



How to Organise an Exhibition

PROVISIONAL PROGRAMME

Monday 29 October

DAY ONE: Developing the Concept of an Exhibition

10.30- 11.00

Welcome and Registration

Please be prepared to introduce yourself, your institution and your aims for the course.

11:00 – 12.00

Introduction to the Exhibition Programme at the V&A & Exhibition proposal and feasibility

This session will provide an overview of the V&A'S South Kensington exhibition programme. We will look at how the V&A brand values are reflected in the public programme and understanding the importance of knowing your audience.

Rebecca Lim, Head of South Kensington Exhibitions

12:00 – 12.30

Touring Exhibition Programmes

Cathy Putz Head of Touring Exhibitions present on the V&A's touring programme and the benefits of touring and its commercial viability.

Cathy Putz, Head of Touring Exhibitions

12.30-13.15

Lunch

13.15 – 14.00

Curator's perspective: Selling your idea to your own institution

Curator Edwina Ehrman will discuss the V&A's temporary exhibition, *Undressed: A Brief History of Underwear 1700-2016* will discuss the importance of developing a narrative and early object list and the how to Communicate/sell the exhibition proposal to your own museum.

14.00– 14.45

Temporary displays

This session will look at how to develop temporary displays within galleries, using historic spaces and museum objects, and explore ways to make the biggest impact on a smaller budget.

Gill Saunders, Senior Curator, Word and Image

14.45-15.30

Visit an Exhibition

15.30-16.45

Interpretation for Exhibitions

This session will address importance of determining the target audience at an early stage of exhibition planning process, and the ways in which it affects decisions around object list and the interpretation of the exhibition.

Bryony Shepherd, Head of Interpretation

Tuesday 29 October

DAY TWO: Making it happen: Key considerations

10.30- 11.00	Reflections Participants will have the opportunity to discuss what was covered the day before
11.00 – 12.00	Build and Object Installation This session will focus on the object installation and set works build of the exhibition including scheduling, contractors on site, AV commissioning and installation.
12.00- 13:00	Task: Object Demands We will ask participants to consider various objects and discuss their potential requirements and budget impacts based on factors such as security, object size, conservation and environmental parameters, transport, mounts and display, and access.
13:00 – 14.00	Lunch
14.00 – 15.00	Making it Happen on Time and On Budget This session aims to highlight the importance of forward planning, and will provide an overview of the key considerations when planning an exhibition, including lender liaison, relationship and stakeholder management, conservation and display requirements for objects, and exhibition budgets.
15.00– 15.30	Managing the design process This discussion based session will look at the design stages from having a clear design brief through to being able to adapt to change.
15.30-16.30	Visit an Exhibition

Wednesday 31 October

DAY THREE: What happens after the Exhibition is open?

10:30-11.15	Securing sponsorship and managing relationships Stacey Bowles, shares her experiences of fundraising, through building award winning corporate relationships and how they manage those relationships. <i>Stacey Bowles, Head of Corporate Partnerships</i>
11.15 – 12.00	Marketing the Show This session will look at the importance of Marketing to spread the word that your show has opened and will look at the different ways to market an exhibition using Revolutions as an example.
12:00-13:00	Visit an Exhibition
13.00 – 13.45	Lunch
13:45-14.30	Accompanying Events and Programmes Learning will talk about programming for Exhibitions and thinking of events that can be linked for varying audiences. <i>Malini Balluck, Learning Programme Manager</i>
14.30 – 15.15	Managing Expectations: The Visitor Experience From booking a ticket for an exhibition online to coming to the museum and experiencing the show, visitor experience is key to a successful visit to an exhibition. Head of Visitor Experience will talk through the key processes of achieving a good visitor experience
15.15-15.30	Coffee Break
15.30-16.00	Exit through the Gift Shop: Commercial Enterprise This session will look at how the shop develops and chooses a range that will accompany the exhibition.
16.00-16.30	Final discussion and close