? Do they value museum functions other than display? If museums are to be meaningful in the 21st century then understanding visitors' aspirations and public perceptions of them is crucial.

Measuring value

Who comes, and why? The role of identity-related motivation

This session explores recent research on the role of identity-related motivations for understanding who comes to museums. How and why do those motivations influence visitor behavior and learning? Delegates will work in small groups to brainstorm how these findings can be applied. Led by John Falk.

Places are limited, indicate interest on booking form

The power of objects

Drawing on extensive data, the British Museum now has a real insight into visitors' perceptions, motivations, expectations, behaviour, engagement and responses. Find out how this is informing the design and interpretation of exhibitions, the redisplay of galleries and impacting on visitors.

Increasing visitor numbers

Handing over intellectual control?

Should museums become more Wikipedia than Encyclopaedia Britannica? How can museums be authoritative without being authoritarian? A practical exploration of how museums can draw on the experience and knowledge of their users.

Collections-related knowledge

Plenary session

Crystal balls: the museum of the future

In 2020 will museums be more MySpace than the gallery spaces we know today? Will they still be explaining subjects or all telling stories? Will visiting be about earnest learning or will there still be room for idle leisure? Press buttons and vote in this interactive session. We know we shouldn't frame discussions in terms of absolutes and opposites, but the devil knows it's tempting...

Tuesday

Evening

Conference dinner and party

This year's conference dinner and party takes place in the Glasgow Science Centre. Fascinating both architecturally and in its content, the centre has wonderful views of Glasgow. It provides the perfect setting to relax and enjoy an evening of good food, drinks and entertainment. *£40 for prepaid ticket holders only*

All day

Exhibition

A show of excellence

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Wednesday

Morning

Concurrent sessions

Effective collections: the value of lending

It is not disputed that sharing collections through loans is essential if the sector is to fulfil its public obligations. Loaning objects carries risks, but museums can sometimes be too risk-averse. A range of experts discuss the philosophical and practical bases on which a better culture of lending can be achieved. Includes contributions from staff involved in the Effective Collections Programme funded by Esmée Fairbairn Foundation.

Collections-related knowledge

Understanding the future

Understanding the Future set priorities for museums. These include: fulfilling their potential as learning resources; embracing their role in fostering, exploring, celebrating and questioning the identities of diverse communities; collections that will be more dynamic and better used; workforces that are dynamic, highly skilled and representative; and closer work between museums and partners outside the sector. Find out more from the Museums, Libraries and Archives Council about what happens next.



Wednesday

Morning

Concurrent sessions

Waking the dead: making archives accessible

The John Murray Archive at the National Library of Scotland is one of the most important in the world, recording the private lives and ideas of some of the greatest thinkers of the 18th, 19th, and 20th centuries. A permanent exhibition now makes the archive accessible to diverse audiences. Learn about design solutions with clear, visitor-focused goals.

Public value: what use is it?

What is public value? How useful is it in describing what museums already do, or illustrating their potential? Advocates and sceptics slug it out.

Measuring value

Increasing visitor numbers: bringing it all together

Museums need a strategic, organisation-wide approach to audience development if they wish to increase and sustain participation. This session draws together strands of discussion on increasing visitor numbers that have taken place over the course of the conference, with particular reference to developing customer care.

Increasing visitor numbers

Presenting and sharing collections-related knowledge

Most museums have more information than they can ever present. But new technology and collaborative projects should enable them to share more information with visitors. This session draws together strands of discussion on collections-related knowledge that have taken place over the course of the conference.

Collections-related knowledge

Museum collections, design education and the Mackintosh legacy

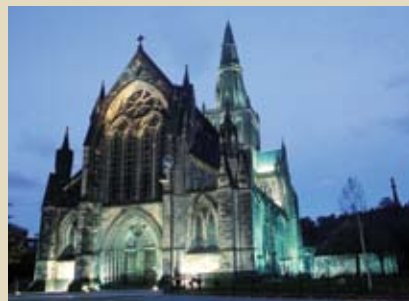
An exploration of partnerships between museums, contemporary makers, arts agencies and educational institutions in promoting design education and excellence in professional practice. With particular reference to work in Glasgow and the Mackintosh legacy. Those joining the post-conference Mackintosh tour will benefit from this session.

