

**28<sup>th</sup> Association of European Open-air Museums Conference, UK**  
**21–25 August 2017**  
**Programme**

***The Resilient, Entrepreneurial Museum and Master Planning***

Locations:      Black Country Living Museum, Dudley  
                     Ironbridge Gorge Museums, Ironbridge  
                     Avoncroft Museum, Bromsgrove

**Monday 21 August – Black Country Living Museum**

<b>From 12.00pm</b>	<b>Conference Registration and Hotel Check-in</b>	<i>Village Hotel Dudley or Village Hotel Walsall</i>
<b>6.00pm</b>	<b>Coaches Depart from Village Hotel Walsall</b>	
<b>6.30pm</b>	<b>Coaches Depart from Village Hotel Dudley</b> <i>Or it's a 10-minute walk.</i>	
<b>7.00pm</b>	<b>Welcome Reception and Buffet Dinner</b>	<i>Workers' Institute</i>
<b>10.00pm</b>	<b>Coaches Depart to Hotels</b>	

**Tuesday 22 August – Black Country Living Museum and Avoncroft Museum**

*To be chaired by Richard Evans, AEOM Board Member*

<b>From 6.30am</b>	<b>Breakfast Served in Hotels</b>	
<b>8.00am</b>	<b>Coaches Depart from Village Hotel Walsall</b>	
<b>8.30am</b>	<b>Coaches Depart from Village Hotel Dudley</b> <i>Or it's a 10-minute walk.</i>	
<b>9.00am</b>	<b>Conference Opening</b> <i>Lowell Williams, Chairman, and Andrew Lovett, Director &amp; Chief Executive, Black Country Living Museum</i>	<i>Hall 2</i>
	<i>Lowell Williams is the Principal of Dudley College, providing further and higher education programmes for 12,000 young people and adults. He has been a Trustee of Black Country Living Museum since 2013, and became Chairman of the Board in September 2015.</i>	
	<i>Andrew Lovett joined the museums sector in 1996, as Head of Visitor Services for York Museums. In 2000, he became the Founding General Manager of STEAM – Museum of the Great Western Railway, and moved into the arts in 2003, to become Deputy Director at BALTIC Centre for Contemporary Art, Newcastle. He joined Black Country Living Museum as only its second Director in August 2009.</i>	
<b>9.30am</b>	<b>Keynote Address</b> <i>Dr J Patrick Greene OBE, Cultural Heritage and Tourism Consultant</i>	<i>Hall 2</i>
	<i>Patrick Greene has been a leading museum figure for 30 years. His work at</i>	

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*Norton Priory, Cheshire, was a landmark in European archaeology, and he went on to lead the Museum of Science & Industry, Manchester, before becoming Director of Museums Victoria, Australia*

*His keynote address will reflect on what lies ahead for museums as they evolve their relationship with audiences and respond to world-wide events.*

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<b>10.10am</b>	<b>Comment to Keynote Address</b> <i>Dr Henrik Zipsane, AEOM Vice-President</i>	<i>Hall 2</i>
<b>10.30am</b>	<b>Facilitated Question &amp; Answer Session</b>	<i>Hall 2</i>
<b>11.00am</b>	<b>Refreshment Break and Opportunity to View Poster Presentations</b>	<i>Hall 1</i>
<b>11.30am</b>	<b>Battling for the Heart and Soul – Civic Pride versus Cultural Business</b> <i>Andrew Lovett, Director &amp; Chief Executive, Black Country Living Museum, and Tony Butler, Director, Derby Museums</i>  <i>Tony Butler has been Director of Derby Museums Trust since January 2014, which includes Derby Silk Mill, the site of the world's first factory and a UNESCO World Heritage Site. Since 2015, he has been overseeing the £17million redevelopment of this site. Prior to this, Tony was Director of the Museum of East Anglian Life, Suffolk, where he repositioned the organisation as a social enterprise and led a major capital development programme.</i>	<i>Hall 2</i>
<b>12.10pm</b>	<b>Facilitated Question &amp; Answer Session</b>	<i>Hall 2</i>
<b>12.30pm</b>	<b>Buffet Lunch and Opportunity to View Poster Presentations</b>	<i>Hall 1</i>
<b>1.30pm</b>	<b>How Do You Contribute to Being Entrepreneurial With Your...?</b>  <ul style="list-style-type: none"><li>• <b>Collections</b> <i>Jonathan Wilson, Deputy Chief Executive (Collections, Learning &amp; Research)</i></li><li>• <b>Staff and Trustees</b> <i>Andrew Lovett, Director &amp; Chief Executive</i></li><li>• <b>Partners and Funders</b> <i>Vicki Stanley and Carolyn Sankey, Deputy Chief Executives (Development)</i></li><li>• <b>Programme</b> <i>Lisa Cowley, Deputy Chief Executive (Visitor Engagement &amp; Operations)</i></li><li>• <b>Communications and Marketing</b> <i>Laura Wakelin, Deputy Chief Executive (Communications &amp; Marketing)</i></li></ul> <i>Facilitated by the Black Country Living Museum's Leadership Team, these break-out sessions will explore the potential for thinking differently about how you manage and lead your museum; to put you more in charge of your future by adopting a market-centred approach and by being entrepreneurial.</i>  <i>Choose the session that is closest to your own work, or dare to be adventurous and delve into an unfamiliar topic.</i>	<i>various locations</i>
<b>2.30pm</b>	<b>Feedback and Discussion</b>	<i>Hall 2</i>
<b>3.00pm</b>	<b>Refreshment Break and Opportunity to View Poster Presentations</b>	<i>Hall 1</i>
<b>3.30pm</b>	<b>Tours of Black Country Living Museum (guided or self-guided)</b>	

