

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



DAY 1: 16 MARCH 2016			
<b>0930-1000</b>	<b>Registration and welcome coffee</b>		
<b>1000-1015</b>	<b>Welcome by VSG Chairs and Committee Members</b> 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"		
<b>1015-1100</b>	<b>Keynote: Lamia Dabboussy, Head of Audience Planning and Brand Insight, BBC</b> Lamia will share with us how the BBC works to understand its audiences and how insight is used to help shape programming and strategy.		
<b>1100-1130</b>	<b>Speed networking – meet the delegates</b>		
<b>1130-1215</b>	<b>Overcoming the challenges visitor research faces in large institutions</b> <b>Jane Rayner (Science Museum) and Emma Morioka (Historic Royal Palaces)</b> 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.		
<b>1215-1315</b>	<b>Lunch and more networking</b>		
<b>1315-1400</b>	<b>Unlock the story: Caroline Florence (Insight Narrator)</b> 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.		
<b>1400-1500</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <b>Parallel session 1A</b>  <b>Small post-it notes, Big Ideas</b>  <b>Andrew McIntyre (Director, Morris Hargreaves McIntyre)</b>            An interactive workshop sharing MHM's techniques and challenging delegates to turn real-life survey data into insight and present the findings.         </td> <td style="width: 50%; padding: 5px;"> <b>Parallel session 1B</b>  <b>Impact through a learning research agenda</b>  <b>Emma Pegram (Natural History Museum), Jen DeWitt (King's College)</b>            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>	<b>Parallel session 1A</b> <b>Small post-it notes, Big Ideas</b> <b>Andrew McIntyre (Director, Morris Hargreaves McIntyre)</b> An interactive workshop sharing MHM's techniques and challenging delegates to turn real-life survey data into insight and present the findings.	<b>Parallel session 1B</b> <b>Impact through a learning research agenda</b> <b>Emma Pegram (Natural History Museum), Jen DeWitt (King's College)</b> 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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<b>1500-1530</b>	<b>Tea break</b>		
<b>1530-1545</b>	<b>VSG Bursary: Jennifer Locke, recipient of the 2015 VSG Alison James Bursary</b> 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.		
<b>1545-1630</b>	<b>Are visitor studies professional enough?</b> <b>Marie Hobson (Research Manager, Heritage Lottery Fund) "In conversation with..."</b> Starting with a short provocation about the need to professionalise visitor studies the session will then address key questions from interviewing VSG members and delegates.		
<b>1630-1640</b>	<b>Looking ahead to Day 2</b>		
<b>1640-1730</b>	<b>Poster session and meet the speakers over a glass of wine</b>		

<b>DAY 2: 17 MARCH 2016</b>			
<b>0930-1000</b>	<b>Registration and welcome coffee</b>		
<b>1000-1015</b>	<b>Welcome back to Day 2 from the VSG Co-Chairs</b>		
<b>1015-1100</b>	<b>Keynote: Esme Ward, Head of Engagement, Manchester Museum and Whitworth Art Gallery, The University of Manchester</b> 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.		
<b>1100-1200</b>	<table border="1"> <tr> <td> <b>Parallel session 2A</b>  <b>Data visualisation</b>  <b>Adam Frost or Tobias Sturt (Graphic digital agency)</b>            A skills workshop how to transform data into stories and visuals that gets people interested in data.         </td> <td> <b>Parallel session 2B</b>  <b>Inclusive ways of making visitor research have more impact</b>  <b>Maurice Davis (Museum Consultant and Royal Academy) and Samantha Horsman (Wellcome Collection)</b>            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>	<b>Parallel session 2A</b> <b>Data visualisation</b> <b>Adam Frost or Tobias Sturt (Graphic digital agency)</b> A skills workshop how to transform data into stories and visuals that gets people interested in data.	<b>Parallel session 2B</b> <b>Inclusive ways of making visitor research have more impact</b> <b>Maurice Davis (Museum Consultant and Royal Academy) and Samantha Horsman (Wellcome Collection)</b> 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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<b>1200-1245</b>	<b>Ensuring Visitor Studies has a voice</b> <b>Panellists: Anette Loeseke (New York University Berlin), Matt Sheard (Museum of the University of St Andrews), Andy Moss (Chester Zoo) and Nicky Boyd (consultant)</b> 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 Sheena Muncie (VSG co-chair).		
<b>1245-1345</b>	<b>Lunch and networking</b>		
<b>1345-1415</b>	<b>Pecha kucha: How we communicate research</b> Speakers tbc.		
<b>1415-1445</b>	<b>Keeping it simple</b> <b>Alyson Webb (Partner, Frankly, Green and Webb)</b> Alyson will share her experiences of making complex project simple, understanding the challenges of a project and developing creative responses.		
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<b>1545-1630</b>	<b>Visitor Studies: It's what you do with it</b> <b>VSG Committee Member Susie Fisher will facilitate a discussion looking at how Visitor Studies can have real impact.</b>		
<b>1645</b>	<b>Close</b>		

<b>DAY 3: 18 MARCH 2016 (Optional additional study visit day)</b>	
<b>1000-1500</b>	<b>Various locations throughout London will open their doors and provide guided tours and discussions at set times. Venues are tbc.  Refreshments and transport will not be provided - but directions will! Places will be limited. More information to follow.</b>