



*Deadline for proposals extended  
until Sunday 29 June 2014.*

**GEM CONFERENCE 2014 – Selwyn College, Cambridge**  
Tuesday 2 to Thursday 4 September 2014

**ENTERPRISING EDUCATORS**  
*Generating income without compromising one's principles*

## **CALL FOR BREAKOUT, WORKSHOP & MEMBER PRESENTATION PROPOSALS**

### **I INTRODUCTION**

We are looking for presenters to run **breakout sessions** and **workshops** at our annual international conference this year. We are also looking for members to propose case studies for the **member presentation** slots.

In today's climate of austerity and cuts, more and more funders and senior managers expect heritage education programmes to help pay for themselves. Heritage educators need to be creative and innovative to support their heritage learning projects and programmes through income generating activities. GEM's 2014 conference will help heritage management and education professionals explore and adopt entrepreneurial attitudes to support ambitious and resilient heritage education programmes and projects.

The conference will identify and explore the attitudes and skills of entrepreneurship and enterprise, and delegates will:

- Identify and explore the attitudes and skills of entrepreneurship and enterprise and how to apply them to heritage learning.
- Explore the emerging concept of “social enterprises”; and the place of enterprise in museums, galleries and heritage organisations today.
- Debate some of the ethical concerns that arise when considering the generation of income from educational activities.
- Visit and explore local museums.

We will also debate some of the ethical concerns that arise when considering the generation of income from educational activities. Of course, the conference will also provide lots of practical advice on generating revenue from experienced practitioners from across the heritage sector.

This is your chance to contribute to and shape this year's GEM conference. We really do value your help and participation!

## 2 KEY INFORMATION

- Dates: **Tuesday 2 to Thursday 4 September 2014**
- Venue: **Selwyn College, University of Cambridge**  
(Note: the workshops on Wednesday afternoon will be held in a variety of venues around Cambridge including the Fitzwilliam Museum)
- Theme: **ENTERPRISING EDUCATORS:  
Generating income without compromising one's principles**
- Threads: The following "threads" will be explored throughout the conference:
  - **Place of enterprise in the heritage education sector**
  - **Emerging concept of "social enterprises"**
  - **Practicalities of generating income**
- Sessions: Keynote speeches  
Breakout sessions  
Workshops  
Member presentations (case studies)  
Study visits
- Closing date: The closing date for applications to present a breakout, workshop or member presentation session is **Sunday 29 June 2014**.

## 3 CONFERENCE THEME

In today's climate of austerity and cuts, more and more funders and senior managers expect heritage education programmes to help pay for themselves. Heritage educators are increasingly expected to develop creative and innovative ways of generating income to support their heritage learning projects and programmes.

The GEM 2014 conference will help heritage management and education professionals explore and adopt entrepreneurial attitudes to better support ambitious and resilient heritage education programmes/projects. The conference will identify and explore the attitudes and skills of entrepreneurship and enterprise, and delegates will learn how to apply these to the delivery of heritage education programmes.

On each day of the conference, two keynote speakers from outside the heritage education sector will show how creative, innovative and successful income generating approaches from the public and private sectors can be helpful to heritage educators.

We are inviting proposals for ALL the other sessions on the theme of *Enterprising Educators*.

There will be a number of "threads" running through the conference:

- a) **Place of enterprise in the heritage education sector**  
What models are there for generating income for education programmes? How do these models relate to the rest of the heritage sector and how do they affect the heritage sector's relationships with other sectors? Is income generation now going to be part of the normal skill set of a heritage educator from now on?

We would also like to debate some of the ethical concerns that arise when considering the generation of income from educational activities. Is generating income just a necessary response to deep cuts due to the recession, or is it actually a good thing itself?

**b) Emerging concept of “social enterprises”**

Perhaps you are already involved with a social enterprise and can talk about their advantages and disadvantages, and how they can be used to help deliver heritage education programmes.

What are the risks and do you manage them effectively? What new skills do managers need to acquire to run a social enterprise? How do you integrate heritage education services into other community services such as health services and support for the elderly?

**c) Practicalities of generating income**

Experienced practitioners from across the heritage sector may like to share their knowledge of and skills in generating income to support heritage education programmes.

