

# VSG CONFERENCE 2018: Big data, big opportunities? Programme #VSGconf18

Thursday 8<sup>th</sup> and Friday 9<sup>th</sup> March 2018

Natural History Museum, London



DAY 1: Thursday 8 <sup>th</sup> March 2018			
09.30-10.00	Registration and welcome coffee		
10.00-10.15	<b>Welcome by VSG Chair and Committee Members</b>		
10.15-11.05	<p><b>Delivering better transport with big data</b>  <b>Keynote Speaker: Lauren Sager Weinstein, Chief Data Officer (Transport for London)</b>                      Millions of journeys are made every day offering vast quantities of information. TfL's challenge is to transform this information into data to run and plan the network and provide services to customers. Hear how they translate vast amounts of data into intelligence to meet the challenges of a growing population, unlock economic development and meet the rising expectations of users.</p>		
11.05-11.20	Break		
11.20-12.20	<p><b>Using big data to understand your visitors, other people's visitors and non-visitors</b>  <b>Chair: Anne Torreggiani (The Audience Agency)</b>  <b>Vera Allmanritter (Institute for Museum Research, Berlin), Inga Specht (German Institute for Adult Education- Leibniz Centre for Lifelong Learning) and, Christian Haag (Leibniz Institute for Educational Trajectories), Ryan Auster (Museum of Science, Boston)</b>                      Sharing experiences and emerging trends, we will hear from the speakers about cultural and educational monitoring projects in Germany and the UK. The panel discussion that will follow will explore some of the challenges and insights this type of research, and big data, can generate for the sector.</p>		
12.20-12.40	<p><b>Big data and the visitor response</b>  <b>Sheldon Paquin (Science Museum Group)</b>                      This session will share visitor research from the "Our Lives in Data" exhibition at the Science Museum which explored how 'big data' is changing the way we live.</p>		
12.40-13.30	Lunch		
13.30-14.30	<p><b>Using big data to deliver actionable insights: using the Babel fish</b>  <b>Caroline Bates and Mark Hirst (Chime Insight and Engagement Group)</b>                      This practical session will highlight how the end goal of delivering actionable insights can be maintained when dealing with big data.</p>		
14.30-15.20	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Parallel session 1A: Beyond the walls of the museum, what other big data is out there and how can we learn from it?</b>  <b>Johnny Caldwell (Netquest UK)</b>                      A practical, interactive session looking at what online research panel data and other data tools can tell you about visitors and non-visitors.</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Parallel session 1B: Technology and big data – how technology can be harnessed to gain visitor insights</b>  <b>Anna Lowe (Smartify) and Dimitra Christidou (University of Oslo)</b>                      Each speaker will share their experiences of app based data collection in museums, and how these large datasets are being used to inform the visitor experience.</p> </td> </tr> </table>	<p><b>Parallel session 1A: Beyond the walls of the museum, what other big data is out there and how can we learn from it?</b>  <b>Johnny Caldwell (Netquest UK)</b>                      A practical, interactive session looking at what online research panel data and other data tools can tell you about visitors and non-visitors.</p>	<p><b>Parallel session 1B: Technology and big data – how technology can be harnessed to gain visitor insights</b>  <b>Anna Lowe (Smartify) and Dimitra Christidou (University of Oslo)</b>                      Each speaker will share their experiences of app based data collection in museums, and how these large datasets are being used to inform the visitor experience.</p>
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	A discussion session on ways museums can combine digital analytics with deep audience insight to understand the impact of digital interventions.	A chance for participants to reflect on the sessions and the implications for their roles and institutions.
<b>16.00-16.40</b>	<b><i>In conversation with:</i></b> Chaired by the VSG Committee, this session will reflect on the key themes emerging from the first day of the conference.	
<b>16.40-17.15</b>	<b><i>A look ahead to Day Two:</i></b> Join us for a post-conference chat and a glass of wine as we prepare for day two. Delegates are also warmly invited to sign up for our post-conference dinner to be held at a nearby venue.	

<b>DAY 2: Friday 9<sup>th</sup> March 2018</b>	
<b>09.30-10.00</b>	Registration and welcome coffee
<b>10.00-10.10</b>	<b>Welcome back to Day Two from the VSG Chair</b>
<b>10.10-11.00</b>	<p><b>Big Data and opportunities for the cultural sector</b>  <b>Keynote Speaker: Angie Judge, Chief Executive (Dexibit)</b></p> <p>This keynote will focus on big data, and the opportunities it offers for the cultural sector. Presenting provocations and insights from an international perspective, we will hear what that sector can gain from using big data, the insights it can generate for us, and the trends it can help predict. And conversely, the challenges and ethical implications its use can pose.</p>
<b>11.00-12.00</b>	<p><b>Big data and GDPR</b>  <b>Dr Michelle Goddard (Market Research Society)</b></p> <p>An overview of the General Data Protection Regulation (GDPR) and core principles that impact on the use of big data, analysis of the 'special research regime' and applicability to big data and research more widely. Incorporating a discussion of the practical effects and the approach to applying GDPR principles to big data projects.</p>
<b>12.00-12.15</b>	Break
<b>12.15-13.00</b>	<p><b>Big data and cultural participation</b>  <b>Jane Wilson and Miranda Stearn (Cambridge City Council and the University of Cambridge Museums)</b></p> <p>This session will focus on the learning thus far from the Cambridgeshire Culture Card scheme, an ambitious partnership initiative exploring the potential to harness big data to increase young people's engagement in culture, and simultaneously develop robust evidence of the impact of this engagement.</p>
<b>13.00-13.50</b>	Lunch
<b>13.50-14.05</b>	<b>VSG AGM</b>
<b>14.05-15.30</b>	<p><b>Big data inside the museum</b>  <b>Catherine Murphy (Natural History Museum)</b>  <b>Casey Scott-Songin (National Gallery)</b>  <b>Harrison Pim (The British Museum)</b></p> <p>In this session, we will hear how three institutions use big data alongside internal information sources and more traditional visitor studies to increase understanding of visitors and create strategies to improve the visitor offer. The presentations will be followed by a workshop where participants will get an opportunity to assess the quality of their own data sources.</p>
<b>15.30-15.45</b>	<b>Closing remarks</b>