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*Museum staff will be available to take you on a tour of the site.  
Alternatively, you are welcome to explore for yourself.*

*Delegates can also take a 45-minute trip on a canal boat to discover the  
Dudley limestone caverns (located next to Black Country Living Museum).  
This will need to be pre-booked, so please let a member of staff know if you  
are interested.*

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<b>5.00pm</b>	<b>Reconvene for Evening</b>	<i>Hall 2</i>
<b>From 5.15pm</b>	<b>Coaches Depart to Avoncroft Museum</b>	
<b>From 6.00pm</b>	<b>Welcome and Introduction to Avoncroft Museum</b> <i>Simon Carter, Director, Avoncroft Museum</i>	
	<i>Simon Carter has been Director at Avoncroft Museum since 2007. After studying History of Art at the University of Sussex, he took up his first curatorial post at the Geffrye Museum, London. He subsequently became Deputy Curator of the Palace of Westminster's Works of Art Collection.</i>	
<b>From 6.15pm</b>	<b>Self-guided Tour of Avoncroft Museum</b> <i>Costumed staff will be on site to talk about the buildings.</i>	
<b>7.45pm</b>	<b>Drinks Reception and Dinner</b>	<i>Guesten Hall</i>
<b>10.00pm</b>	<b>Coaches Depart to Hotels</b>	

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**Wednesday 23 August – Ironbridge Gorge Museums**

*To be chaired by Dr Henrik Zipsane, AEOM Vice-President*

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**From**            **Breakfast Served in Hotels**  
**6.30am**

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**7.30am**        **Coaches Depart from Village Hotel Dudley to Ironbridge**

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**7.45am**        **Coaches Depart from Village Hotel Walsall to Ironbridge**

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**8.30am**        **Guided Tour of Iron Bridge**

*Shane Kelleher, Industrial Heritage Support Officer for England, and David de Haan*

*Shane Kelleher is currently the Industrial Heritage Support Officer for England, a three year project funded by Historic England and based at Ironbridge. He joined Ironbridge in 2010 as the Archaeology & Monuments Officer. He is also an Honorary Research Associate of the University of Birmingham, a trustee of the Birmingham Conservation Trust, lectures at Birmingham City University and is a member of the Council of the Association for Industrial Archaeology.*

*David de Haan started work at the Ironbridge Gorge Museum Trust in 1978 and went on to become the Deputy Director of Ironbridge and Lecturer at the Ironbridge Institute. Retirement from the Museum in 2012 finally gave David the opportunity to carry out further research for his book about the Iron Bridge.*

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**9.30am**        **Coaches Depart to Blists Hill Victorian Town**

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**9.45am**        **Welcome and Introduction to Blists Hill Victorian Town**

*David J Eveleigh, Director of Collections & Learning, Ironbridge Gorge Museum Trust*

*David J Eveleigh was previously Director of Collections Learning & Research at Black Country Living Museum and joined Ironbridge Gorge Museum Trust in 2016. He is a Fellow of the Museums Association, a Fellow of the Society of Antiquaries, an Honorary Research Associate of the University of Birmingham and sits on the Board of the Association of European Open-air Museums.*

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**10.00am**      **Self-guided Tour of Blists Hill Victorian Town**

*Refreshments will be available, including a packed lunch.*

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**1.00pm**        **Coaches Depart to Coalbrookdale**

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**1.30pm**        **Welcome to Ironbridge Gorge Museums**

*Anna Brennand, Chief Executive, Ironbridge Gorge Museum Trust*

*Anna Brennand has been Chief Executive of the Ironbridge Gorge Museum Trust since June 2013 and was previously the Trust's Deputy CEO and Director of Finance & Resources, having joined the Museum in 2007. Anna is a Board Member of the Museums Association, a member of the National Museums Directors' Council and sits on a variety of regional tourism bodies. She is also a Trustee of World Heritage UK.*

