


A photograph of the Edinburgh skyline at sunset, viewed through the classical columns of the Belfry. The sun is low on the horizon, casting a warm orange glow over the city. The spire of St. Giles' Cathedral is prominent in the background.

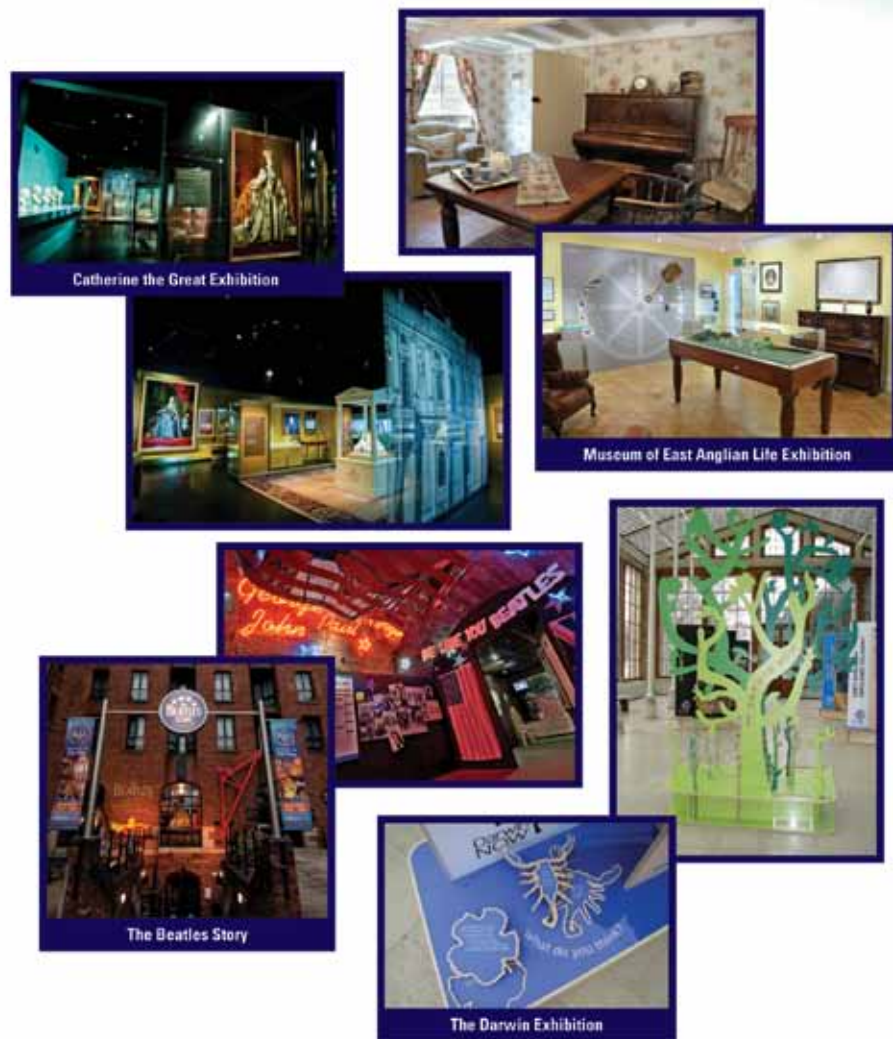
EDINBURGH 2012

**Conference guide
8-9 November**

**MUSEUMS
ASSOCIATION**

For the latest news and
debate at conference see
www.museumsassociation.org
or  #museums2012

Embracing change



Cuts, closures, changes of governance - it's often difficult to look beyond the immediate short-term problems. But raising our sights and thinking about the future role that museums can play in society could unleash pent-up creativity and help determine the direction of museums over the next decade.

Moves towards further independence, political change and financial belt-tightening mean the role of museums in society and the environment they operate in is undergoing a transformation. Conference themes look at how we can face up to and embrace change.

The cultural repercussions of devolution and what it means for individual and collective identity is explored in One Nation? The Social Justice theme looks at how museums can tackle inequality, and Museums 2020 invites delegates to discuss their future vision for museums.

To get the most out of this event make sure you discuss, debate and network - it's your conference.



Sharon Heal
Head of publications and events,
Museums Association



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Themes



One Nation?

Coordinated by **Rowan Julie Brown**, director, National Mining Museum Scotland

In the context of fractious political debate on the topic of independence and changing governance in the British Isles, this theme explores the existence of a discernible national identity and questions how and why nationhood impacts on museums.



Social Justice

Coordinated by **David Anderson**, director, Amgueddfa Cymru - National Museum Wales

As we stand on the brink of the most significant cuts in public expenditure in living memory, is the role of museums in social justice a luxury of the relatively affluent Noughties? Or, alternatively, is it a core commitment that is more vital than ever? And, as many museums reduce their provision for education and community participation, how can the resources that remain be applied more effectively?



Museums 2020

Coordinated by **Nat Edwards**, director, Robert Burns Birthplace Museum

Museums 2020 is the Museums Association's project to create and campaign for a bold and clear vision of museums and their public impact. What difference can museums make to individuals, to communities, to society and to the environment? This theme provides opportunities to critically examine the purpose of museums with a view to building an ambitious and unified vision for the future.

Thursday Summary

Wednesday

1730-1900

Conference tweekup
Jekyll & Hyde Pub

1900-2100

Networking reception
Scottish National Portrait Gallery

Thursday

0730-0830

Behind-the-scenes tour: National Museum of Scotland

0745-0830

Behind-the-scenes tours: Scottish National Portrait Gallery; Museum of Edinburgh

0800-0845

Networking breakfast for first time delegates

0900-0930

Keynote: Fiona Hyslop

0930-0950

Setting the scene: introduction to the conference themes

0930-1730

Exhibition open

0950-1040

Coffee

1000-1730

Museum Practice workshops

1040-1715

Smarter training sessions

1040-1140

Concurrent sessions:

Being British

The just museum

The future is now

The elephant in the room

Three steps to heaven

Business culture - does it matter?

1145-1245

Concurrent sessions:

Speak out

Teaching museums: shaping the next generation

Knowledge exchange: let a thousand flowers bloom

Into India

Never mind the curriculum, where's the beef?

1230-1400

Lunch

1230-1400

Careers surgeries

1300-1400

Fringe meetings

1405-1435

Keynote: Aamer Anwar

1440-1540

Concurrent sessions:

Devolution deficit?

