

# Creating the Visitor Experience



## PROGRAMME

### DAY ONE

12 October 2017

|              |  |
|--------------|--|
| 10.30-10.45  | <b>Welcome and Introductions</b>   |
| 10.45-11.30  | <b>What does the Visitor Experience look like at V&amp;A?</b><br>This session will look at how the visitor experience has evolved and changed over the past 5 years and adapted to meet the needs of our visitors. We will look at how we have implemented change and highlight some of the challenges<br><i>Lois Honeywell, Senior Visitor Experience Manager</i><br><i>Laura Chiplin, Head of Operations</i> |
| 11.30- 12.30 | <b>Great Expectations</b><br>This session will look at managing visitor expectations. From the welcome to ticketing and facilities, how do you shape the visitor experience?   |
| 12.30- 13.30 | <b><i>Lunch (provided)</i></b>   |
| 13.30-14.30  | <b>Practical activity: Great Expectations</b>  |
| 14.30- 15.15 | <b>Managing Large Scale Events and Festivals</b><br>Museums and galleries are fast becoming places for interventions, festivals and large scale events. This session will look at how to practically manage events from a visitor experience perspective.<br><i>Lois Honeywell, Senior Visitor Experience Manager</i><br><i>Laura Chiplin, Head of Operations</i>  |
| 15.15-15.30  | <b>Refreshments</b>  |
| 15.30-16.15  | <b>Designing Museum Security</b>   |

An examination of the risks posed to museums and why new innovative solutions are needed to protect our museums for future generations.

*Director of Cultural Heritage Protection and Security*

**16.15- 16.30**                      **Discussion and close**

## DAY TWO:

13 October 2017

**10.30- 12.30**                      **Managing Volunteers: Recruitment and Realising Potential**

Volunteers are invaluable to museums and galleries but how to you train, diversify and retain volunteers? What is in it for them? This session will look at how develop your programme to ensure your volunteers feel supported within your organisation. It will also look at some of the challenges and benefits of having museum volunteers

*Caterina Lacueva Bisquert, Volunteer Coordinator*

**12.30-13.30**                      ***Lunch (provided)***

**13.30-15.00**                      **LGBTQ Guided Tour of the V&A led by Dan Vo V&A Volunteer guide**

Our ward winning LGBTQ tours are volunteer-led tours which explores gender and sexual identities through a selection of lesbian, gay, bisexual, transgender and queer related objects.

**15.00-16.00**                      **The Talent within: Getting the best from your FOH Staff**

This session will look at ways in which the museum have developed training for gallery assistants and operations staff. The session will look how we equip FOH staff through training.

*Lois Honeywell, Senior Visitor Experience Manager*

*Laura Chiplin, Head of Operations*

**16.00- 16.30**                      **Final discussion and Close**