

VSG CONFERENCE 2016: Programme #VSGconf16**16 and 17 March 2016****Royal Geographical Society, London**

DAY 1: 16 MARCH 2016			
0930-1000	Registration and welcome coffee		
1000-1015	Welcome by VSG Chairs and Committee Members The VSG and its Committee Members: who we are, what we do, come and join us! Introduction to the Conference and two days of "Visitor Studies: It's what you do with it"		
1015-1100	Keynote: Lamia Dabboussy, Head of Audience Planning and Brand Insight, BBC Lamia will share with us how the BBC works to understand its audiences and how insight is used to help shape programming and strategy.		
1100-1130	Speed networking – meet the delegates		
1130-1215	Overcoming the challenges visitor research faces in large institutions Jane Rayner (Science Museum) and Emma Morioka (Historic Royal Palaces) Exploration of two distinct approaches and models of visitor research being utilised at the Science Museum and Historic Royal Palaces to try to overcome the challenges faced when making the most of your data and expertise.		
1215-1315	Lunch and more networking		
1315-1400	Unlock the story: Caroline Florence (Insight Narrator) Interactive session exploring how storytelling can help to make a better connection between your data and your recipients to inspire action. It will include some quick win storytelling techniques that you can apply immediately to your work.		
1400-1500	<table border="1"> <tr> <td> Parallel session 1A (Main Room) Small post-it notes, Big Ideas Andrew McIntyre (Director, Morris Hargreaves McIntyre) An interactive workshop sharing MHM's techniques and challenging delegates to turn real-life survey data into insight and present the findings. </td> <td> Parallel session 1B (Drayson Room) How can a learning research agenda enable visitor research to have real impact? Emma Pegram (Natural History Museum), Jen DeWitt (King's College) Discussion based workshop exploring how applying a strategic learning research agenda such as that developed by the speakers can enable visitor research to have real impact and influence. </td> </tr> </table>	Parallel session 1A (Main Room) Small post-it notes, Big Ideas Andrew McIntyre (Director, Morris Hargreaves McIntyre) An interactive workshop sharing MHM's techniques and challenging delegates to turn real-life survey data into insight and present the findings.	Parallel session 1B (Drayson Room) How can a learning research agenda enable visitor research to have real impact? Emma Pegram (Natural History Museum), Jen DeWitt (King's College) Discussion based workshop exploring how applying a strategic learning research agenda such as that developed by the speakers can enable visitor research to have real impact and influence.
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1500-1530	Tea break		
1530-1545	VSG Bursary: Jennifer Locke, recipient of the 2015 VSG Alison James Bursary Jennifer is a PhD student in Art Museum and Gallery Studies at Newcastle University, she will share how she used the Bursary to further understand they ways in which art museums are changing the way in which they approach interpretation in exhibitions and displays.		
1545-1630	Are visitor studies professional enough? Marie Hobson (Research Manager, Heritage Lottery Fund) "In conversation with..." Starting with a short provocation about the need to professionalise visitor studies the session will then address key questions from interviewing VSG Co-Chair Kayte McSweeney and conference delegates.		
1630-1640	Looking ahead to Day 2		
1640-1720	Poster session and meet the speakers over a glass of wine		

DAY 2: 17 MARCH 2016			
0930-1000	Registration and welcome coffee		
1000-1015	Welcome back to Day 2 from the VSG Co-Chairs		
1015-1100	Keynote: Esme Ward, Head of Engagement, Manchester Museum and Whitworth Art Gallery, The University of Manchester Esme will share how consulting above and beyond its walls impacted on programming and informed developments at The Whitworth, winner of the 2015 Art Fund Museum of The Year award.		
1100-1200	<table border="1"> <tr> <td> Parallel session 2A (Main Room) Data visualisation Adam Frost and Tobias Sturt (Graphic digital agency) A skills workshop how to transform data into stories and visuals that gets people interested in data. </td> <td> Parallel session 2B (Drayson Room) Inclusive ways of making visitor research have more impact Maurice Davis (Museum Consultant and Royal Academy) and Samantha Horsman (Wellcome Collection) Based on their experience working with staff at the Wellcome Collection this interactive workshop both showcases and investigates more inclusive ways of understanding and undertaking visitor research to achieve higher impact. </td> </tr> </table>	Parallel session 2A (Main Room) Data visualisation Adam Frost and Tobias Sturt (Graphic digital agency) A skills workshop how to transform data into stories and visuals that gets people interested in data.	Parallel session 2B (Drayson Room) Inclusive ways of making visitor research have more impact Maurice Davis (Museum Consultant and Royal Academy) and Samantha Horsman (Wellcome Collection) Based on their experience working with staff at the Wellcome Collection this interactive workshop both showcases and investigates more inclusive ways of understanding and undertaking visitor research to achieve higher impact.
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12-1215	Comfort Break		
1215-1300	Ensuring Visitor Studies has a voice Panellists: Anette Loeseke (New York University Berlin), Matt Sheard (Museum of the University of St Andrews), Andy Moss (Chester Zoo) A panel discussion with Q&A about barriers experienced by those working in visitor studies. The discussion will highlight how barriers have been addressed and will be facilitated by Nicky Boyd (museum consultant).		
1300-1400	Lunch and networking		
1400-1415	AGM		
1415-1445	Keeping it simple Alyson Webb (Partner, Frankly, Green + Webb) Frankly, Green + Webb use research as a core component of a wider human-centred digital design practice. Recently the team has been working on a large-scale digital interpretation project with the Van Gogh Museum in Amsterdam. The project used a wide range of research techniques to inform and inspire the team and support effective decision-making at every stage. Alyson will share some of the opportunities and challenges they encountered along the way, some of the key the outcomes and reflect on what she has learned about embedding research into everyday practice.		
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1545-1630	Visitor Studies: It's what you do with it VSG Committee Member Susie Fisher will facilitate a discussion looking at how Visitor Studies can have real impact. Panellists include Terry Watkins, Maurice Davies, Marie Hobson and Emma Morioka		
1645	Close		

