

## 11:35-12:15 – Choice of Three workshops

**Getting to Know your Audience: top ten light touch tips to be more proactive - Neville Stankley, Principal Lecturer, NTU & Steve LeMottee Executive Director, EMMS** Do you want to know more about who visits your museum, or even who isn't visiting your museum? But you don't have the resources to undertake surveys, buy specialist software or employ consultants. Then this workshop will provide you with a range of tips and tricks to acquire qualitative and quantitative data about your audience that won't take up too much time or effort.

**HLF Funding Workshop - Katie Lloyd, Development Officer.** HLF offers a range of different grant programmes with grants from £3,000 to over £5 million. In assessing applications, HLF takes into account the outcomes for heritage, people and communities that projects will achieve. Come to this workshop and meet the HLF East Midlands team to discover more about current funding. You can also find out about the support available to groups before they submit their grant applications.

## 27<sup>th</sup> April: Workshop Options

**Working with Artists in Museums - Katie Boyce, MDEM facilitator.**

An introduction to the new round of working with artists programme starting in May. We will look into areas where artists can get involved with museums and how they can help develop your venues in a positive way. Looking at a few case studies and work from the previous year, we hope that this workshop will leave you with wanting to look into working with artists further.

## 12:15-13:00 – Choice of Three workshops

**Becoming fundraising ready - Amy Simcox - Development Co-ordinator, Derby Museum.** This workshop will draw on the experience of Derby Museums, in becoming ready to begin to fundraise in a proactive and strategic way. Aimed at organisations who are beginning to think about growing their fundraising income, especially in an uncertain economic climate, it will explore ideas and actions, which organisations may want to consider when starting to fundraise in a competitive environment .

**Central and Great – a new museum for the Midlands' – Roger Shelley –Great Central Railway.** In a world awash with museums and heritage railways, Britain is about to get its first purpose-built railway museum! Project Curator Roger Shelley and Head of Programmes Lili Tabiner explain how the Great Central Railway is handling the challenges and opportunities that come with keeping Leicester's major museum project on track

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## 15:50-16:30 Choice of Three workshops

**Findings from MDEM Young Mystery Shoppers Programme - Davy Ivens - MDEM Facilitator.** Engaging and retaining young audiences is an ongoing challenge for many museums in the East Midlands. This workshop will look at the ongoing MDEM Mystery Shopper programme: what we've learned so far and how getting involved could help you to find out what your target audiences think of your current offer for children, families and young people.

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