

MUSEUMS
ASSOCIATION



Brighton

2011

**Exhibition
guide 3-4 October**



Our four years in numbers:

£100million+
raised for clients

48
projects

100%
success rate with the HLF

17
local authorities

9
countries

5 national museums

10
completed HLF projects

4 world heritage sites

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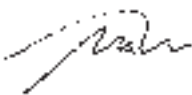
1 Naoroji Street, London, WC1X 0GB, UK | 020 7278 7847 | info@barkerlangham.co.uk

Welcome

Welcome to Brighton for the Museums Association Exhibition 2011. The exhibition is an excellent opportunity for you to see first-hand many of the products you need to run your museums well. Come and chat to the great range of exhibitors here for the next two days and you are sure to go away with some fantastic ideas and contacts for now and the future.

This year our seminar programme has been put together by the editor of Museum Practice, and as with the content of that publication you will leave with practical advice and inspiration to apply in your workplace. The programme has been extended to 26 sessions so there's something for everyone and we are really pleased to be able to offer the seminars free to all.

I'd like to extend my thanks to all the exhibitors, partners and supporters for their continued support and wish you all a successful show.



Mark Taylor
Director,
Museums Association



Supported by:



Monday Seminars

Exhibition seminars are free and open to all

1030-1115 Should museums be run like businesses?

Seminar Room 1

Are business and creativity uneasy bedfellows or can they become yin and yang? This seminar explores the pros and cons of all museum staff taking commercial responsibility for their museum.

Speakers:

John Stachiewicz, publisher and head of media group at the National Trust and chairman of the Association for Cultural Enterprises.

Caroline Brown, head of commerce, National Maritime Museum

1030-1115 Museum Lives: oral history project at the Natural History Museum

Seminar Room 2

This seminar will explore best practice and new approaches to oral history projects using the Natural History Museum's Museum Lives as a case study.

Speakers:

Ben Sullivan, head of European operations, KE Software (UK) Ltd

Nadja Noel, project co-ordinator, the Natural History Museum

1130-1215 Sustainable exhibition design

Seminar Room 1

This participatory seminar introduces the Green Design Initiative, developed by PLB and Greener Museums, which aims to embed sustainability within the exhibition design process. Pilot project Southend Museums will explain how it is "going green".

Speakers:

Sarah Oswald, projects director, PLB

Peter Vadden, group manager, Culture Improvement and Development, Southend-on-Sea Borough Council

Rachel Maden, executive director, Greener Museums

1130-1215 Rules of play: creating museum games

Seminar Room 2

Games can help museums reach out to new audiences while enriching the experience for more traditional visitors. This session will explore how museums can use games online and in exhibitions; how content and gaming principles can work together; and how online games can support learning in different contexts.

Speakers:

Joe Cutting, owner,

Joe Cutting Digital Exhibits

Kate Steiner, head of audience research and advocacy, National Museum of Science & Industry

1230-1315 Insect pests: identification, treatment and problem solving

Seminar Room 1

This seminar will give participants the opportunity to view examples of the most prevalent museum insect pests and offers an insight into identification, choice of treatment strategy and problem solving.

Speakers:

David Pinniger, independent consultant entomologist

Kassian Ortner, technical director, Thermo Lignum

1230-1315 Creating online learning resources on a budget

Seminar Room 2

This seminar offers advice on developing online resources for schools without need for large sums of money. It will focus on two contrasting examples of resources developed recently for the Ashmolean Museum.

Speakers:

Martin Bazley, director, Martin Bazley & Associates

Helen Ward, deputy head of education, the Ashmolean Museum

1330-1415 Digital assets: strategic opportunities and operational challenges

Seminar Room 1

Digital content, for documenting and communicating cultural artefacts, continues to grow rapidly. This seminar will explore the opportunities and the threats posed by new technologies using practical examples.

Speakers:

James Stevenson, manager of the photographic studio, Victoria and Albert Museum, London
David Arnold, head of the cultural informatics research group, University of Brighton

1330-1415 Social media marketing workshop

Seminar Room 2

This practical workshop explains how museums can use social media to maximise their impact and encourage online to supporters to spread the word, with little or no resources.