Life after a capital project

Once a venue reopens there is still much work to be done: maintaining relationships with stakeholders and transferring to operations, rectifying defects, maximising on the skills and experience gained, and measuring and reporting success. This session provides the opportunity to meet and learn from staff for who have been involved in recently completed projects.

A review of new museum displays

An expert panel will review this year's new and redisplayed museums and galleries and look at what lessons others can learn from them.



All day

Study tours

The Mackintosh trail

Charles Rennie Mackintosh, architect, designer and artist is celebrated around the world as one of the most creative figures of the early 20th century. This tour follows an earlier session, which refers to his legacy and takes in some of the sites where you can explore his creative genius and view his work.

This tour is strictly limited to 50 participants. Please indicate your interest on the booking form

Opening the stores

These study tours take place at Glasgow Museums Resource Centre. It is a new purpose-built storage facility and visitor centre with 6,000 square metres of space housing collections that range from fine art to botanical specimens. Tour leaders explain some of the ways in which the potential of stored collections can be exploited and made accessible to all.

These tours are strictly limited to 20 participants per tour. Please indicate your interest on the booking form

The programme may be subject to change. For up-to-date information and to view the full range of events associated with conference visit www.museumsassociation.org/conference or email sue@museumsassociation.org



Conference booking form

1 Contact details

Forename

Surname

Job title

Organisation

The information above will appear on your delegate badge

Membership number

Home/work* address for correspondence
(*please delete as appropriate)

Postcode

Tel

Email

Please tick as appropriate

I am speaking at the conference on

☐ Monday

☐ Tuesday

☐ Wednesday

☐ I am a local authority elected member

☐ I am a first-time delegate

Book before 1 September to receive a discounted rate

2 Dates and fees

Dates

Please indicate which days you wish to attend:

- ☐ Monday 22 October
☐ Tuesday 23 October
☐ Wednesday 24 October

Fees

Conference fees include all sessions, events, workshops, refreshments and lunch on the days booked.

Bookings received before 1 September will receive a discounted rate, bookings after this date will be charged at the standard rate.

MA members

Before 1 Sept After 1 Sept

Individual, institutional and corporate member

- | | | |
|--|------|------|
| ☐ Single day | £225 | £285 |
| ☐ Two or three days | £435 | £495 |

Individual member: income £20,500 or less

- | | | |
|--|------|------|
| ☐ Single day | £175 | £235 |
| ☐ Two or three days | £335 | £395 |

Individual member: prospective AMA

- | | | |
|--|------|------|
| ☐ Single day | £135 | £195 |
| ☐ Two or three days | £270 | £330 |

Individual member: student, retired or unwaged

- | | | |
|--|------|------|
| ☐ Single day | £125 | £185 |
| ☐ Two or three days | £250 | £310 |

Non member

- | | | |
|--|------|------|
| ☐ Single day | £355 | £415 |
| ☐ Two or three days | £710 | £770 |

Paid events

- ☐ Conference dinner and party £40

Total payable

Free events and limited number sessions

Monday

- ☐ Glasgow museums open evening

Tuesday

- ☐ Nurturing cultural diversity session
☐ Who comes, and why? session

Wednesday

- ☐ The Mackintosh trail study tour (afternoon)
☐ Opening the stores study tour (morning)
☐ Opening the stores study tour (afternoon)

Additional requirements

Please indicate any special health, dietary or access requirements

3 Payment details

Please send payment with your booking

We will invoice organisations but an official purchase order must accompany your form. We cannot invoice individuals.

