
Visitor Studies Group – Summer School Conference 2007

“Evaluation – why bother? Using evaluation as a strategic tool”

Thursday 21 and Friday 22 June 2007
National Museum of Scotland, Edinburgh



Speakers include:

- Dr Mark O'Neill, Director of Glasgow Museums (Keynote)
- Eva Reussner, Knowledge Media Research Centre, Germany
- Francoise McClafferty, National Museums Liverpool
- Jenni Fuchs, National Museums Scotland
- Julie Forrest, Scottish Natural Heritage
- Stephen Woollard, Edinburgh Zoo

The summer school will also offer a series of workshops across the two days (including workshops on social outcomes, website evaluation and prototyping), a debate panel on Thursday, and a 'Marketplace of Ideas' on Friday. As well as a range of independent visitor research consultants from Scotland and England, other organisations taking part include:

- Burns Owens Partnership
- Glasgow Science Centre
- Inverness Museum and Art Gallery
- Morris, Hargreaves, McIntyre
- National Galleries of Scotland
- National Library of Scotland
- Royal Commission on Ancient and Historical Monuments (RCAHMS)
- Science Museum
- Victoria and Albert Museum

Be part of the first VSG event to be held in Scotland, experience great networking opportunities, and take the chance to visit the Royal Museum building (part of the National Museum of Scotland) before it closes for a major three-year refurbishment in 2008!

This event is ideal for practitioners, such as evaluators, marketers, exhibition and learning programmes developers, and students in the field.

Registration:

Members	£70 per day or £120 for both days
Non members	£80 per day or £140 for both days
Student members	£50 per day or £80 for both days
Student non members	£60 per day or £100 for both days

Registration fee includes delegates pack, tea & coffee, lunches, and a cheese and wine reception.

To book a place please complete the attached Registration Form and send to:
Mary Phelps, VSG Administration, 22 Church Avenue, London SW14 8NN 020 8392 2357 or contact
mary@mary-phelps.com

For further information on the programme please contact Jenni Fuchs at National Museums Scotland on
j.fuchs@nms.ac.uk