

The Art of Persuasion: how to win friends and influence people

Regional Museums Conference

Friday 19 June 2009, National Media Museum, Bradford

**Keynote speech: *The Art of Persuasion and Museums*
Iain Watson, Tyne & Wear Museums/Great North Museum Project**

The theme of the conference (which is aimed at everyone working in and for Museums and Art Galleries in the Yorkshire and Humberside region) is based on the premise that as museums we exercise our powers of persuasion constantly to persuade people to visit, to fund us, to promote us, to spend money in the shop, to visit an exhibition, to read a text panel... the list goes on.

Our speakers will each give their own perspective on the theme, and delegates will be able to participate in two break-out workshops on related subjects (*see programme overleaf*).

Thanks to sponsorship from Renaissance Yorkshire and the kindness of the National Media Museum in providing the venue, the cost has been kept to just £15 per delegate.

Book Your Place Now! Deadline: 12 June 2009

Please complete the booking slip below and post it, together with your cheque for £15, to:
Keith Crawshaw, Fed Administrator, Oak Cottage, 65 Bradley Street, Sheffield S10 1PA
Places may be reserved by email to: admin@yhfed.org.uk but booking slip/cheque MUST still be posted.

Name:	Job Title:
Organisation:	
Address:	
	Postcode:
Email:	Tel:
Any access/dietary requirements?	
Morning Break-Out Session – 1 st Choice: A / B / C / D	2 nd Choice: A / B / C / D
Afternoon Break-Out Session – 1 st Choice: E / F / G / H	2 nd Choice: E / F / G / H
<i>(Please circle) NB: Whilst every effort will be made to accommodate 1st choices, this may not always be possible</i>	
Delegate Fee - £15 (to cover refreshment costs)	
(please tick) <input type="checkbox"/> I enclose a cheque for £15 made payable to 'Yorkshire Federation of Museums & Art Galleries'	
<input type="checkbox"/> I enclose a Purchase Order for £15. P/O Number _____	
<i>Please note that bookings cannot be accepted without a cheque or Purchase Order number.</i>	

Programme

- 9.30 *Registration and refreshments*
- 10.00 **Welcome** - *Paul Goodman, Head of Collections & Knowledge, NMeM*
- 10.10 **Presidential Address** – *Carolyn Dalton, Manager, Doncaster Museum & Art Gallery*
- 10.25 **MLA: National and Regional Changes; Future Developments**
Keith Bartlett, Director of Engagement (North), MLA Council
- 10.40 **Renaissance in Yorkshire and Nationally**
Nick Dodd, Chief Executive, Museums Sheffield (Hub Lead Partner)
- 10.55 **Yorkshire Museum Directors' Conference**
Richard Butterfield, Museums & Galleries Manager, Kirklees Council
- 11.05 **Museums Association Overview** – *Mark Taylor, Director, MA*
- 11.30 **Break-Out Sessions 1** – *see below*
- 12.30 *Lunch break (Fed AGM at 13.15 till 13.35)*
- 13.40 **Afternoon scene-setting** - *Paul Goodman, Head of Collections & Knowledge, NMeM*
- 13.45 **Keynote Speech: The Art of Persuasion & Museums**
Iain Watson, Asst Dir., Tyne & Wear Museums/Dir. Great North Museum Project
- 14.30 **Break-Out Sessions 2** – *see below*
- 15.30 **Concluding remarks and summing up** – *Paul Goodman*
- 15.45 *Close*

Break-Out Sessions 1

(A) Tourism

*Deb Hindley, Director,
Bonner & Hindley Communications*

(B) Understanding the Drivers for Effective Advocacy

Jason Doherty

(C) Front-of-House Service

*Sarah Spurr, Visitor Operations Manager,
National Media Museum*

(D) Audience Development

*Anna Dunne, Membership & Consultancy
Services Director, Audiences Yorkshire*

Break-Out Sessions 2

(E) Retail Persuasion

*Peter Holloway, Principal Consultant,
Retail Thinking (Consultancy & Training)*

(F) Audience Evaluation

*Katie Dalton, Strategy & Planning Manager
(Financial Sector)*

(G) Branding and Customer Journeys

*Andy Turnbull, Principal Creative Director,
Checkland Kindleysides (Design Consultancy)*

(H) Exhibition Psychology

*Nicola Bray, Audience Research & Advocacy
Manager, National Railway Museum*

Please see indicate your preferred sessions on the booking slip overleaf