Save the children

Into the Dragon's Den, winning arguments for museums

Café Scientifique: exploring the science within your collection

Expanding horizons

1525-1615

Coffee

1615-1715

Concurrent sessions:

Let's get digital

Shifting populations: museums and galleries of migration

The playful museum

What the doctor ordered

Unlocking the past

1720-1805

Museums Association Annual General Meeting

1810-1820

Presidential address: Vanessa Trevelyan

1845-2100

Networking reception: National Museum of Scotland

Harris 1&2

Pentland

Pentland

Cromdale

Cromdale

Cromdale

Ochil 2

Pentland

Moorfoot

Tinto

Fintry

Kilsyth

Harris 1&2

Pentland

Fintry

Tinto

Moorfoot

Kilsyth

Cromdale

Cromdale-MA stand

Harris 1&2; Carrick 1,2

Pentland

Fintry

Moorfoot

Pentland

Tinto

Kilsyth

Cromdale

Pentland

Fintry

Tinto

Moorfoot

Kilsyth

Pentland

Pentland



National Heritage Science Forum

The National Heritage Science Forum brings together many disciplines under the wide-ranging, interdisciplinary heritage science umbrella. It provides a platform to address the research and practice needs of institutions interested in or engaged with heritage science in order to enhance public benefit.



‘The Forum will bring together the sectors involved in heritage science, and indeed both the researchers in universities and the end users of heritage science’.

Sarah Staniforth
Museums and Collections Director, National Trust

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 National Heritage Science Forum UK

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Wednesday

1730-1900 Conference tweetup

Jekyll & Hyde Pub,
Hanover Street, EH2 1DR

1900-2100 Networking reception

For delegates and exhibitors arriving on Wednesday there will be an evening reception at the Scottish National Portrait Gallery.

Sponsored by:



Thursday

0730-0830 Behind the scenes tours

Your choice of behind-the-scenes breakfast tours of the refurbished National Museum of Scotland, Scottish National Portrait Gallery or the Museum of Edinburgh.

0730-0830

National Museum of Scotland
Tea, coffee and pastries will be served.

0745-0830

Scottish National Portrait Gallery

0745-0830

Museum of Edinburgh

Places are limited and are available on a first-come first-served basis. Meet at the front of each venue for the Scottish National Portrait Gallery and the Museum of Edinburgh. For the National Museum of Scotland meet at the Tower entrance.

0800-0845 Networking breakfast

Harris 1&2

If it's your first time at conference or you haven't attended for a few years, then come along for a coffee and meet fellow delegates. Find out the opportunities on offer and learn some top networking tips to make the most of your conference experience. Places are limited. Tea, coffee and pastries will be served.

0900-0930 Keynote: Fiona Hyslop

Pentland

Fiona Hyslop, cabinet secretary for culture and external affairs, welcomes delegates to Edinburgh and outlines the progress on the implementation of the Scottish Museums Strategy.



0930-0950
Setting the scene:
introduction to the
conference themes

Pentland

The coordinators of the conference themes pitch their sessions and explain why you should follow their theme.

Speakers: Rowan Julie Brown, director, National Mining Museum Scotland. **David Anderson**, director, Amgueddfa Cymru – National Museum Wales. **Nat Edwards**, director, Robert Burns Birthplace Museum.

1040-1140
Concurrent sessions

**One Nation?
Being British**

Pentland

Following the ill-fated campaign for the Museum of British History, speakers will debate whether a monothematic presentation of British identity is either achievable or desirable. This session will explore the different interpretations of identity across UK museums and question the motivations underpinning presentations of identity and how it impacts on our visitors.

Chair: Rowan Julie Brown, director, National Mining Museum Scotland.

Speakers: Iain Watson, director, Tyne and Wear Archives and Museums. **Zelda Baveystock**, trustee, Migration Museum Project. **Neil Curtis**, head of museums, Aberdeen University.

Museums 2020
The future is now

Tinto

A discussion on the big question – how will museums make a difference to the life of people in 2020? Led by surprise guest speakers from the future.

Chair: Nat Edwards, director, Robert Burns Birthplace Museum.

Speakers: From the future...

Social Justice
The just museum

Moorfoot

Should social justice be at the core of every museum, informing all aspects of their work? Is there a shared definition of the term and what does it take to deliver this agenda? Delegates will reflect on the values of social justice and what it means in different contexts through roundtable discussions facilitated by people who have actively promoted the social justice agenda.

Chairs: Virginia Tandy, trustee Heritage Lottery Fund. **Victoria Hollows**, contemporary arts and museum manager, Gallery of Modern Art, Glasgow.

Speakers: Jocelyn Dodd, director, Research Centre for Museums and Galleries, University of Leicester. **Tracy Ann Smith**, co-chair, Diversity in Heritage. **Jim Tough**, executive director, Saltire Society.

**The elephant in
the room**

Fintry

Natural history collections are under threat but are vital for taxonomic research, environmental monitoring and education. The number of specialist curators is declining, so should collections be redistributed to centres of excellence or are there other solutions for orphaned collections?

Chair: David Cutler, honorary research fellow, Kew Royal Botanic Gardens.

Speakers: Graham Oliver, keeper, biodiversity and systematic biology, Amgueddfa Cymru – National Museum Wales. **Darren Mann**, curator of entomology, Oxford University Museum of Natural History.

**Three steps
to heaven**

Kilsyth

Museums exist for their visitors but all too often they get lost down the cracks. This interactive session will provide an insight into how to make museum decisions visitor-centred. Delegates will discuss the question in relation to the motivations of three key groups: visitors; audience advocates; and leaders/ decision-makers.

Chair: Susie Fisher, director, the Susie Fisher Group.

Moderators: Ben Gammon, director, Ben Gammon Consulting. **Helen Featherstone**, chair, Visitor Studies Group. **Melissa Bentley**, visitor research officer, Victoria and Albert Museum.

Business culture
– does it matter?

Harris 1&2

A session from UK Trade & Investment, the government organisation that helps UK companies do business overseas. For anyone wanting their organisation to make new contacts internationally. Coffee and biscuits will be served.

Speakers: Richard Parry, head of unit, UKTI Sector Team. **Mark Taylor**, director, Museums Association.



1145-1245
Concurrent sessions

Speak out

Pentland

Disabled culture professionals with significant experience will provoke discussion about disability access, equality and inclusion and share good practice. Be prepared to take a fresh look at topics such as the enduring under-representation of disabled people in the workforce and the right for disabled people to participate in cultural life on 'equal terms', granted by the UN Convention on the Rights of Persons with Disabilities (ratified by the UK in 2008).

