

11:30-12:10 – Choice of Three workshops

26th April: Workshop Options

Stronger Museums Programme

Steve LeMotte, Director - East

Midlands Museums Service Funded by the Arts Council's Resilience Fund, the 'Stronger Museums' programme has supported twelve small museums (independent and public) to develop their leadership capabilities and capacities so that they are better placed to face challenges and take opportunities. At this workshop the Project Manager and some of the participating museums will share what they have learnt and discuss how your organisation could become stronger.

What came first the dinosaur or the egg: Developing digital audiences

Nottingham City Museums and

Galleries What happens when a dinosaur more than 160 million years old is transported into the 21st Century? Join us on a journey to explore how the past can inspire creative use of social and digital media to engage, delight and shock new audiences! Meet Hunter the Sinraptor, Discover the "Golden ticket" to success, Get creative with cost-effective ideas and share and explore challenges not for the faint hearted!

From the edge of darkness -

developing the National Civil War

Centre in a time of upheaval

Michael Constantine, Business Manager –

Heritage, Culture and Visitors

Newark and Sherwood District

Council Michael Constantine will outline the challenges of opening and operating the National Civil War Centre in an active construction site, how visitor and stakeholder feedback influenced developments and how the foundations of the Centre's success were laid in a painful few months in 2015.

12:10-12:55 – Choice of Three workshops

It's not a tin of beans! - Tara

Flannagan, Business Development

Manager - National Holocaust

Centre and Museum.

Come and hear about the benefits of marketing campaigns in museums and heritage sites. Tara, who has a background in marketing from industry, will take you through the latest campaigns launched by the National Holocaust Centre and Museum: who it targeted, which media was used, where it was successful and lessons learnt. Tara will also give you top tips for planning your own creative marketing campaigns.

Heritage Counts -Developing the

economic and social impact of

Nottingham Castle

Cal Warren

Nottingham Castle Project,

Programme Manager, NCC.

The Economic and Social Impact Assessment examines the potential benefits of the Nottingham Castle Project. Drawing on national data and standard methodologies to provide a variety of statistics - including the numbers of indirect and direct jobs created, benefits to volunteers and the increase in visitor spend in the local economy.

Achieve Through Heritage - Helen

Emery, Project Officer at Century of

Stories.

Century of Stories is a HLF

Community Project which has engaged new and diverse audiences through the medium of WW1.

Working with our many partners and participants across the County we have developed a model of engagement in heritage which acknowledges individual interests and needs. This workshop will discuss how Museums and Heritage might adopt and adapt this model to identify, reach, engage and sustain the involvement of new audiences.

15:40-16:30 Choice of Three workshops

What do you need from your museum/ heritage membership bodies? –

discussion with panel of AIM,

EMMS and County Forums -

facilitated by Claire Browne

MDEM

This session will look at the landscape of membership bodies for heritage organisations at a national and local level, and their varying roles and offers. It will be an interactive session and we expect a lively debate.

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Business Development Manager -

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