



Keeping in Touch: Learning from sustained relationships with audiences

Visitor Studies Group one day conference and AGM
at the Museum of London Docklands
5 February 2009, 10am- 4pm

We all strive to build ongoing relationships with our users and stakeholders, but how can we draw on these relationships to create more successful visitor experiences? The 2009 Visitor Studies Group (<http://www.visitors.org.uk>) one day conference and AGM will explore the potential benefits and pitfalls of consulting and evaluating in this way through case studies and debate.

During the course of the day the conference will address the following:

- How can sustained relationships with community groups, schools, volunteers, families and others be used to inform the development of visitor experiences?
- What are the pros and cons of using sustained relationships in developing exhibitions and programmes?
- What can we learn from different types of sustained relationships?
- How can building and maintaining relationships lead to long-term benefits for organisations?

Speakers include:

Sandra Bicknell, Director, BUlimited
Steve Griggs, Director, Creative Research
Lucie Fitton, Inclusion Officer, Museum of London
Sara Priem, Head of Marketing, The Jewish Museum
Denise Foster and Jess Monaghan, National Trust

Who is it for?

Museum, cultural, and natural heritage professionals, audience researchers, students, and all those with an interest in how visitor research can inform interpretation and foster decision-making to the benefit of their institutions.

Benefits for attendees:

- *Opportunities for learning to increase confidence in achieving sustained relationships in their organisations*
- *Practical guidelines for conducting research in the area of sustained relationships*
- *Improving practices through learning from others*
- *Expertise and examples through case-studies*
- *A forum for discussion in order to share ideas, thoughts, experiences and concerns*
- *Networking opportunities*
- *A post-event online discussion forum through the VSG website*