Chair: Marcus Weisen, ethics committee, European Centre for Cultural Accessibility.

Speakers: Tony Heaton, CEO, Shape. **Delphine Harmel**, adviser, Culture and Criminal Justice, French Ministry for Culture. **Edwards Richards**, managing director, Cutting Edge Design.

**Teaching museums:
shaping the next
generation**

Fintry

Are we supporting the development of the skills that future museum professionals need or is our training lagging behind society's expectations? A panel of specialists challenge current thinking and debate whether museums should take a more proactive role, using their in-house staff to train interns in vocational skills.

Chair: Charlotte Holmes, museum development officer, Museums Association.

Speakers: Hannah Lake, relationship manager, museums, Arts Council England (East). **Sheila Watson**, senior lecturer and programme director, School of Museum Studies, University of Leicester. **Bill Seaman**, assistant head of museums, Norfolk Museums and Archaeology Service.



Thursday continued

1145-1245 Concurrent sessions

Knowledge exchange: let a thousand flowers bloom

Tinto

The debate about the supposed conflict between academic excellence and community engagement has become polarised. Speakers argue that museums deal with different types of knowledge and in engaging with a wide range of audiences, it is crucial that they are given equal weight, not fixed in a hierarchy.

Chair: Ellen McAdam, head of museums and galleries, Glasgow Museums.

Speakers: Piotr Bienkowski, consultant. **David Gaimster**, director, the Hunterian, University of Glasgow.

NB this session is 45 minutes long.

Into India

Moorfoot

A critical look at what can be learnt from museums involved in cultural exchange with India, including what Indian partner museums are seeking from collaboration and how a range of museums can work more closely with the country.

Chair: Henrietta Lidchi, keeper of department of world cultures, National Museums Scotland.

Speakers: Martin Roth, director, Victoria and Albert Museum. **Tasneem Mehta**, managing trustee, Bhau Daji Lad Museum, Mumbai. **Sujata Sen**, director, British Council East India.

Never mind the curriculum, where's the beef?

Kilsyth

This session explores how different curricula across the nations can distort the learning impact of museums, and how museums can find ways to make learning deeper, reach audiences' emotional roots and connect us with collections.

Chair: Nick Winterbotham, chair, Group for Education in Museums.

Speakers: Sarah Cowie, museums education officer, East Lothian Museums Service. **Robin Clutterbuck**, consultant director, White Rook Projects. **Sandra Stancliffe**, head of education and interpretation, English Heritage.

1405-1435 Keynote: Aamer Anwar

Pentland

Aamer Anwar was brought up in Liverpool and came to study in Scotland in 1986. He is best known for campaigning for justice for murdered waiter Surjit Chhokar. In 2008 he was put on trial for 'contempt of court' for comments he made at the end of a terrorism trial. He was acquitted and vindicated following the successful appeal of Mohammed Siddique in 2010.

He was Tommy Sheridan's solicitor and in 2011 presented a dossier to Strathclyde Police alleging criminality at the News of the World. With his own firm based in Glasgow, polled as one of top ten most influential people in law, he is considered to be one of Scotland's leading criminal defence lawyers.

Anwar will address conference about his personal vision of cultural identity and the role museums can play in promoting social justice.

1440-1540 Concurrent sessions

One Nation? Devolution deficit?

Fintry

Does more local control of museums increase accountability, or does it simply increase cost? This session investigates the potential implications of greater devolution on the cultural sector, examining issues from multilingual interpretation to the impact on the public purse.

Chair: Henry McLeish, chair of trustees, National Mining Museum Scotland.

Speakers: David McCrone, researcher, Institute of Governance, School of Social and Political Science, University of Edinburgh. **Ellen McAdam**, head of museums and collections, Glasgow Museums. **Mark Taylor**, director, Museums Association.

Social Justice Save the children

Moorfoot

This session covers the reality of participation poverty, the ways in which museums and galleries can make a real difference and how approaches taken in Wales, England and Scotland are changing thinking about tackling child poverty.

Chair: David Anderson, director general, Amgueddfa Cymru - National Museum Wales.

Speakers: Huw Lewis, minister for housing, regeneration and heritage, Wales. **Carol Rogers**, executive director of education, communities and visitors, National Museums Liverpool. **Siobhan McConnachie**, research manager for learning and audiences, Glasgow Museums.

Museums 2020 Into the Dragon's Den, winning arguments for museums

Pentland

We often make a passionate case for the difference museums make to individuals and communities but can a selection of recent museum projects stand up to the scrutiny of influential decision-makers from outside the sector?

Chair: Nick Winterbotham, Nick Winterbotham & Associates.

Panellists: Aamer Anwar, Aamer Anwar & Co. **Lesley Riddoch**, managing director, Feisty Productions. **Malcolm Fraser**, Malcolm Fraser Architects.

Speakers: Christine McLean, community engagement manager, National Museums Scotland. **Harriet Goudie**, assistant outreach officer, Tyne and Wear Archives and Museums. **Chris Speed**, reader, Schools of Architecture & Landscape Architecture, Edinburgh College of Art. **Fiona Hutchison**, University of Exeter. **Esme Ward**, head of learning and engagement, Manchester Museum and the Whitworth Art Gallery.



Thursday continued

1440-1540 Concurrent sessions

Café Scientifique: exploring the science within your collection

Tinto

Café Scientifique provides a place where anyone can come to discuss the latest scientific research and interesting issues. Hear from museums running their own cafés, explore the science behind your collection and get support to make links with scientists and scientific organisations.

Chair: Elizabeth Jeavans, Freelance science communicator.

Speakers: Duncan Dallas, director, Café Scientifique. **Rebecca Machin**, curator of natural sciences, Leeds Museum Discovery Centre. **Kenny Webster**, informal learning manager, Thinktank Science Centre, Birmingham.

NB this session is 45 minutes long.

Expanding horizons

Kilsyth

In the current economic climate many museums are exploring the commercial potential of international partnerships. Yet there is a strong moral case for a more ethical approach aimed at sharing skills and increasing dialogue. Using case studies from contemporary work in the Balkans, this session invites delegates to discuss how we might do this effectively.

Chair: Sally MacDonald, director, museums and public engagement, University College London.