We really hope you some insights into the conference theme or some answers to the above questions (and others unasked). Do you have practical experience to share from your own organisation you would like to share? Remember, we often learn a lot from something that goes wrong – please don't be afraid to share your bitter experiences for the benefit of others! If you can run a session we should be delighted to hear from you.

## 4 SESSION TYPES

Based on delegate feedback over many years, GEM has developed the structure of its conference to suit a wide variety of delegates (from those just entering the profession to those with many years of experience) and to accommodate a range of individual learning styles. We clearly cannot please everybody all of the time but we are very successful in pleasing most delegates for most of the time!

The conference takes place each year at a different venue across the UK. Although there is often a strong “local flavour”, the conference gives a good overview of what is happening in heritage education and what the current issues are not only across the UK but also internationally.

We have a range of session types, the main characteristics of which are given below:

- **Keynotes:** We usually invite high-profile speakers from outside the heritage education sector to provide their perspective on the **key issues** which affect heritage educators. All delegates attend these formal keynote sessions which are followed by questions and answers. Each keynote session is chaired by a GEM trustee.
- **Breakouts:** These sessions are usually run by **experienced heritage educators** who provide an **analysis** and **overview** of aspects of the conference theme. Delegates usually have a choice of three breakout sessions to attend. These sessions are less formal and smaller in size than the keynotes (up to about 60 delegates in each). Although there will probably be a fairly short presentation it is expected that the delegates will spend about half the time discussing and engaging with the breakout session topic either all altogether or in smaller groups. Each breakout session is chaired by a GEM trustee or area convenor. Please note that the emphasis of the breakout sessions is taking an overview, analysing and drawing out generic lessons learned. The presentation of a single case study is unlikely to be suitable for a breakout session.
- **Workshops:** These sessions should be **hands-on**. Although the presenter may give a very short presentation (no more than about five minutes), the delegates for the vast

majority of the session should be actively participating rather than sitting and listening (there should be no more than 40 delegates in a workshop – usually fewer). Each workshop should be relevant to the conference theme, and delegates should learn some practical skills. The workshops are usually run by **experienced practitioners** with particular skills that they wish to share with others.

- **Members:** This popular session consists of ten-minute (very rigorously enforced!) **case study** presentations. These are an opportunity for delegates to get a quick and effective idea of what is happening at the chalk-face. They are also an opportunity for GEM members to present at conference for the first time. They may in later years enhance their own CPD by “moving up the ladder” by giving a workshop and then a breakout session, for example.
- **Study visits:** These are an opportunity for delegates to get out and about in the local area and to study an aspect of the conference theme.

## 5 WHAT ARE WE LOOKING FOR?

We are looking for proposals for **breakout sessions, workshops** and **member presentations** for this year’s GEM conference. All sessions will take place in Selwyn College, Cambridge, except for the workshops on Wednesday afternoon which will take place in museums around Cambridge.

### 5.1 Breakout Sessions

It is expected that there will be a breakout session lasting 75 minutes on each day during which there may be three presentations (i.e. up to nine in total):

- early afternoon (13.30 to 14.45) Tuesday 2 September 2014
- late morning (11.15 to 12.30) on Wednesday 3 September 2014
- late morning (11.15 to 12.30) on Thursday 4 September 2014

### 5.2 Workshop Sessions

There will be workshops on Wednesday and Thursday afternoons. **Each workshop will be repeated** to give delegates the chance to attend two of the workshops on offer on each day. This is obviously good for the delegates and a challenge for the presenters! Each workshop will be 60 minutes long and there will be a 15 minute break between showings. Please note that most workshops on Wednesday afternoon will take place in museums around Cambridge.

### 5.3 Member Presentations

The member presentations are currently scheduled to take place on Tuesday from 15.15 to 16.30.

***Please note that all timings are provisional and are subject to change.***

## 6 HOW DO YOU APPLY?

Just follow these simple steps:

- Read this document – carefully!
- Think about the conference theme and about what you can offer.

- Fill in the application form and the session plan – please pay particular attention to the learning outcomes. (We expect the session plan to be no more than two sides of A4 in length.)
- Send the completed forms to the GEM office by Sunday 29 June 2014.

## 7 HOW WILL GEM CHOOSE?

The GEM conference committee will carefully consider all applications and decide the final selection using the criteria below to create a balanced conference programme. The committee hopes to be able to inform applicants of their decisions by 1 July 2014.

