

**VSG CONFERENCE 2015: Programme**  
**4 and 5 March 2015**  
**St Martin-in-the Fields, Trafalgar Square, London**



DAY 1: 4 MARCH 2015			
<b>0930-1000</b>	<b>Registration and welcome coffee</b>		
<b>1000-1020</b>	<b>Welcome by VSG Chairs and Committee Members</b> Introduction to VSG and its Committee Members: who we are, what we do, come and join us! Introduction to the Conference and two days of Embracing Change.		
<b>1020-1120</b>	<b>Keynote</b> <b>Piotr Bienkowski (Paul Hamlyn Foundation)</b> Piotr Bienkowski is currently Project Director of the Paul Hamlyn Foundation's <i>Our Museum: Communities and Museums as Active Partners</i> programme. He runs a cultural consultancy specialising in organisational change, community engagement and cultural planning.		
<b>1120-1200</b>	<b>Enhancing the experience or creating a barrier?</b> <b>Jane Rayner (Science Museum), Areti Damala (University of Strathclyde)</b> Two case studies looking at the role and impact of digital technology on learning in exhibition spaces.		
<b>1200-1230</b>	<b>Speed networking – meet the delegates</b>		
<b>1230-1315</b>	<b>Lunch and more networking</b>		
<b>1315-1415</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>Parallel session 1A</b>  <b>Changing digitally shaped reception practices: what visitor studies could learn from the media sector</b>  <b>Dr Annette Loeseke (Museum Consultant Berlin; Lecturer NYU Berlin and Reinwardt Academy Amsterdam)</b>                      An interactive workshop which explores research approaches to measure the impact of shifting communication practices, what we can learn from the media sector and why visitor researchers should expand their expertise beyond evaluation.                 </td> <td style="width: 50%; vertical-align: top;"> <b>Parallel session 1B</b>  <b>The Spectrum of Audience Engagement</b>  <b>Andrew McIntyre (Morris Hargreaves McIntyre)</b>                      An interactive workshop that explores a strategic tool to navigate the changing museum world, how we can map the change that museums need to make to remain relevant in a fast-changing world and to build richer relationships with audiences.                 </td> </tr> </table>	<b>Parallel session 1A</b> <b>Changing digitally shaped reception practices: what visitor studies could learn from the media sector</b> <b>Dr Annette Loeseke (Museum Consultant Berlin; Lecturer NYU Berlin and Reinwardt Academy Amsterdam)</b> An interactive workshop which explores research approaches to measure the impact of shifting communication practices, what we can learn from the media sector and why visitor researchers should expand their expertise beyond evaluation.	<b>Parallel session 1B</b> <b>The Spectrum of Audience Engagement</b> <b>Andrew McIntyre (Morris Hargreaves McIntyre)</b> An interactive workshop that explores a strategic tool to navigate the changing museum world, how we can map the change that museums need to make to remain relevant in a fast-changing world and to build richer relationships with audiences.
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<b>1445-1515</b>	<b>Tea break</b>		
<b>1515-1535</b>	<b>VSG BURSARY</b> <b>Gina Koutsika (Imperial War Museum), recipient of the 2014 VSG Alison James Bursary</b> Insights from the 2014 Annual ICOM-CECA and the 13 <sup>th</sup> ICOM-UMAC Conference in Alexandria, Egypt.		
<b>1535-1635</b>	<b>A changing society: how are visitor studies representing culturally diverse audiences?</b> <b>Yvette Jeal (The John Rylands Library, University of Manchester); Oluwatoyin Sogbesan (City University London); Vera Allmanritter (Ludwigsburg University of Education, Germany)</b> A facilitated discussion exploring how we engage with and embrace new audiences ensuring our collections are accessible and relevant.		
<b>1635-1700</b>	<b>Final thoughts for day 1 and looking ahead to day 2</b>		
<b>1700-1800</b>	<b>Poster session and meet the speakers over a glass of wine then join us in Café in the Crypt, St Martin in the Fields for networking.</b>		

DAY 2: 5 MARCH 2015			
0930-1000	<b>Registration and welcome coffee</b>		
1000-1015	<b>Welcome back to Day 2 from the VSG Co-Chairs</b>		
1015-1100	<p><b>Adapting to new needs: The impact on visitor studies of changing stakeholder agendas</b>  <b>Christopher Whitby (Science Museum) and Dr Effrosyni Nomikou (King's College London)</b></p> <p>With museums increasingly attracting external funding for projects with young people, this session draws on two Science Museum projects to reflect on how visitor studies is adapting to the needs of the sector, the demands of its funders and the vision of leaders.</p>		
1100-1145	<p><b>Keynote</b>  <b>Kerstin Mogull, Managing Director, Tate</b></p> <p>Kerstin joined Tate as Managing Director in January 2014. She was previously Director of Strategy at Clear Channel International and before that held senior roles at the BBC in the fields of policy, strategy, digital and operations. Kerstin will address our Conference theme – embracing change.</p>		
1145-1245	<p><b>The changing role of evaluations , impact studies and assessment</b></p> <p>This facilitated discussion explores what funders, sponsors and major donors are looking for when seeking evaluations and impact studies.</p> <p><b>Panellists from Heritage Lottery Fund, Paul Hamlyn Foundation with others to be announced.</b></p>		
1245-1345	<b>Lunch and networking</b>		
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1445-1515	<b>Tea break</b>		
1515-1600	<p><b>Methodological, ethical and practical challenges of using digital technologies: how is digital changing visitor studies practice?</b>  <b>Theano Moussouri, Eleni Vomvyla and David Francis (University College London)</b> will explore the changes the use of digital technology has brought about in research methodology and, consequently, in the type of questions we can post about museum visiting.</p>		
1600-1645	<p><b>Visitor Studies: What Next?</b>  <b>VSG Committee Members Susie Fisher will facilitate a discussion looking at the future of Visitor Studies and the challenges it faces.</b>  <b>Panellists to be announced</b></p> <p>Inform this discussion during the day or prior to your attendance by completing the short survey distributed to VSG members via the newsletter. If you are not a member and wish to input then please email sheena@visitors.org.uk</p>		
1645-1700	<p><b>And finally ...</b>  <b>A VSG facilitator will sum up our two day Conference</b></p>		
1700	<b>Close</b>		