Speakers: Diana Walters, museum expert, Cultural Heritage without Borders. **Tatjana Cvjeticanin**, director, National Museum of Serbia.

1615-1715 Concurrent sessions

Let's get digital

Pentland

This year for the first time the Heritage Lottery Fund will support digital-only initiatives. This session looks at how such projects can enhance meaningful engagement with audiences and three practitioners will explore opening up the use of content.

Chair: Jo Reilly, head of participation and learning, Heritage Lottery Fund.

Speakers: Sally MacDonald, director, museums and public engagement, University College London. **Anra Kennedy**, content and partnerships director, Culture24.

Shifting populations: museums and galleries of migration

Fintry

Can museums contribute to a greater understanding of migration and population movement across the UK and Europe? The session looks at museums' work with migrant groups, the role of museums in changing attitudes, and the interpretation of significant historic migrations and the lessons they provide for today.

Chair: Iain Watson, director, Tyne and Wear Archives and Museums.

Speakers: Chris Whitehead, professor of museology, International Centre for Culture and Heritage Studies, Newcastle University. **Simone Eick**, director, Deutsches Auswandererhaus Bremerhaven/German Emigration Centre. **Kylea Little**, keeper of history, Discovery Museum, Tyne and Wear Archives and Museums.

The playful museum

Tinto

Through a series of participatory and playful activities this session demonstrates how Manchester Museum has begun to put the Happy Museum principles into practice.

Chair: Mandy Barnett, director, MB Associates.

Speakers: Stuart Lester, senior lecturer in play and playwork, University of Gloucestershire. **Charlotte Derry**, consultant. **Alisa Strachan**, deputy visitor services manager, Manchester Museum. **Victoria Grant**, family programme coordinator, Manchester Museum.

What the doctor ordered

Moorfoot

This experiential workshop explores the realities of collaborative working between the health and museum sectors and includes case studies from Manchester's Health+Culture partnership programme.

Chair: Esme Ward, head of learning and engagement, Whitworth Art Gallery and the Manchester Museum.

Speakers: Wendy Gallagher, partnership arts for health manager, Whitworth Art Gallery and the Manchester Museum. **David Cain**, director of charities, Central Manchester University Hospitals NHS Foundation Trust.

Unlocking the past

Kilsyth

Can using museum objects really make a difference to prisoners' lives? Case studies explore the link between crime and social exclusion, and the value of offenders working with real museum objects.

Chair: Helena Gillis, sector account manager, learning and access, Museums Galleries Scotland.

Speakers: Carlotta Goulden-Allum, director, Stretch. **Claire Coia**, Open Museum curator, Glasgow Museums. **Rachel Forster**, PhD student and art teacher, University of Leeds and HMP Wakefield.

1720-1805 Museums Association Annual General Meeting

Pentland

Members can find out about the MA's activities in the last year and its plans for the year ahead. Includes the annual AMA awards.

1810-1830 Presidential address: Vanessa Trevelyan

Pentland

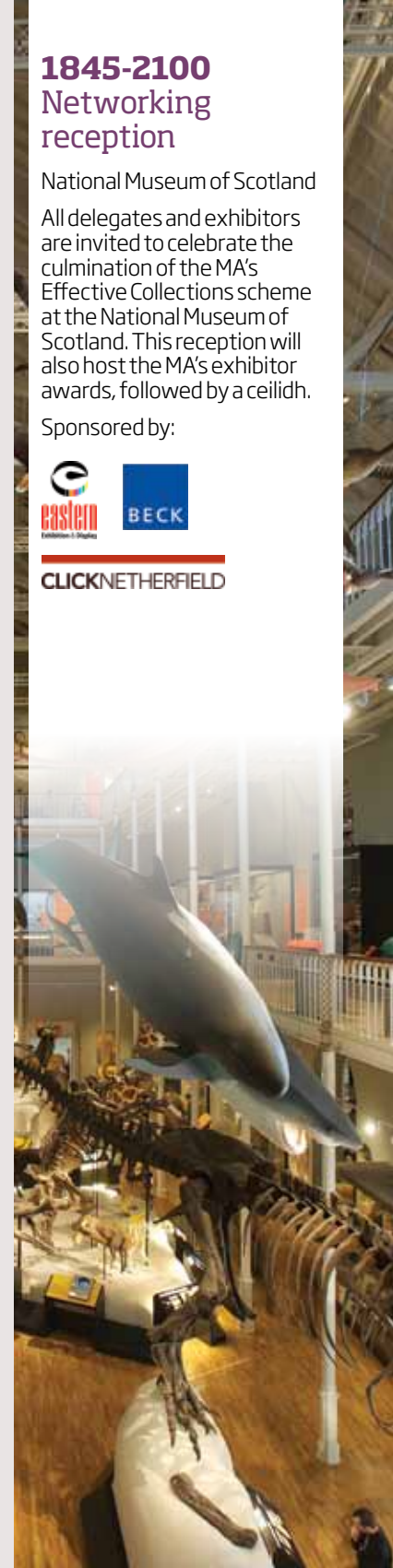
MA president Vanessa Trevelyan outlines the state of the sector and the priorities for the year.

1845-2100 Networking reception

National Museum of Scotland

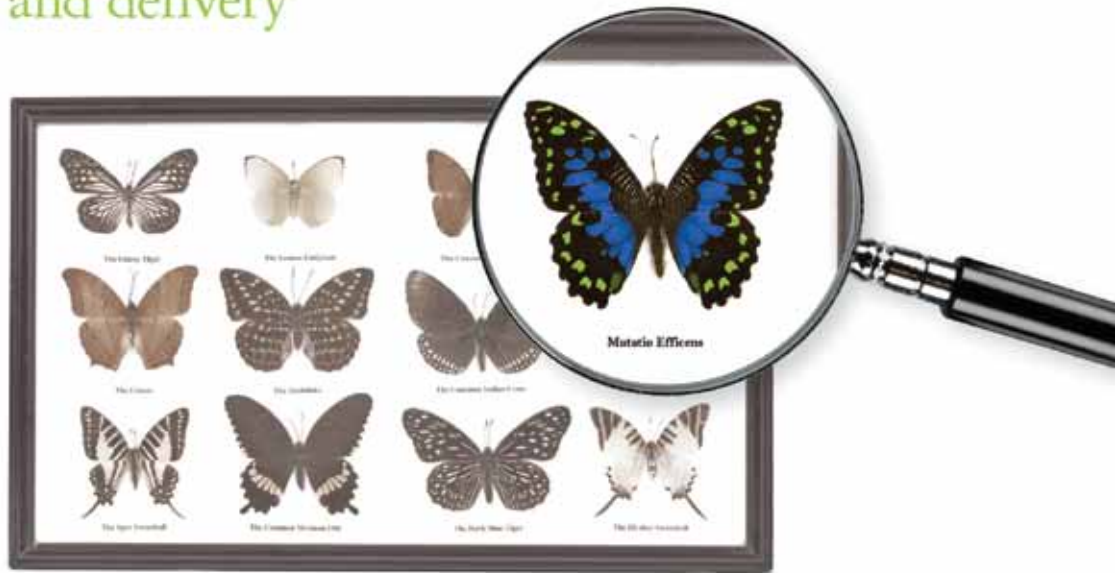
All delegates and exhibitors are invited to celebrate the culmination of the MA's Effective Collections scheme at the National Museum of Scotland. This reception will also host the MA's exhibitor awards, followed by a ceilidh.