The conference committee will take into account the following:

- relevance to the conference theme (if a breakout or workshop)
- how well the proposal meets the session requirements as detailed in section 4
- the quality of the proposed session
- how new or novel is the content of the session
- how much of a CPD opportunity is this for the presenter
- how recently was the proposed topic aired at conference

GEM considers that presenting at conference is a personal CPD opportunity for a GEM member. In the case of a “tie” the opportunity to present will be given to someone who has never presented at conference before, or to a member who has presented less recently than another. And again in the case of a “tie”, we will prefer a GEM member to a non-member, although we welcome new members (and you can join at the same time as you apply!)

We expect that a GEM member may cut their teeth on a member’s presentation, get stuck into a workshop and work up to presenting a breakout session as their career develops.

## 8 PRACTICAL NOTES

Each breakout session will be chaired by a GEM trustee or a GEM area convenor, and the session chair will liaise with the presenter and help them where possible. Workshop presenters will also have a conference “friend”.

We like to reproduce notes of the conference proceedings (these notes usually go in GEM’s annual journal or on the website) and we will appreciate your help in producing these. Also, we like to include short biographies of presenters in the delegate packs:

- **Keynote speakers:** 125-180 words
- **Breakout session leaders:** 100-150 words
- **Workshop leaders:** 50-100 words
- **Member presenters:** 50-75 words

Our conference venues are usually very well equipped with presentation technology, although we do prefer to have copies of PowerPoint presentations, videos, DVDs, slides etc in advance to make sure that it will all work on the day. You will receive detailed information about the timetable for receipt of final session plans and copies of session material from the conference co-ordinator. We hope to make as many resources as possible from the conference available after the event on the website. So please provide us with all resources you are happy to share, and inform us if you do not wish your presentation/materials to be uploaded onto the website.

**Please note:**

Traditionally, GEM members have given their services freely and for free to their conference which is designed just to cover its costs. Since the GEM conference is mainly for GEM members by GEM members, our assumption is that you will be paying to attend conference anyway. Every effort is made to keep costs to a minimum so that conference delegate fees can be kept as low as possible. Therefore we cannot offer presenters a fee. However, we can offer the following discounts:

- **Keynote speakers:** Complimentary attendance on the day you are speaking, B&B accommodation for one night either side if required and reasonable 2<sup>nd</sup> class travel expenses.
- **Breakout session leaders:** 50% discount on the delegate fee for the day on which you will be presenting if not attending the whole conference. May claim the *early bird* discount if attending the whole conference and booking before 29 June.
- **Workshop leaders:** 50% discount on the delegate fee for the day on which you will be presenting if not attending the whole conference. May claim the *early bird* discount if attending the whole conference and booking before 29 June.
- **Member presentations:** no discount if not attending the whole conference. May claim the *early bird* discount if attending the whole conference and booking before 29 June.

Presenters may bring along one co-presenter if agreed in advance, although we will require the co-presenter to book as a delegate to the conference on the day on which they will be presenting (and pay the appropriate fee). Please note that we are only able to extend the offer of a discount to the lead presenter.

To encourage, proposals from outside the UK we can offer a 100% discount on the delegate day fee for the day on which you will be presenting.

## 9 ADDITIONAL INFORMATION

### Conference Venue

The venue for this year's conference is the beautiful Selwyn College, University of Cambridge where you have the chance to live (or relive!) traditional college life. The conference proceedings will take place in the distinctive red-brick Victorian Old Court of Selwyn College, except on Wednesday afternoon when delegates will be able to visit various museums in Cambridge. Delegates will stay overnight in single bedrooms with shared facilities in Old Court or in the adjacent Ann's Court with en suite facilities. The college is just a few minutes' walk from the city centre.

### How to Book

You can find the application form on the home page of the GEM website, [www.gem.org.uk](http://www.gem.org.uk) – just fill it in and return it to the GEM office. There are two versions of the form: (a) a PDF which you can print out, fill in and send back to the office, or (b) a Word “fillable” form which you can fill in and email back to the office.

GEM members pay reduced conference fees and can make further savings by booking for the whole conference. The early bird offer ends on 31 May although for those submitting a session proposal the deadline has been extended until 29 June. The whole conference fee includes day fees, lunches, refreshments, evening meals, conference dinner and bed & breakfast (in a single room with shared facilities) from morning refreshments on Tuesday 2 September to the final refreshments on Thursday afternoon.