Speaker:

Mark Ellis, senior producer, sounddelivery

1430-1515 Due diligence for museums

Seminar Room 1

All museums need to make sure they are following correct guidelines for acquisitions, loans and disposals. Using examples and case studies, this seminar will explain what due diligence is and what museum professionals need to know.

Speaker:

Freda Matassa, museum consultant, art collections manager and freelance registrar

1430-1515 How to write great museum text

Seminar Room 2

This interactive text-writing seminar from TextWorkshop is for museums looking to banish boring text. Practical tips, brain games and creative tricks will make great writing feel like a breeze.

Speakers:

Rebecca Mileham, freelance museum consultant and writing coach, TextWorkshop
Dea Birkett, TextWorkshop writing coach, journalist and director of Kids in Museums

1530-1615 Copyright: getting the picture

Seminar Room 1

This seminar explores the opportunities and pitfalls in sourcing, licensing and managing photographs, footage and illustration for public exhibitions and educational resources.

Speakers:

Richard Philpott, managing director, Zooid Pictures
Mary Hesling, senior exhibition officer, National Museums Liverpool

1530-1615 Practical tips for creating online exhibitions

Seminar Room 2

Taking the Treasures of the Bodleian exhibition as a case study, this seminar will explore the practical and philosophical aspects of creating an online exhibition, from planning and digitisation to social media and engagement.

Speakers:

Peter Pavement, director, Surface Impression
Alison Prince, web manager, Bodleian Libraries

Monday Seminars

Exhibition seminars are free and open to all

1630-1715

How to choose the correct lighting

Seminar Room 1

This consultative seminar will explain how museums choose the correct lighting solution for showcases, taking into account important various choices and considerations, such as the type of objects being lit and budgets.

Speakers:

John Wheatley,
sales manager, SCHOTT UK Ltd
Phillip Reddiough, director,
Museum & Gallery Lighting

1630-1715

Ten dos and don'ts of creating multimedia content in-house

Seminar Room 2

This seminar will analyse and critique examples of multimedia content made by museums, galleries and heritage organisations. The audience will be invited to share their experiences and will get a chance to use equipment and software.

Speaker:

Rachel Salaman, creative
director, AUDIO for the web



Other events

Monday 1535-1635 Exporting ideas with UK Trade & Investment

Room 15, 4th Floor

UK Trade & Investment, the government organisation that helps UK companies do business overseas, lead an informative session for anyone wanting their organisation, be it a museum or a company, to find new international markets. Tea and biscuits provided.

Speakers:

Richard Parry, head of unit, UKTI Sector Team.

Mark Taylor, director, Museums Association



Monday 1320-1715 Tuesday 1000-1300 Esmée Fairbairn Collections Fund Advice

MA Stand, Exhibition hall

Come to the MA stand in the exhibition hall to talk to Sally Colvin or Gina Evans about whether you could apply to the Esmée Fairbairn Collections Fund. Whether you have the kernel of an idea or a worked up plan, drop in to get advice on how to shape your application.

The fund offers grants of £20,000-£100,000 to museums for time-limited projects working with their collections. There are two grant application deadlines per year, and the next is 31 October 2011. For more information see www.museumsassociation.org/collections.

CPD Surgeries

MA Stand, Exhibition hall

If you are currently taking part in one of the MA's professional development scheme and wish to discuss any element of your CPD, then please come along and talk to one of our assessors.

Appointments are available on Monday and Tuesday. Come to the stand to pre-book.

Tuesday Seminars

Exhibition seminars are free and open to all

1015-1100

Practical support for Accreditation 2011

Seminar Room 1

This seminar provides the audience with practical Accreditation support. It offers key knowledge of the new scheme and highlights the support offered by Collections Trust, with case studies from museum partners involved in recent pilot projects.

Speakers:

Laura Whitton, partnerships officer, Collections Trust
Susanna Hillhouse, consultant, Collections Management Network

1015-1100

Developing 3D films for museums

Seminar Room 2

This seminar will use the latest technology to explain how logistical problems were overcome in the production of a 3D film for the Roman Army Museum on Hadrian's wall, which has helped increase visitor numbers by over 40%.