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*Engine Room*

**1.45pm**        **Coalbrookdale Master Plan**

*Anna Brennand, Chief Executive*

*Engine Room*

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**2.15pm**        **Plan for Development at Den Gamle By, Denmark**

*Thomas Bloch Ravn, Director*

*Engine Room*

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*Thomas Bloch Ravn is a Past President of the Association of European Open-air Museums. He has a Master of Arts in Cultural and Everyday History of Denmark and since 1996 has been Director and Chief Executive Officer of Den Gamle By, Aarhus, Denmark.*

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**2.45pm**     **Master Planning at the Transylvanian Museum of Ethnography, Romania**     *Engine Room*  
*Tudor Salagean, Director*

*Tudor Salagean has over 20 years professional experience of working in museums in Transylvania and since 2011 has been manager of the Transylvanian Museum of Ethnography at Cluj, Romania. He has a PhD in Medieval History, holds several university teaching posts and has published widely on many aspects of Romanian history.*

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**3.15pm**     **Facilitated Question & Answer Session**     *Engine Room*

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**3.45pm**     **Refreshment Break**     *Engine Room*

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**4.15pm**     **Optional Tours of Ironbridge Gorge Museum Sites**  
*You will have the opportunity to explore the Coalbrookdale Museum sites: Ingenuity; the Museum of Iron; the Old Furnace; or the Darby Houses. Staff will be available to direct you and offer insight into these exhibits.*

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**6.00pm**     **Drinks Reception**     *Outside Old Furnace*

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**7.00pm**     **Dinner and Entertainment**     *Covered Sheds*

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**9.30pm**     **Coaches Depart to Hotels**

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### **Thursday 24 August – Black Country Living Museum**

*To be chaired by David J Eveleigh, AEOM Board Member*

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**From**     **Breakfast Served in Hotels**  
**6.30am**

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**8.00am**     **Coaches Depart from Village Hotel Walsall**

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**8.30am**     **Coaches Depart from Village Hotel Dudley**  
*Or it's a 10-minute walk.*

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**9.00am**     **What's Going On...? Invited Case Studies from Selected AEOM Members**     *Hall 2*

*Dr Michael Schimek, Museumsdorf Cloppenburg*  
*4 Walls – Families, Their Houses and the Things Around*

*Ph. D Paula Popoiu, Manager, National Village Museum, Dimitrie Gusti*  
*The New Village – a Catalyst of Open Minds*

*Beth Thomas, St Fagan's*  
*National Museum of History: the End of a Journey or the Beginning?*

*Tina Karlsson, Gamla Linköping, Sweden*  
*To Be or Not to Be – Develop or Die*

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**11.00am**     **Refreshment Break and Opportunity to View Poster Presentations**     *Hall 1*

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**11.30am**     **Small Group Discussions: Discuss Three Things You Have Learned and Will Take Away**     *various locations*

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*Facilitated break-out sessions to explore what you have heard, seen and experienced throughout the conference, and what you will take back to your museums to use and share with colleagues.*

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<b>12.30pm</b>	<b>Reconvene for Group Discussion</b>	<i>Hall 2</i>
<b>1.00pm</b>	<b>Buffet Lunch and Free Time to Further Explore Black Country Living Museum</b> <i>Delegates can also take a 45-minute trip on a canal boat to discover the Dudley limestone caverns (located next to Black Country Living Museum).</i>	<i>Hall 1</i>
<b>2.45pm</b>	<b>Reconvene for AEOM General Meeting</b>	<i>Hall 2</i>
<b>3.00pm</b>	<b>AEOM General Meeting</b> <i>Chaired by Katarina Frost, AEOM President</i>	<i>Hall 2</i>
<b>4.30pm</b>	<b>Coaches Depart to Hotels</b> <i>For a very quick freshen-up.</i>	
<b>6.30pm</b>	<b>Coaches Depart from Village Hotel Walsall</b>	
<b>6.45pm</b>	<b>Coaches Depart from Village Hotel Dudley</b> <i>Or it's a 10-minute walk.</i>	
<b>7.00pm</b>	<b>Celebration Dinner</b>	<i>Black Country Living Museum Village</i>
<b>10.00pm</b>	<b>Coaches Depart to Hotels</b>	

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**Friday 25 August**

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**From**            **Breakfast Served in Hotels**  
**6.30am**

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**11.00am**        **Check-out Time at Hotels**

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**Optional Post-conference Visit:**

- Beamish: the Living Museum of the North, County Durham
- St. Fagan's National History Museum, Cardiff
- Weald and Downland Living Museum, Chichester
- Or extra time at Black Country Living Museum, Ironbridge Gorge Museums or Avoncroft Museum

*You will need to arrange your own transport and extra accommodation separate to the conference, but please ask a member of staff should you need help.*

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