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Other events

Smarter training

Ochil 2

1040-1140

Unlocking potential
An introduction to coaching skills

Trainer: Lucy Shaw

1200-1300

Advocacy
How to identify key stakeholders and reach politicians

Trainers: Maurice Davies and Helen Wilkinson

1435-1535

Running effective meetings
How to enable people to contribute effectively.

Trainers: Caitlin Griffiths and Helen Wilkinson

1615-1715

Diversifying funding streams
How to diversify funding and find new partners.

Trainers: Caitlin Griffiths and Lucy Shaw

1300-1400

Fringe meetings

Museums Galleries Scotland Harris 1&2

An update on the national strategy for Scotland's museums and galleries.

Education Syndicates: a model for sustainable, significant museums Carrick 1

The National Centre for Citizenship and the Law's new model to engage with the public. Places limited.

Rural Museums Network Carrick 2

Update and plans for the digitisation and interpretation of distributed national collections data. For members and non-members. Places limited.

1100-1800

Marketplace

Strathblane

Meet and discuss your work with a variety of sector organisations and specialist groups.

1230-1400

Career Surgeries

Cromdale - MA stand

15 minute appointments can be booked at the MA stand for one-to-one careers advice.

Museum Practice workshops

Cromdale

A series of workshops that highlight best practice in museum projects.

1000-1030

Writing great blogs and tweets

1100-1130

Lighting and object care

1200-1230

Digital storytelling and the National Museum of Scotland

1400-1430

Internships in practice

1500-1530

Using mobile technology in museums

1600-1630

Opening up collections to blind and partially-sighted visitors

1700-1730

Managing digital media

See your exhibition guide for full details.



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Friday Summary

0730-0830	Behind-the-scenes tour: National Museum of Scotland	
0745-0830	Behind-the-scenes tours: Scottish National Portrait Gallery; Museum of Edinburgh	
0900-1000	Keynote: Martin Roth	Pentland
0930-1640	Exhibition open	Cromdale
1000-1115	Coffee	Cromdale
1000-1115	Careers surgeries	Cromdale - MA stand
1000-1630	Museum Practice workshops	Cromdale
1030-1630	Smarter training sessions	Ochil 2
1115-1215	Concurrent sessions:	
	Philanthropy and fundraising - myths and reality	Pentland
	Go digital: an holistic approach	Fintry
	Stage struck	Tinto
	I object! Working through conflict in museums	Moorfoot
	Child's play	Kilsyth
1220-1320	Concurrent sessions:	
	Stronger together	Fintry
	Participation: upping the ante	Tinto
	Great lies to tell about museums	Kilsyth
	Hold the front page	Pentland
	Crash - tackling risk and mortality	Moorfoot
1305-1430	Lunch	Cromdale
1330-1430	Fringe meetings	Carrick 1,2,3 & Soutra
1330-1430	Working together to develop skills and training	Harris 1&2
1430-1500	Keynote: Mark O'Neill	Pentland
1505-1605	Concurrent sessions:	
	International identities	Tinto
	Cultural rights - irrelevance or priority?	Fintry
	Get your bloody tools out	Pentland
	Ethical dilemmas for the 21st-century museum	Moorfoot
	The social museum	Kilsyth
1535-1640	Coffee	Cromdale
1535-1640	Careers surgeries	Cromdale - MA stand
1640-1730	Storyteller: Donald Smith	Pentland

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Exhibition design - Ralph Appelbaum Associates
Exhibition fit-out - Beck Interiors



Friday

0730-0830

Behind the scenes tours

Your choice of behind-the-scenes breakfast tours of the refurbished National Museum of Scotland, Scottish National Portrait Gallery or the Museum of Edinburgh.

0730-0830
National Museum of Scotland

0745-0830
Scottish National Portrait Gallery

0745-0830
Museum of Edinburgh

Places are limited and are available on a first-come first-served basis. Meet at the front of each venue for the Scottish National Portrait Gallery and the Museum of Edinburgh. For the National Museum of Scotland meet at the Tower entrance.

0900-1000

Keynote:
Martin Roth

Pentland

Martin Roth, the director of the Victoria and Albert Museum, will give a keynote address based on his observations of the museum sector, including reflections on the opportunities and challenges of international work and partnerships within the UK. The address will be followed by a Q&A session.



1115-1215
Concurrent sessions

Philanthropy and fundraising - myths and reality

Pentland

How can we increase fundraising outside London? Why does the Westminster government seem to be obsessed with philanthropy? Will people really give money to museums on their mobile phones? All these questions and more will be addressed in this session. It also looks at what support is available to help strengthen fundraising skills and the sustainability of collections and museums.

Chair: Sandy Nairne, director, National Portrait Gallery.

Speakers: Keith Nichol, head of philanthropy and fundraising, Department for Culture, Media and Sport. **Peter Phillips**, chairman, Birmingham Opera. **Janet Barnes**, chief executive, York Museums Trust.

Go digital: an holistic approach

Fintry

This session explores the importance of developing a digital strategy. It will provide insight into how organisations can incorporate digital into a holistic approach that meets wider organisational and public engagement objectives and look at how to use digital engagement as a catalyst to drive organisational change.

Chair: Mia Ridge, chair, Museums Computer Group.

Speakers: Hugh Wallace, head of digital media, National Museums Scotland. **Michael Woodward**, commercial director, York Museums Trust. **Carolyn Royston**, head of digital media, Imperial War Museums.

