

Challenging Times

The World turned Upside Down

26th April

10.00 Registration, Tea & Coffee

10.30 Welcome to Conference and Overview by Tony Butler, Derby Museums

10.45 State of the Region - Claire Browne and Sarah Spurrier - Museums Development East Midlands. A review of emerging trends in workforce, finances and visitors from the latest MDEM museum data returns in the context of the national picture.

Taking Charge - Tamalie Newbery, Executive Director - Association for Independent Museums
Admission charges are fundamental to how a museum builds its business and people experience it. Tamalie will explore how admission policies relate to the Hallmarks of Prospering Museums - AIM's framework for thinking about how to create an effective and resilient organisation. AIM's research into admission policy and pricing has shown there is a right and wrong way to make changes and Tamalie will also share the key findings from the research and provide useful tips for museums thinking of putting up their prices, removing their entry fee or introducing charges for the first time.

11:30 Choice of 3 Workshops

12:10 Choice of 3 Workshops

13:00 Networking Lunch

14.00 Welcome Back by Tony Butler, Derby Museums

14.05 Becoming a more supporter centric organization - Vic Langer, Director of Operations and Influencing - Save the Children UK In July 2015 Save the Children launched its "Supporter Promise" to ensure that our supporters have greater control of how they engage with the charity. This initiative was part of a wider piece of work that the organisation is undertaking to ensure that supporters are at the heart of what we do. This session will talk through the why and how of how Save the Children is changing to be more responsive to those that give, buy and do with the organisation.

14.25 Panel Discussion with Q&A "Responding to Change" with Tony Butler to Chair, Derby Museums. Every size of organisation has to adapt to changing times, and the past five years of austerity have put this in sharp relief as museums strive to do less with more. In this session we'll hear from organisations of varying sizes who were prepared to innovate and quickly react to changing circumstance.

15:00 Networking with Tea & Coffee

15:40 Choice of 3 Workshops

16.30 Optional Tour of National Civil War

17.00 Drinks reception & launch of the East Midlands Heritage Awards

18.15 Conference Day 1 Close

10.00 Registration, Tea & Coffee

10.30 Welcome to Conference and Overview by *Simon Brown, NCMG & MA Board Member*

10.45 The Heritage Lottery Fund and getting your voice heard - *Jonathan Platt, Head of Heritage Lottery Fund, East Midlands*. Jonathan will provide an overview of HLF's work in the region and talk about the Department for Culture Media and Sport Tailored Re-view of the National Heritage Memorial Fund, including the HLF. The Government wants to hear from heritage, natural environment, cultural organisations and the public about what they think about how these funds operate and carry out their roles in supporting the heritage sector across the UK.

What skills will we need to take our museums forward? *John Orna Ornstein, Director of Museums - Arts Council England*. John will reflect on his experience of working with museum professionals across England, just a couple of weeks before he leaves his role at ACE to join the National Trust as Director of Curation and Experience. He'll also look at the report Character Matters which provides useful insight into how the museum sector compares to others.

Museums Review - *Liz Johnson, Senior Project Manager - Arts Council England*. The Museums Review was first unveiled in the government's Culture White Paper. Liz will give an up-date on the progress of the review and the key themes emerging from the research.

11:35 Choice of 3 Workshops

12:15 Choice of 3 Workshops

13:00 Networking Lunch

14.00 Welcome Back by *Ron Inglis NCMG*

14.10 Museums as agents of change - *Sharon Heal, Director of Museums Association*. We live in an age of intolerance where bigotry and prejudice are on the increase. What role can and should museums play in being hubs for ideas, debates and conversations that challenge us all to think beyond narrow stereotypes? How can museums promote equality and diversity whilst listening with integrity to the issues that that our local audiences face? Sharon Heal, director of the Museums Association will explore the future role of museums in society and ask if we can live up to the many challenges that we face.

14.40 Panel Discussion with Q&A "A Creative Case for Audience Diversity" *With Simon Brown to Chair, NCMG*. If museums do not engage diverse audiences, how can they still be relevant to communities? Diversifying audiences is a key issue for funders & museums, however in a changing world this can at times be challenging? This panel will discuss how museums can develop their audiences whilst sustaining core visitors.

15:10 Networking with Tea & Coffee

15:50 Choice of 3 Workshops

16:30 Closing remarks, by *Ron Inglis NCMG*

16:45 Conference Day 2 Close