Speakers:

Stephen Salam, managing director, Dene Films
Patricia Birley, director, Vindolanda Trust

1115-1200

Emergency plans: troubleshooting tips

Seminar Room 1

Through exercises and case studies, this session will demonstrate common areas of emergency plan failure and provide troubleshooting tips, as well as providing guidance on developing in-house training schemes.

Speakers:

Emma Dadson, divisional manager, Harwell Document Restoration Services
Tanya Pollard, regional (London) collections care development officer, Museum of London Group

1115-1200

AV installations: bringing historical events to life

Seminar Room 2

Featuring the Dover Secret Wartime Tunnels as a practical case study, this presentation examines how museums and designers can bring historic events to life using light, sound and cinematic effects.

Speakers:

Arne Kvorning, director, Kvorning Design & Communication
Dirk Bennet, interpretation manager, English Heritage

1215-1300

Choices for Change: different service delivery options

Seminar Room 1

The Choices for Change project work provides guidance and methodologies to local authority museum services considering alternative methods of service delivery. This seminar will explore the different approaches in the current climate.

Speakers:

Alison Turnbull, head of research and standards, Museums Galleries Scotland
Christine Rew, art gallery and museums manager, Aberdeen City Council

1215-1300

Interactive 3D technology and archaeology findings

Seminar Room 2

3D interactive technology can help people understand archaeological sites. The speakers will introduce a real-time digital 3D model of what the Stanley Bank Slitting and Corn Mills archaeological site may have looked like at different times during its history.

Speakers:

Kim Foster, managing director, Fusion GFX
Rick Rogers, countryside development officer, St Helens Council

1315-1400 Appointing the right caterer

Seminar Room 1

Brooklands Museum will share its experience of conducting a tender to appoint a new caterer. In this seminar, it will explain how it has increased café sales by 50% and event catering by 25%.

Speakers:

Chris Brown, director, Turpin Smale Foodservice Consultancy
Valerie Mills, commercial manager, Brooklands Museum

1315-1400 The Decipher project: exploring cultural heritage through storytelling

Seminar Room 2

This seminar will introduce the EU-supported Decipher project, which helps museums construct and explore curatorial narratives. The speakers will demonstrate how the prototype software supports storytelling using digital heritage objects.

Speakers:

Paul Mulholland, research fellow, Knowledge Media Institute, the Open University
Mark Maguire, assistant curator, the Irish Museum of Modern Art

1415-1500 Reduce your energy costs

Seminar Room 1

This case study-led seminar identifies opportunities for energy reduction and conservation, and explains how museums can effectively manage energy costs on a long-term basis using flexible energy contracts.

Speakers:

Alan Brookes, director of operations, The Energy Consortium
David Sanders, director of estates, Natural History Museum

1415-1500 Effective online partnerships for small museums

Seminar Room 2

Creating websites and publishing collections online can be achieved even by small museums with limited budgets. This seminar explores how collections and museums can be linked together to build communities across a theme or regional grouping.

Speakers:

Zoe Hill, UK systems consultant, Vernon Systems
Michael Rowe, curator, World Rugby Museum

1515-1600 Front-of-house: developing commercial opportunities

Seminar Room 1

This seminar will examine the basic commercial opportunities that are often missed and explain how museums can make the most of the opportunities available. The front of house review at the Museum of London will also be presented as a case study.

Speakers:

Bryn Jones, director, Bryn Jones Associates
Mark Merka-Richards, director of HR, Museum of London Group

1515-1600 Audience research: understanding your visitors

Seminar Room 2

Audiences London will share the insights gained from its work with groups of museums and galleries to understand the profile, motivations and needs of visitors. All attendees will receive a free audience survey template.

Speakers:

Sarah Boiling, deputy chief executive, Audiences London
Jo Healy, head of marketing, the Photographers' Gallery

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*Of those brokers who named an insurer in the survey, the majority named Ecclesiastical as the best insurer for heritage insurance. Research carried out by FWD, an independent market research company.