Stage struck

Tinto

Can visitors and staff be seen as “performers”? This session explores what might happen if we think of our galleries as sets and our collections as props, and how we could work differently if we think theatrically.

Chair: Paul Bowers, museum consultant.

Speakers: Sarah Punshon, curator, Darwin Centre arts events programme, Natural History Museum, London. **Benjamin Gerlis**, set designer/theatrical consultant. **Joe Savage**, interpretation manager, National Railway Museum. **Joanna Marschner**, senior curator, Kensington Palace, Historic Royal Palaces.

I object! Working through conflict in museums

Moorfoot

Recent studies show that conflict - expressing and debating differences - is critically important for individuals' expression of identity. Yet museums traditionally avoid conflict, seeking instead neutrality or consensus. This session is for anyone who finds the idea of working through conflict challenging, and explores how conflict might be used productively in work with audiences.

Chair: Sally MacDonald, director, museums and public engagement, University College London (UCL).

Speakers: Bernadette Lynch, writer, researcher and museum consultant, Change Management and Associates. **Victoria Hollows**, contemporary arts and museum manager, Gallery of Modern Art, Glasgow.

Facilitators: Nuala Morse, Durham University; **Lyndsey Mackay**, Glasgow Museums. Aileen Strachan, Glasgow Museums. **Mark Carnall**, UCL museums and collections.

Child's play

Kilsyth

Museums provide safe, social spaces that encourage learning and promote play for under 2s and 3-5 year olds. This session looks at how museums can connect with their local families through creating high-quality provision for an early-years audience.

Chair: Stephen Allen, head of learning and programmes, National Museums Scotland.

Speakers: Myra Struthers, early years team leader, Education Scotland. **Kirsty Devine**, content and interpretation consultant. **Rachael Woodhead**, programme manager (early years), Museum of London.

Effective Collections at conference

For the past five years the MA has supported museums collections through the Effective Collections programme, the Esmée Fairbairn Collections Fund and the Monument Fellowships.

Effective Collections ended in 2012, having given grants to over 40 projects, ranging from the Scapa Flow collection in Orkney to costume in Ceredigion, marine biology in Plymouth and archaeology in Peterborough.

With two application deadlines per year, the Esmée Fairbairn Collections Fund awards grants between £20,000-£100,000 to museums with projects that improve understanding, appreciation and use of collections.

Autumn 2012 is also the deadline for a new round of Monument Fellowships, a series of bursaries for retired/retiring individuals to return to a museum to share their knowledge.

Come and find out more about the use of collections:

- **Effective Collections marketplace:** On Thursday, come and talk to people who ran Effective Collections projects and find out how they did it. Also get advice on making an application to the Esmée Fairbairn Collections Fund, or for a Monument Fellowship.

- **Drop-in sessions:** at the MA stand on Friday for anyone with an idea for an application for the Esmée Fairbairn Collections Fund, or a Monument Fellowship.

Friday continued

1220-1320 Concurrent sessions

One Nation? Stronger together

Finty

At a time when museums are under pressure from all sides, partnership working is vital. This session looks at how the museum strategies in Wales and Scotland are giving the sector a united voice.

Chair: Rachael Rogers, president, Federation of Museums and Galleries of Wales.

Speakers: Joanne Orr, CEO, Museums Galleries Scotland. **Mark Richards**, deputy director general, Amgueddfa Cymru, National Museum Wales. **Jane Henderson**, senior lecturer, Cardiff University.

NB this session is 45 minutes long.

Social Justice Participation: upping the ante

Tinto

Research shows that engagement and participation are vulnerable to short-term funding and in many cases not rooted in core purpose. This workshop is an opportunity to learn from museums that are undergoing organisational change to embed participation in the core of what they do, as part of the Paul Hamlyn Foundation Our Museum programme.

Chair: Piotr Bienkowski, project director, Our Museum: Communities and Museums as Active Partners.

Speakers: Iain Watson, director, Tyne and Wear Museums and Archives. **Tony Butler**, director, Museum of East Anglian Life. **Pauline Hadaway**, director, Belfast Exposed.

Museums 2020 Great lies to tell about museums

Kilsyth

This session explores the stories that we tell ourselves about museums. Panel members discuss lies such as "Museums are brilliant at partnership", "Handling objects cures all known ailments", and "Museums are really cool". There will be participation and laughter, and some fibbing too.

Chair: Nick Merriman, director, the Manchester Museum.

Speakers: Maria Balshaw, director, Manchester City Galleries and Whitworth Art Gallery. **Maurice Davies**, head of policy and communications, Museums Association.

Hold the front page

Pentland

Is heritage crime on the increase? Museums Journal brings together a panel of experts to discuss what can be done to combat heritage crime.

Crash - tackling risk and mortality

Moorfoot

The Riverside Museum display 'Crash' is the retelling of a road accident. The story is delivered through the eyes of the key protagonists involved. This session explores how 'Crash' challenges traditional displays and asks how museums can address uncomfortable topics, with speakers from the museum and reflections from the emergency and medical staff involved.

Chair: William Kilbride, executive director, Digital Preservation Coalition, Glasgow University.

Speakers: Aileen Strachan, project curator, Glasgow Museums. **Richard Williams**, freelance curator and digital media expert.

1305-1430

Working together to develop skills and training

Harris 1&2

Creative & Cultural Skills is developing a new Skills Academy based on the Cultural Heritage Blueprint. The Skills Academy is a network of committed partners from across the sector and education who work together to improve the provision of skills and training. Skills Academy members have created new apprenticeship opportunities for young people, hosted careers events and created sector-specific resources, and are initiating new approaches to CPD and training to get employers the skills they need. Join us to learn more about working in partnership on skills development, training and engaging young people.

Speakers: Jennie Godsalve, engagement manager, Creative & Cultural Skills. **Rhiannon James**, director of partnerships, Creative & Cultural Skills. **Mark Taylor**, director, Museums Association.

Lunch will be served in the room



1430-1500

Keynote: Mark O'Neill

Pentland

Mark O'Neill, the director of policy and research at Glasgow Life, talks about museums and the struggle for social justice in the new age of inequality. O'Neill will argue that if museums don't embed access at the core of everything they do, they will play a role in increasing inequality and injustice.



Friday continued

1505-1605 Concurrent sessions

One Nation? International identities

Tinto

Does our history shape our current international activity? How do we work effectively with our counterparts abroad? This session assesses international collaboration and questions whether such partnerships are motivated by collection priorities, historical links or political agendas.