Please complete one section only

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

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

Card number

Expiry date

Issue number or start date
(*Maestro cards only*)

Signature

Tel

- ☐ Please invoice my organisation – I enclose an official purchase order

Alternatively quote ref no _____

Confirmation

Written confirmation will be sent within 14 days of receipt of this booking form.

Cancellation

Full refund for cancellation can only be made if the MA is notified by Friday 21 September. Cancellations made after this date and before Monday 8 October will receive a 50% refund. No refunds will be made after Monday 8 October, although a replacement delegate may be sent.

Return to:

Conference Office, Museums Association
24 Calvin Street, London E1 6NW
T: 020 7426 6940 F: 020 7426 6961
E: lorraine@museumsassociation.org

Accommodation booking form

1 Contact details

Forename

Surname

Job title

Organisation

Home/work* address for correspondence
(*please delete as appropriate)

Postcode

Tel

Fax

Email

Through our accommodation partners, JP Events, the MA has reserved hotel bedrooms at discounted rates. Bookings are taken on a first come, first served basis and early booking is recommended. Confirmation will be sent out directly from JP Events. The full balance of your account must be paid on departure unless prior arrangements have been made.

JP Events now has an online booking service for accommodation which can be accessed through their website www.jpeventsltd.com

2 Hotels

All prices include a full Scottish breakfast and VAT

Thistle Hotel Glasgow ****

Cambridge Street, Glasgow G2 3HN
Car parking 250 spaces, £5 per day
25-minute walk to SECC
Leisure: pool, sauna, gym

Standard double for single occupancy	£95
Standard double for twin occupancy	£105

Novotel Glasgow ****

181 Pitt Street, Glasgow G2 4DT
Car parking 19 spaces, £4 per exit
25-minute walk to SECC
Leisure: gym, sauna and steam room

Standard double for single occupancy	£85
Standard double for twin occupancy	£95

Marriott Hotel Glasgow ****

500 Argyle Street, Glasgow G3 8RR
Car parking 240 spaces, £3 per day
25-minute walk to SECC
Leisure: pool, sauna and gym

Standard double for single occupancy	£105
Superior double for single occupancy	£120
Standard double for twin occupancy	£115
Superior double for twin occupancy	£130

Crowne Plaza Glasgow ****

Congress Road, Glasgow G3 8QT
Car parking 300 places, £5 per day
One-minute walk to SECC
Leisure: pool, steam, sauna and gym

Standard double for single occupancy	£120
Standard double for twin occupancy	£130

Campanile Hotel ***

Tunnel Street, Glasgow G3 8HL
Car parking 80 places, free
One-minute walk to SECC
Leisure: fitness centre two-minute walk from hotel

Standard double for single occupancy	£80
Standard double for twin occupancy	£86

City Inn Glasgow ****

Finnieston Quay, Glasgow G3 8HN
Car parking, free
Five-minute walk to SECC

Standard double for single occupancy	£115
Standard double for twin occupancy	£125

Belhaven Hotel ***

15 Belhaven Terrace, Glasgow G12 0TG
20-minute walk to SECC

Standard single	£45
Standard double for single occupancy	£55
Standard double for twin occupancy	£69.50

Please list your choice of hotels in order of preference

Hotel 1
Hotel 2
Hotel 3

Type of room

☐ Single ☐ Double ☐ Twin

Arrival and departure

Date of arrival

Date of departure

Number of nights

Special requirements

--

Please give your credit card details to guarantee booking

Credit card number

--

Type of card

Expiry date

Billing address

--

Name on the card

Signature

Confirmation

Written confirmation will be sent out within 14 days of receipt of this booking form

Please fax this form to JP Events Reservations on: 020 7428 9966

JP Events Ltd, 96 West Yard, Camden Lock Place, London NW1 8AF

T: 020 7428 9911 E: enquiries@jpeventsltd.com
www.jpeventsltd.com

MUSEUMS ASSOCIATION

Museums Association
24 Calvin Street
London E1 6NW

T: 020 7426 6940

F: 020 7426 6961

www.museumsassociation.org/conference