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**ARTS COUNCIL
ENGLAND**

Putting the Magic Back into Museums

Tuesday 4th June 2013

9.45am-4.30pm

£25 per delegate

including lunch and refreshments

**This conference invites delegates to explore
the magic of their own museum, using as a case study
Thackray Medical Museum's Arts Council England
Strategic Support Funding project
"Putting the Magic Back into Medicine".**

In conjunction with our new touring exhibition

The Magic of Medicine

In 2012, Thackray Medical Museum secured Arts Council England Strategic Support Funding for a project linking magic and medicine to develop the Museum's resilience and sustainability. The project has supported new activity across collections, interpretation, education, events, retail, marketing and sponsorship.

- **Be inspired to develop ideas from wishful thinking into reality.**
- **Discuss your creative and commercial ideas in workshops.**
- **Conjure plans to draw out the magic in your own museum.**

**To reserve your place, please return a completed booking form to
Amy Dewsnap at the address provided.**

Thackray Medical Museum, Beckett Street, Leeds, LS9 7LN
www.thackraymedicalmuseum.co.uk

**Putting the Magic Back Into Museums
Programme***

9.15	Registration / Tea & Coffee
9.45	Six Degrees of Separation Keynote Speaker: Jane Walton, Trustee of Thackray Medical Museum
10.00	Resilience and Sustainability in Museums Gillian Greaves, Arts Council England
10.15	Putting the Magic Back: A New Vision for Thackray Medical Museum Joanne Bartholomew, Director of Collections & Interpretation/Joint CEO Thackray Medical Museum
10.30	Health, Museums & Magic: Breathe Magic Therapy Yvonne Farquharson, Director, Breathe Arts Health Research
	Concurrent sessions
11.00	Interpreting Medicine through Magic Anna Farthing, Project Manager, Putting the Magic Back Including explanatory tour of exhibition
11.00	Selling Medicine as Magic Hannah Schumann, Director of Business & Enterprise/Joint CEO Thackray Medical Museum
11.45	Tea & coffee
	Concurrent sessions
12.00	Heritage Hogwarts: Magical Learning Liz Egan, Thackray Medical Museum
12.00	Creating a Magical Museum Retail Experience Sarah McDonald, Visitor Services Manager, Thackray Medical Museum Graham Bancroft, Heritage Retail
12.45	LUNCH
1.45	Opportunities to achieve sustainability & resilience Gillian Greaves, Arts Council England Michael Turnpenny, Museum Development Yorkshire Katie McGuire, Associate Director, CO2Sense Jane Avison, Heritage Learning
3.00	Tea & coffee
	Concurrent workshop sessions
3.10	Collections & Interpretation Panel: Alan Bentley, Joanne Bartholomew, Anna Farthing Bring your curatorial challenge along for some creative brainstorming
3.10	Business Development & Enterprise Panel: Hannah Schumann, Michael Turnpenny, Jane Avison Bring your commercial crisis for some business development inspiration
4.00	Plenary & feedback
4.30	FINISH

*N.B. Programme details may be subject to change

BOOKING FORM

Event: **Putting the Magic Back!**

Event Date: **04 June 2013**

Please reserve _____ place(s) on the above event for the following:

Name:

Job Title:

Name:

Job Title:

Organisation:

Address for correspondence:

Postcode:

Tel:

Fax:

E-mail:

Please tell us if you are a member of UKMCG yes / no

Please advise us if you have any special access or dietary requirements (other than vegetarian):

PAYMENT

Fees are **£25 per delegate** including lunch and refreshments.

*Bookings will only be accepted with payment. **Preferred method of payment is by cheque** to 'Thackray Medical Museum Co. Ltd.'; alternatively payment can be made via electronic transfer or we can invoice your institution.*

- Payment via cheque enclosed (please state sum as appropriate)
- Payment via electronic transfer (our bank account details will be provided to the person named above and they will be responsible for arranging electronic transfer within 10 working days.)
- Please invoice my institution at this address (email addresses preferable)

Total Amount payable: £

TERMS AND CONDITIONS

- Confirmation of booking will be sent out one week prior to the event by email
- CANCELLATIONS must be in writing to conference@thackraymuseum.org. There will be no refund for cancellations made less than 5 working days prior to the event. You may substitute another delegate if you are unable to attend.
- Occasionally events are cancelled due to a lack of bookings or other unforeseen circumstances. In this case, every effort will be made to inform you as soon as possible prior to the event. Any fees paid will be refunded.

Please email booking forms to: conference@thackraymuseum.org

If you wish to send payment by cheque, please post with a copy of your booking form to:

Amy Dewsnap, Thackray Museum, Beckett Street, Leeds LS9 7LN