Chair: Jilly Burns, national partnerships manager, National Museums Scotland.

Speakers: David Taylor, portfolio manager special projects, Creative Scotland. **Bill Seaman**, assistant head of museums, Norfolk Museums and Archaeology Service. **Mark Richards**, deputy director general, Amgueddfa Cymru - National Museums Wales.

Social Justice Cultural rights - irrelevance or priority?

Fintry

Cultural rights are one of the five inalienable rights in the Universal Declaration of Human Rights. Yet they are rarely discussed. As we face a long period of austerity and many museums feel their very survival is at stake, what should our core commitments be? This session is an opportunity to explore the social justice theme of the conference, and in particular the issues raised in Mark O'Neill's keynote on museums in a new age of inequality.

Chair: David Anderson, director general, Amgueddfa Cymru - National Museum Wales.

Speakers: Mark O'Neill, director of policy and research, Glasgow Life. **Emma Varnam**, head of museums and galleries, Tameside. **Sara Selwood**, honorary visiting professor, City University London.

Museums 2020 Get your bloody tools out

Pentland

Who will be working in museums in 2020 and how will they get there? Could it ever be possible that inner-city rioters might be able to imagine being the museum workers of 2020?

Chair: Lucy Shaw, consultant, the Museum Consultancy.

Speakers: Steve Gardam, programme manager, stories of the world, London Transport Museum. **Catherine Cartmell**, sector account manager - skills development, Museums Galleries Scotland. **Gaby Porter**, consultant, Gaby Porter & Associates. **Sarah Beattie**, documentation assistant, Lakeland Arts Trust.

Ethical dilemmas for the 21st-century museum

Moorfoot

This session explores the changing nature of museum ethics. Speakers will look at ethics across a range of disciplines, from business to law and medicine, to offer new approaches to the moral challenges and opportunities that people who work in museums face.

Chair: Nick Merriman, convener, MA ethics committee and director of the Manchester Museum.

Speaker: Chris Megone, professor and director, Inter-Disciplinary Applied Ethics, University of Leeds.

Panellists: Maurice Davies, head of policy and communication, Museums Association. **Janet Marstine**, programme director, art museum and gallery studies, University of Leicester. **David Fleming**, director, National Museums, Liverpool. **Nick Poole**, CEO, Collections Trust.

1505-1535 The social museum

Kilsyth

Museums should be social organisations, but do their internal structures and practices sufficiently reflect this? In some cases, museums are so debilitated by their internal unsociability that they are not able to have effective external social communication. This session demonstrates why this happens and how to begin culture change to become a social museum.

Speakers: Michael Spender, museum manager, Borough of Poole Museum Service. **Mar Dixon**, social media and learning practitioner.

NB this session is 30 minutes long.

1640-1730 Storyteller: Donald Smith

Pentland

Donald Smith is founder and director of the Scottish Storytelling Centre. He is a storyteller, performance poet and novelist, who has a lifelong fascination with museums. Donald will use live narrative to interpret the voices and experiences of participants and summarise the conference.



Other events

Smarter training

Ochil 2

1030-1100
Getting your story out there - how to run a media campaign
Insights into grabbing the attention of the media - and keeping it.
Trainers: Catherine Holden and Susan Gray.

1315-1345
Perfect prose - top tips to improve your text
An insider's guide to writing for museums.
Trainer: Lucy Harland.

1510-1540
Focus, focus, focus - producing creative and effective audio and AV
How to create focussed and creative content for audiovisuals.
Trainer: Richard Williams.

1600-1630
Running Twitter and Facebook accounts - the nitty gritty
Discover tangible and cost effective benefits of using social media.
Trainers: Mark Macleod and Andy Dale.

1330-1430

Fringe meetings

FMA working group
Carrick 3
How can we support and recognise senior professionals? Come and contribute to the review of the FMA. Open to all. Places limited.

Museums Computer Group
Carrick 1
A conversation about the organisational issues that technology brings along with its benefits. Places limited.

Scottish Museums Federation
Carrick 2
Postgraduate qualifications: raising false expectations or professionalising the profession? Places limited.

STICK and STI-SSN
Soutra
Joint meeting of the Scottish Transport and Industrial Collections (STICK) and the Science, Technology and Industry subject specialist networks (STI-SSN). Places limited.

1000-1115; 1535-1640 Career Surgeries

Cromdale - MA stand

15 minute appointments can be booked at the MA stand for one-to-one careers advice.

Museum Practice workshops

Cromdale

A series of workshops that highlight best practice in museum projects.

1000-1030
Retail for non-retailers

1100-1130
Inductions for temporary visitor services staff

1200-1230
Creating exhibitions in challenging spaces

1300-1330
Implementing open digitisation

1400-1430
The future of mobile in museums

1500-1530
Exploring the potential of online communities

1600-1630
Facilitating community engagement

See your exhibition guide for full details.

Storage Solutions for Museums & Heritage



Come and talk to us on Stand 47

Storage for long-term conservation in museums presents unique challenges. Fragile and often irreplaceable artifacts vary in size, weight and quantity. This is why museums frequently require specific solutions to their storage problems. With a choice of shelving systems, accessories, drawer units, glass display units, picture hanging racks and space saving mobile systems there is no item that cannot be stored correctly.

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Essential information

Please read this carefully to ensure that you get the best out of the event.

Times and locations

Wednesday 7 November

Registration (EICC):
1700-1900

Conference tweekup (Jekyll & Hyde Pub)
1730-1900

Evening reception (Scottish National Portrait Gallery):
1900-2100

Thursday 8 November

Breakfast tour (National Museum of Scotland):
0730-0830

Breakfast tours (Scottish National Portrait Gallery or Museum of Edinburgh):
0745-0830

Registration (EICC):
0800 onwards

Core sessions (EICC):
0900-1830

Exhibition (EICC):
0930-1730

Reception and networking event (National Museum of Scotland):
1900-2100

Friday 9 November

Breakfast tour (National Museum of Scotland):
0730-0830

Breakfast tours (Scottish National Portrait Gallery or Museum of Edinburgh):
0745-0830

Registration (EICC):
0800 onwards

Core sessions (EICC):
0900-1730

Exhibition (EICC):
0930-1640

Addresses

Edinburgh International Conference Centre (EICC):

The Exchange,
Edinburgh EH3 8EE

Scottish National Portrait Gallery:

1 Queen Street,
Edinburgh EH2 1JD

National Museum of Scotland:

Chambers Street,
Edinburgh EH1 1JF

Museum of Edinburgh:

142 Canongate, Royal Mile,
Edinburgh EH8 8DD

Jekyll and Hyde Pub:

112 Hanover Street,
Edinburgh EH2 1DR

Badges

Badges will identify the following: delegates, exhibitors and visitors. Please ensure you wear your badge at all times.

