



Are you engaging with your community? *Inspirations for audience development*

National Media Museum, Bradford
Wednesday 16 July 2008

PROGRAMME

- 10.00 Arrival and Refreshments
- 10.30 - 10.45 **Welcome**
Liz Smallman, Head of Learning at Eureka! and GEM Convenor (joint)
Yorkshire & Humberside
Emma King, Museum Consultant, Yorkshire & Humberside Federation
of Museums and Art Galleries
- 10.45 - 11.15 **'Reminiscence at the NMM' (case study)**
*Mandy Tennant, Audience Awareness Coordinator, National Media
Museum*
Mandy will be speaking about how their Reminiscence project started
and where they are now, including details about some of the audience
development activities which they have successfully coordinated.
- 11.15 -11.45 **'How to help audiences fall in love with you' (case study)**
Mike Benson, Director, Ryedale Folk Museum
Mike will be discussing a great audience development project
involving working with and celebrating the local Polish Community.
- 11.45 – 12.15 **'It made me feel at home again . . . ' (case study)**
Jon Bradley, Communities Manager, Museums: Sheffield
Jon will talk about the community involvement programme for *Coal,
Frankincense and Myrrh: Yemen and British Yemenis*, exhibition at
Weston Park Museum: engagement, exhibition, activities and
sustainability with 'Success' factors. Haider Hossein will also co-
present with Jon. Haider was a volunteer/trainee on a programme
which ran alongside the exhibition.
- 12.15 – 12.45 Panel questions
Supporting your plans for Audience Development
- 12.45 – 2.00 Lunch, networking, museum time
- 2.00 – 2.30 **Part 1: 'Developing Audiences through Education'
(case study of Whitby Abbey)**
Liz Hawkes, Right Angle Management

Liz will talk through a recent commission for English Heritage showing how effective qualitative research and consultation can be used to identify specific barriers and opportunities for audience development at this flagship site, and how it will help develop the education programme at Whitby Abbey in the future.

2.30 – 2.45

Refreshments

2.45 – 4.15

**Part 2: 'Audience Development in Action'
(interactive workshop)**

In this session Liz will guide participants through a practical approach to audience development using real-life case studies submitted prior to the day. Candidates are invited to submit their museum for discussion in this session.

If you have a specific audience development 'issue' that you would like to discuss in an open forum then please complete the attached form and return to Liz Smallman (address at the bottom of this agenda) by 4th July.

Please note: it may not be possible to cover all submissions on the day.

4.15 – 4.30

'Evaluation of the day and feedback'

4.30

Close

**Liz Smallman
Head of Learning
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Discovery Road
Halifax
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