

VSG CONFERENCE 2024

THE COST OF CULTURE: *MEASURING BARRIERS AFFECTING THE VISITOR EXPERIENCE*

WELCOME

9.15 - 9.50AM

Registration & Refreshments

9.50 - 10AM

Welcome from VSG Chair Beth Bryan

SESSION 1: 10 - 10.40AM

Sarah McLeod, *Wentworth Woodhouse*; Kate Rolfe, *The Revels Office*

Case study: Wentworth Woodhouse (WWH) - How do you engage a local audience from an economically and culturally deprived area with an ambitious vision for a radical cultural hub in a heritage site?

SESSION 2: 10.45 - 11.25AM

In Parallel

SESSION A: GULBENKIAN ROOM

Abigail Perry (V&A), Medwen Roberts (MHM) and Isabella Anderson (ROH)

Case study: How the cost-of-living crisis is impacting older audience's visitation to cultural venues

SESSION B: PORTLAND ROOM

Josie Wood & Hailey Craig, *National Gallery*

Case Study: How the National Gallery is measuring socioeconomic status for visitors to its 200th birthday celebrations

BREAK (15 MINUTES)

SESSION 3: 11.40 - 12.20PM

In Parallel

SESSION A: GULBENKIAN ROOM

Dr. Britta Noerenberg, *Institute for Research on Cultural Participation*

Free admission to museums in Berlin: perceived values and take-away effects among the public

SESSION B: PORTLAND ROOM

Beth Bryan, *Barbican & Beth Bryan Consultancy*

Well-intentioned but immeasurable- Reviewing Pay What You Can and Concessions

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SESSION 4: 12.25 - 1.05PM

Kate Thompson, Charlotte Rhoades and Alice Fenyoe, *Imperial War Museum*

More than Money: Understanding Visitor Decision-Making

LUNCH (1 HOUR)

VSG AGM: 2.05 - 2.45PM

VSG elections announcement, membership and financial update, hear from the VSG mentorship programme and help us shape the future of VSG events, non-members welcome

SESSION 5: 2.50 - 3.30PM

Tiggy Allen, Beth Atkinson & Kelley Tackett, *London Transport Museum*

Driving Change: London Transport Museum's Engine and Economic Equity in Consultation

BREAK (20 MINUTES)

PANEL: 3.45 - 4.25PM

Understanding the Cost of Culture: What has VSG Conference 2024 told us?

CLOSING REMARKS

Closing Remarks from VSG Conference Lead, Ogo Okafor

POST-CONFERENCE SOCIAL

Join us straight after the conference for a networking opportunity and debrief.

The Albany
240 Great Portland St, Greater, London W1W 5QU
5pm onwards