

VSG CONFERENCE 2019: Reflecting the Wider World, Advocating for Change? Programme #VSGconf19
Thursday 7th and Friday 8th March 2019, National Gallery, London



DAY 1: Thursday 7 th March 2019	
09.30-10.00	Registration and welcome coffee
10.00-10.10	Welcome by VSG Committee
10.10-11.00	<p><i>The Conversation: The Next Ten Years- Reflecting on what's next for arts, museums and libraries in a changing landscape</i> Keynote Speaker: Holly Wicks (BritainThinks) Presenting findings from the largest and most comprehensive recent ACE-led primary research study into the future of arts, museums and libraries, this keynote will explore the challenges facing the sector to maintain and communicate relevance in the next 10 years, and what a changing landscape means when seeking to engage audiences, participants and the future workforce.</p>
11.00- 11.30	Coffee break and networking
11.30- 12.15	<p><i>How we can make our cultural centres truly reflect our 'worlds'?</i>, London Museum Development Diversity Matters Programme, Deanne Naula (Museum of London), with speakers from participating programmes Challenging delegates to think about their own diversity practices in their organisations, this session examines the issue of diversity within our cultural organisations. Exploring some of the practical ways in which diversity in the sector is currently being addressed we will hear what museums are currently doing to increase engagement with their collections and participation in public programmes for visitors from all backgrounds, as well how the sector is supporting emerging good practice around diversity.</p>
12.15- 13.00	<p><i>Diversity Matters: Workshop</i>, Sarah Phillips (Engage Leadership course) Following on from the <i>Diversity Matters</i> presentations, this participatory session will allow delegates to explore some of the key themes emerging, as well as touch on elements that have been found to be prevalent in organisational change around diversity.</p>
13.00- 13.45	Lunch (VSG AGM 13.45- 14.00)
14.00- 15.00	<p><i>A Tourism Vision for London</i>, Harry Mirpuri (London and Partners) In this session Harry will showcase insights from a range of visitor studies and how they've been used to set out a Tourism Vision for London, inform campaign strategy and create innovative tourism products. Harry will also showcase how London & Partners uses innovative approaches to engage and inspire people to amplify London's story globally.</p>
15.00- 15.15	Comfort Break
15.15-16.00	<div> <div> <p><i>Parallel Session 1A: Reflecting trends in the practice of visitor studies</i> <i>Nudge, Nudge, principles and applications</i> Katie Vosper & Jacqui Banerjee (BVA-BDRC) This session will help to inform delegates about the principles of 'nudge' theory, and to provoke ideas about how it could be used to guide visitors to make better choices in ways that improve their experience and as such benefit the attraction itself.</p> </div> <div> <p><i>Parallel Session 1B: Reflecting trends impacting the visit experience</i> <i>The role of Dads in Museums</i>, Miriam Rayman, Anniki Sommerville & Helen Rider (Family Affair) // <i>Raising the Bar: Children's expectations with visitor experiences</i>, Lesley Salem (Brand Genetics) Miriam will present findings from a white paper on modern masculinity and the importance of Dads (both social and biological) in the raising of the next generation and Lesley will discuss Generation Z and what influences are shaping children's expectations with visitor experiences.</p> </div> </div>
16.00- 16.15	Reflections and looking ahead to Day 2.
16.15- 17.15	Networking drinks, followed by optional VSG Social – drinks and dinner locally. <i>Please sign up at conference check-in desk if you would like to join us for dinner.</i>

DAY 2: Friday 8 th March 2019		
09.30-10.00	Registration and welcome coffee	
10.00-10.10	Welcome by VSG Committee	
10.10-11.00	Keynote Speaker: Rachel Thain-Gray, <i>Decoding Inequality</i> Interpretation Coordinator, Glasgow Women's Library Embedding the values of cultural activism in our personal and professional practice This keynote will explore the notion that by adopting the role of cultural activist, we activate meaningful and transformative change in our organisations, and the wider global sector, by aligning our values for social good, deconstructing the power relationships between museums and people, and unpacking the methods that have established, and maintain inequality of access to museums.	
11.00-11.30	Coffee break and networking	
11.30- 12.15	Visitor Services on the front line: How Colston Hall is responding to changing opinions and pressure locally and nationally on the divisive issue of its name change, Sarah Robertson (Colston Hall) Colston Hall is an arts organisation re-imagining its relationship with its community and city, and holds a central space in the growing debate about how cities recognise and remember difficult or controversial histories and welcome diverse audiences. This session will explore the role of the civic and cultural institution in these changing times, discussing the deeper issues around colonialism and whose voices are heard in our cultural institutions.	
12.15- 13.00	Panel Discussion- Trends on trial: Whose job is it anyway? Chair: Jen DeWitt, VSG Committee Join Sarah Robertson, Terry Watkins, Deanne Naula and Dan Wormald in this panel discussion where we explore some of the key themes that have been emerging over day one and day two of the conference and debate if and how we should respond to trends.	
13.00- 13.45	Lunch	
14.00- 14.45	Parallel Session 2A: Reflecting trends in the practice of visitor studies: Agile approaches to research, exhibition and programme design Kati Price (V&A Museum), Jane Findlay (Dulwich Picture Gallery) and Steve Slack (Heritage Consultant) This session will explore the theory and practice of agile design. A case study on Dulwich Picture Gallery's 'Unlocking Paintings' programme, and examples from the V&A's digital media team, will showcase how the spirit of agile design, though not necessarily the exact methodology, are helping these organisations respond to audience needs on an iterative basis.	Parallel Session 2B: Reflecting trends impacting on the visitor experience: Using large scale research to impact lives Matt Sheard (Museum of the University of St Andrews) A case study on how large-scale research into attitudes towards migration influenced the design of the 'Encountering Fife' project, aimed at attracting new audiences, giving refugees a voice, assisting language learning and supporting integration.
14.45- 15.45	Responding to trends and attracting new audiences – what's happening right now: Chair: Anne Torregiani, The Audience Agency Emerging trends from Audience Finder: what's next for audience development?, Anne Torregiani (The Audience Agency) Responding to the 'Experience Economy': Theatre, immersive late-night events and interpretive dance in the museum, Marie Hobson (Natural History Museum) Responding to the podcast audience: Outliers and stories from the Edge of History, Emma Morioka and Adam Sibbald (Historic Royal Palaces) This final panel explores some of the developments currently taking place. The Audience Agency holds the largest cultural dataset in the world and will present some of the challenges museums face as well as predictions for future visitor trends. NHM and HRP will share their experiences of trialling different approaches to reaching new groups in response to the challenges of a changing society.	
15.45 –16.00	Closing remarks from VSG Committee	