

WEST MIDLANDS
MUSEUM
DEVELOPMENT

Delivered by



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**ARTS COUNCIL
ENGLAND**

FRESH PERSPECTIVES



a FREE conference to help build resilience

Thursday 17 March and Friday 18 March 2016

Friday 18 March

The Road to Resilience, 10.15 - 11.30am

Helping your museum to prosper.

Launched in June 2015, the AIM 'Hallmarks of Prospering Museums' is a framework which helps identify what makes successful heritage organisations prosper and thrive. AIM hopes that the eight Hallmarks will be used by museums to start a "creative conversation which will help museums in developing their work."

Helen Wilkinson Assistant Director AIM

Super Top Ten.

Have you ever wondered how to be 'entrepreneurial'? This session will give you a 'head start as a cultural entrepreneur' based on practical experience.

Andrew Lovett, CEO Black Country Living Museum

Q & A session

And the last conference session...

Taking a 'fresh perspective', 2.45 - 3.45pm

Change for change sake?

Learn about best practice strategies for dealing with change; when to implement change and how to motivate and upskill your teams to adapt, develop and thrive in a changing sector.

Wanjiku Nyachae, Independent Organisational, Professional & Personal Development Specialist

Managing change with your eyes open.

Hear about the challenges of managing change; understand the implications and the importance of not underestimating the level of investment required, in time, money and energy.

Gary Hall, CEO Culture Coventry

Also on Friday 18 March hear from ...

- *Richard Gough, Volunteer Co-ordinator, Ironbridge Gorge Museum Trust*
- *Estelle Neuman, Associate Trainer at DSC (Directory of Social Change).*
- *Traci Dix-Williams, Director of Operations, Ironbridge Gorge Museum Trust*
- *Stuart Crow, Operations Manager, Ironbridge Gorge Museum Trust*

Getting here couldn't be easier!

There is **FREE** transport from the train station

By train – arrive at Telford Central and look for the Fresh Perspectives Bus!
Make sure you book your seat when registering for the conference.

Driving – Ironbridge Gorge Museum is 5 miles (8km) south of Telford Town Centre and is well signposted from M54, J4. When you leave the M54 follow the brown and white tourism signs for Ironbridge Gorge. As you get closer to the Museum follow signs for Coalbrookdale Museums.

[Book your place here](#)



STOP PRESS!

WILL YOU HAVE THE GOLDEN TICKET?

Book a place and bring one of your volunteers or trustees with you and your museum will be entered into a special 'Fresh Perspectives' draw. Win a full day's bespoke training for your museum's team with one of our 'Fresh Perspectives' partners.

[Book your place here](#)

Want to know more?

Further conference details can be found by here:

[Conference Details](#)



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As an Accredited Museum (or one working towards Accreditation) you have received this e-newsletter as part of the new West Midlands Museum Development Programme. To unsubscribe from this mailing list please click 'unsubscribe' below