Lunch and refreshments

Lunch and refreshments are served in the Cromdale hall. Delegate badges must be shown.

Receptions

On Thursday drinks and nibbles are served to all those attending the networking reception. A cash bar will also be available.

Voting cards

If you are an institutional or individual member who has not received a voting card, please go to the delegate registration desk and ask for Georgie Stagg.

For the latest news and debate at conference see www.museumsassociation.org or [#museums2012](https://twitter.com/museums2012)

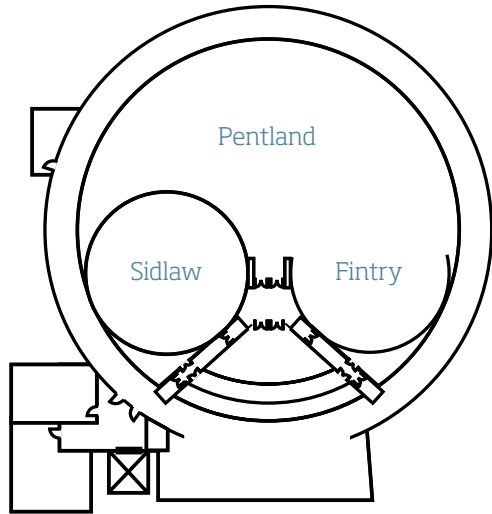
Thank you

The MA would like to thank the Scottish National Portrait Gallery and the National Museum of Scotland for hosting the evening receptions. Also all the supporters listed on page three and Edinburgh City Council. And finally the conference panel for their generosity and commitment to making this event happen.

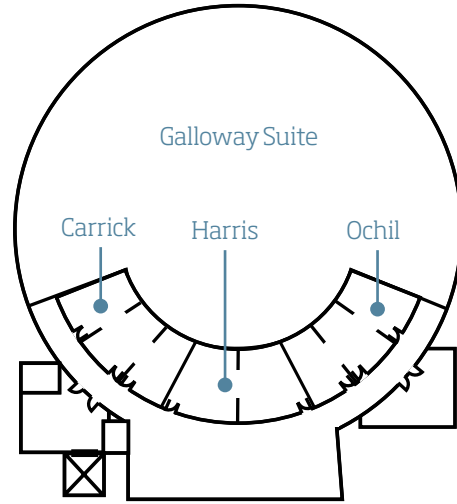


Floor plan

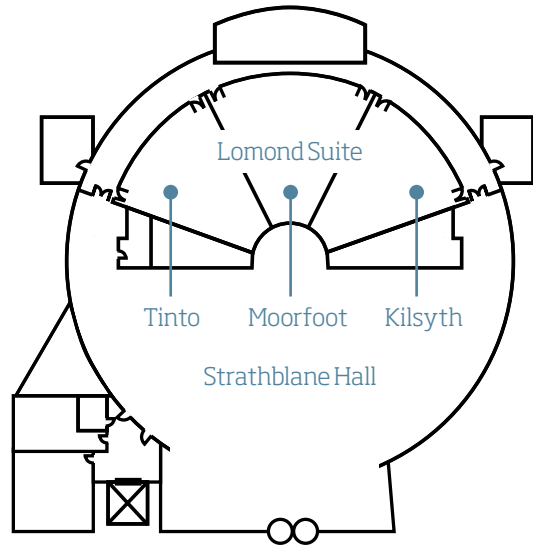
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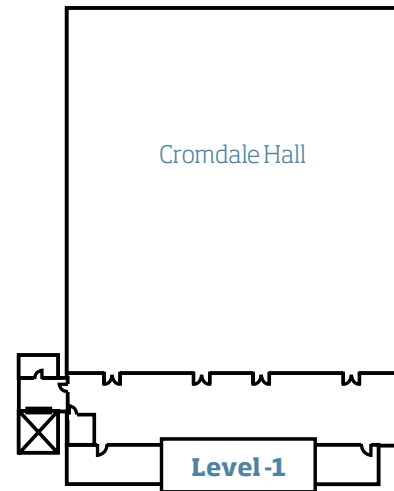
Level 1



Level 0



Level -2



National Museums Scotland Attracts Over 1.5m Visitors In First Five Months Of Relaunch



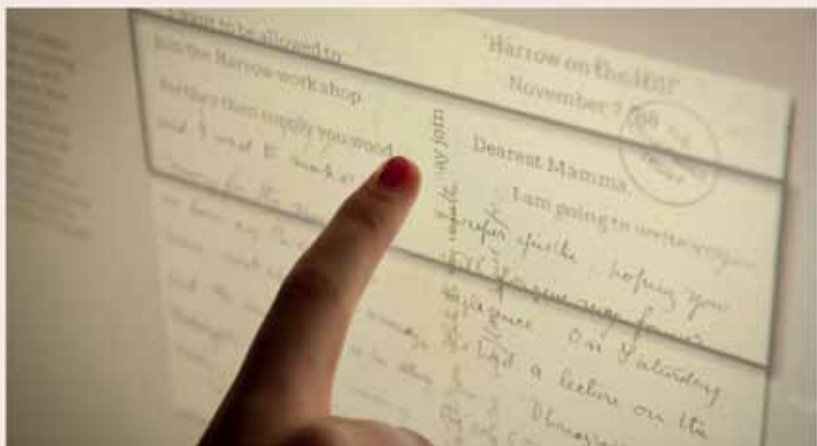
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After successfully completing the new 16 Galleries for the Royal Museum Project, the Museum smashed it's visitor targets of 500,000 with over 1.5m visitors in the first five months. A true testament to the quality of the design, fabrication and installation.



The Morgan Library's elegant exhibition chronicles Churchill's lifelong belief that **the power of the word is as potent as that of swords.**

ALEXANDER HEFFNER, THE WALL STREET JOURNAL



*Organised by the Churchill Archives Centre at Churchill College, Cambridge.
Exhibited at the Morgan Library & Museum, New York.*

Exhibition Design by

MARTELLOMEDIA

See the showreel at www.martellomedia.com