

Getting to Grips with Audience Data

Wednesday 8th July 2015, 10.00am-4.00pm at National Motor Museum, Beaulieu

Agenda

- 10.00 Arrival, registration and networking
- 10.20 Welcome, housekeeping and introduction to the day (Lucy Marder, Cultural Partnerships Officer/Museum Development Officer, Hampshire Solent, South East Museum Development Programme)
- 10.30 Case study: Gilbert White's and the Oates Collections (Kimberley James, Assistant Manager ,Marketing)
- 11.00-11.20 Comfort Break
- 11.20 Case study: National Motor Museum (Stephen Munn, Commercial Director, Beaulieu Enterprises Ltd)
- 11.50 Case study: St. Barbe Museum & Art Gallery (Mark Tomlinson, Director)
- 12.30 Lunch
- 1.00 Ask the expert – panel discussion with: Tamalie Newbery, Executive Director, Association of Independent Museums; Adrienne Pye, Regional Director, South East, Audience Agency; Tom Newman, Performance Officer, South West Museum Development
- 2.00 Group sessions:
- Benchmarking: what's it all about?
- How can we use feedback from our museum's visitors to drive improvement?
- How can segmentation help us to develop the audience for our museum?
- How can we balance the benefits of joint ticketing with individual museums' needs for audience data?
- 3.00 Opportunity to visit National Motor Museum.
- 4.00 Close