

# Engaging Audiences: Writing effective Gallery Text



Friday 19 October

## PROVISIONAL PROGRAMME

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| <b>10.30 – 11.00</b> | <b>What makes Effective Museum Text?</b><br>Bryony Shepherd, Head of Interpretation will introduce the key considerations when writing effective text for labels and panels.   |
| <b>11.00 – 12.00</b> | <b>Gallery Text at the V&amp;A: A ten point Guide (part one)</b><br>In the first part of this session, participants will look at key methods to apply when writing gallery text, including identifying your audience and ensuring your message is clear. |
| <b>12.00 – 13.00</b> | <b>Task: Good and Bad Practice – looking at labels in situ</b><br><i>V&amp;A Galleries</i>   |
| <b>13.00– 14.00</b>  | <b><i>Lunch</i></b>  |
| <b>14.00-14.30</b>   | <b>Review of Task: Good and Bad Practice – looking at labels in situ</b>   |
| <b>14.30 – 15.30</b> | <b>Gallery Text at the V&amp;A: A ten point Guide (part two)</b><br>In the second part of the session, participants will look at what makes successful gallery text, taking into consideration narrative, tone, structure and hierarchies.               |
| <b>15.30 – 15.45</b> | <b><i>Refreshments</i></b>   |
| <b>15.45 – 17.00</b> | <b>Gallery Text at the V&amp;A: A ten point Guide (part three)</b><br>The final part of the session will focus on methods of creating relevance and inviting audience engagement through text.   |
| <b>17.00 – 17.30</b> | <b>Discussion and Close</b>  |

***\*\*\*This programme is subject to change***