Exhibitors



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Museums Association Corporate Members: Business Advantage

A-B

Adlib Information Systems Ltd



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F: 0845 658 9487
sales@uk.adlibsoft.com
www.adlibsoft.com

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Michael Humphery-Smith,
Sales Manager
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F: 01303 857201
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Armour Systems Ltd

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Andrew Gascoigne/Yvette Crowley
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F: 01908 631263
www.armoursystems.co.uk
Armour Systems designs and manufactures world-class museum showcase and lighting systems at its head quarters factory in Milton Keynes, England. Product and service information is available from the Armour website.

Axiell Ltd

Stand 19

2 Hall View Drive, Billborough
NG8 4GH

Malcolm Howitt,
Calm Business Manager
T: 0115 900 8000
malcolm.howitt@axiell.co.uk
www.axiell.co.uk
Axiell is the UK market leader in the design, development, implementation and support of information management and automation systems for libraries, archives, museums and other community resources in the UK. Calm ALM is Axiell's flagship collection management system for archives and museums.

Britannia Storage Systems Ltd



Stand 28

Unit 3, Lancaster Way,
Earls Colne Industrial Park,
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Buttress Fuller Alsop Williams Architects

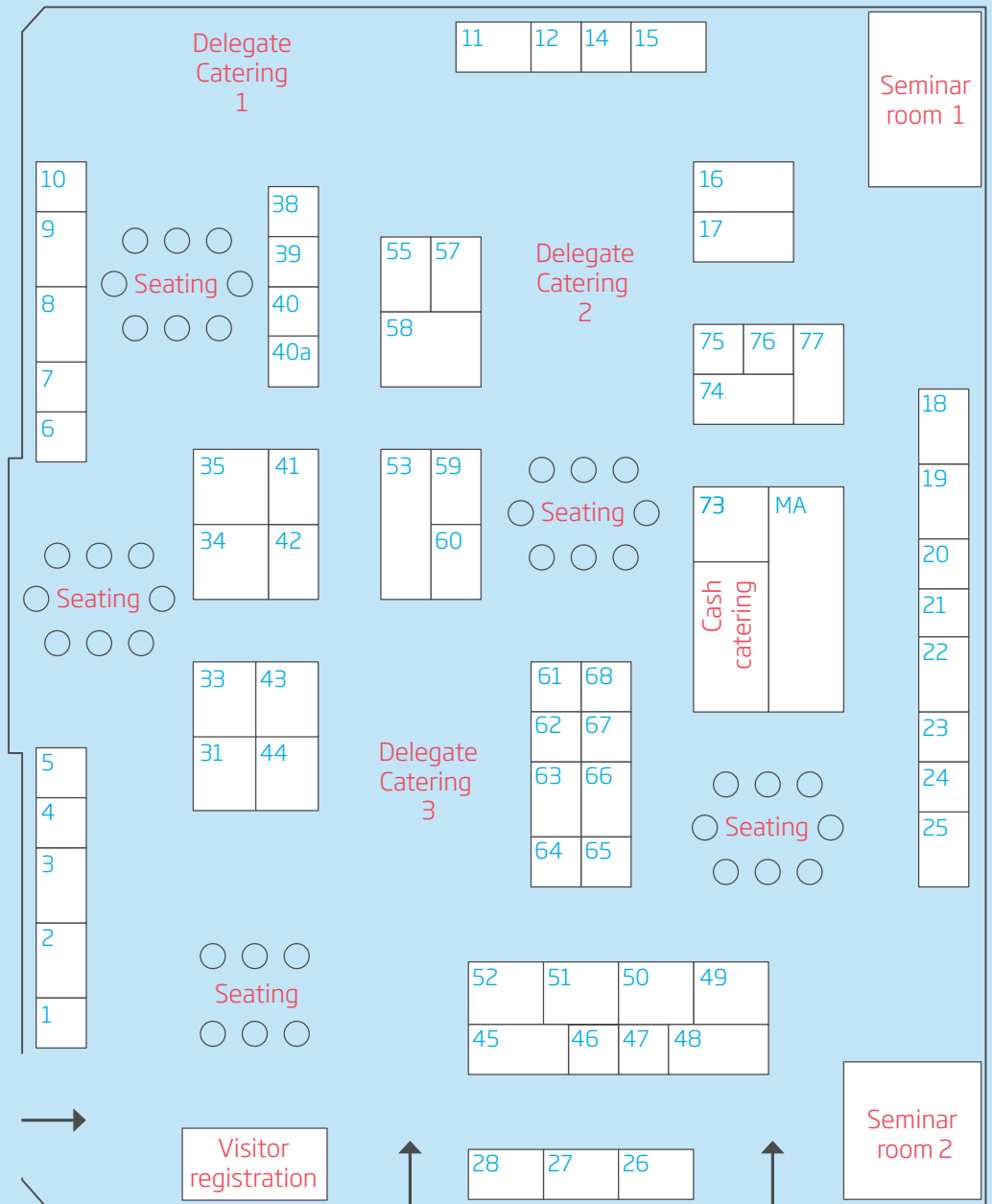


Stand 6

31-33 Princess Street,
Manchester M2 4BF

David Shatwell, Director
T: 0161 236 3303
F: 0161 236 3603
contact@bfaw.co.uk
www.bfaw.co.uk
We are a creative architectural practice combining specialist conservation architecture skills, and intelligent new design, with a clear understanding of the requirements of museums and visitor attractions. We deliver a holistic approach to projects; integrating the building design within the visitor experience. Projects: Horniman Museum Aquarium, MOSI, Stockwood Discovery Centre, Rotunda Museum, Bedford Museum, Manchester Museum and Clitheroe Castle Museum.

Floor plan



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ClickNetherfield Ltd

C Stand 44

The Glassworks,
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Jim Stewart, Managing Director
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Collections Trust

Stand 14

49-51 East Road, London
N1 6AH

