

# Implementing the Museum Action Plan 2018: Curating attractive and diverse museums and galleries

The event will take place in Central London (venue TBC) | Thursday 14 February 2019

## 10.15 Registration & Refreshments

11.00 Chair's Introduction—*Dr Benedict Burbridge, Senior Lecturer in Art History, University of Sussex*

## 11.05 Implementing the Museum Action Plan

- Key responses in policy to the Mendoza review and how museums and galleries should respond
  - Collaborating effectively with governmental and funding bodies
  - Adapting to today's funding environment
  - Dynamic collection, curation and management
  - Curating museums and galleries to meet the demands of those in demonstrable need
  - Museums and galleries role in placemaking and contribution to local priorities
- ⇒ *Sarah Philp, Director of Programmes, Art Fund*
- ⇒ *Laura Pye, Director, National Museums Liverpool*
- ⇒ *More speakers TBC*

## 13.15 Networking Lunch

## 14.00 Good practice: Different organisational approaches for museums and galleries

- Effective promotion locally, regionally and internationally across digital platforms
  - Growing and diversifying audiences and the workforce
  - Ensuring your museum or gallery is appealing to the widest audience
  - Making decisions on exhibiting controversial and sensitive material
- ⇒ *Emmie Kell, CEO, Cornwall Museums Partnership*
- ⇒ *Gill Webber, Executive Director Content and Programmes, Imperial War Museum*

## 15.30 Chair's Concluding Remarks & Event Close

[Event Page](#) | [Register Online](#)

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