Nick Poole, Chief Executive
T: 020 7250 8340
office@collectionstrust.org.uk
www.collectionstrust.org.uk
The Collections Trust is the UK's independent organisation for collections. It sets professional collections management standards, and provides advice, support and training to help people meet them. The Collections Trust manages Collections Link, the national collections management advisory service: www.collectionslink.org.uk

Computer Products Ltd

Stand 39

Unit 3 Constellation Park,
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NN15 6NL

Jonathan Trefler, Business
Development Manager
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F: 0845 450 1052
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Marieke Syed, Project Manager
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info@ccskills.org.uk
www.ccskills.org.uk
Creative & Cultural Skills is the Sector Skills Council for cultural heritage, advertising, crafts, design, music, performing, literary and visual arts. We are an industry-led, campaigning organisation operating across the UK. Through better skills development, our aim is to secure world beating creative enterprise and more diverse cultural industries.

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C Stand 38

19 Loder Gardens,
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Ian Smith, Director
T: 07812 822594

ian@digitalopps.co.uk
www.digitalopps.co.uk

Digital Opportunities is a consultancy dedicated to helping museums make the most of digital content and delivery. With over 17 years experience in the heritage sector we provide strategic planning and project management for digital projects, both online and on-gallery. We are also the creators of the low-cost digital deployment platform 'Interactive Galleries On Request' (Igor for short).

DOT

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F: 01394 420086

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www.d-techdirect.com

D-Tech will be exhibiting two technology based products on their stand 62. The RFID technology Inventory Wand for stock, archive and inventory management and their exclusive web based, Thermal Imaging People Counter, already used in UK Museums and Galleries.

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Ian Case, Sales Manager
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Hudson's Heritage Group

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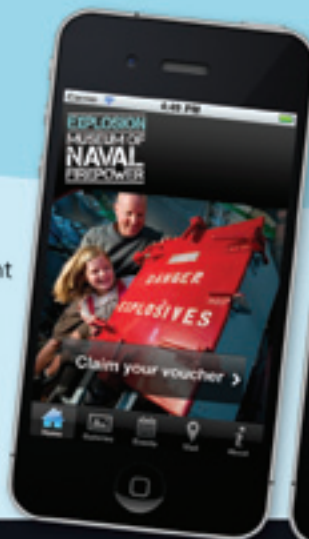
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