

Collections
Trust presents

OPENCULTURE

2013

How can Collections Management power the Participatory Museum of tomorrow?

Delivering extra value in 2013...

- Cutting-edge conference programme
- More than 30 expert speakers
- Trade show 25% bigger
- Reduced registration fees
- Two Pre-event MasterClasses
- CT Awards 2013 presentation

...plus the SPECTRUM Community Gathering, the Securitas security seminar, and much more

2012 event rated 98% Good to Excellent

2-3 July 2013
The Kia Oval, London

Media sponsors:

M&H

culture professionals network

Supporting Organisations:

nmdc



Arts & Humanities Research Council



Museums Galleries Scotland

historyp'n

Security Seminar sponsor:



www.openculture2013.org.uk

BOOK NOW TO SECURE YOUR PLACE

#OC13

How can Collections Management power the Participatory Museum of tomorrow?

This year's programme is the most ambitious yet, with a final line up of more than 30 expert international and UK speakers. It comprises plenary presentations, parallel content strands, Quickfire Updates, the Securitas Security Seminar, and the SPECTRUM Local Community Gathering.

It is an exceptional line up for the collections community's Event of the Year.

DAY ONE PROGRAMME: 2 July 2013

09.00 – 10.00
Registration, Refreshments
and Trade Fair

10.00 – 10.05
**Welcome from
the Collections Trust**
.....
Nick Poole
CEO Collections Trust

10.05 – 10.15
**Welcome from Arts
Council England**
.....
Scott Furlong
Director, Acquisitions, Exports, Loans and
Collect, Arts Council England

10.15 – 11.00
**The Increase and Diffusion
of Knowledge: Opening up
information at the Smithsonian**
.....
Deron Burba
Chief Information Officer,
Smithsonian Institution

11.00 – 11.30

REFRESHMENTS AND TRADE FAIR

11.30 – 13.00
The Digital Transformation
Projects and initiatives which make use of
digital platforms and media to engage
audiences with collections.

Chair: **Stuart Dempster**
Director, Strategic Content Alliance, JISC

Panellists:
.....
● **Beth Harris**
Dean of Art and History,
Smarthistory at Khan Academy
● **Steven Zucker**
Dean of Art and History,
Smarthistory at Khan Academy
● **Merete Sanderhoff**
Researcher, Statens Museum for Kunst,
the National Gallery of Denmark.

13.00 – 14.15

LUNCH AND TRADE FAIR

THEN A CHOICE OF:

SEMINAR STRAND 1

**Participatory Collections
Management**
.....
Chair: **Martin Harrison-Putnam**
Senior Curator, London
Transport Museum

14.15 – 15.15
**Supporting Professional
Practice in Diversity**
Panellists:
.....
● **Helen Weinstein**
Founding Director, IPUP:
The Institute for the Public
Understanding of the Past
● **Nick Stanhope**
Chief Executive, Historypin
● **Timothy Vickers**
Collections Care Officer, Luton Culture
Panel Q&A with delegates

15.15 – 15.45
**Quickfire Updates:
Participatory Projects**
.....
Facilitator: **Nick Stanhope**
Historypin

A quick round-up from those
working on five cutting-edge
participatory projects.

15.45 – 16.15

REFRESHMENTS AND TRADE FAIR

16.15 – 17.45
**SPECTRUM Local
Community Gathering**
.....
Facilitated by **Alex Dawson**,
Standards Programmes, with
Nick Poole, CEO, Collections Trust

19.30 – 22.30

Conference Reception and presentation of the **CT Awards 2013**
to celebrate the very best collections practice

SEMINAR STRAND 2

**Collections Management
in Practice**
.....
Chair: **Hadrian Ellory van Dekker**
Head of Collections, Science Museum

**Security and Access:
Getting the Balance Right**
.....
● **William Brown**, National Security
Adviser, Arts Council England

**Energy Efficiency: Better
Business and Collections?**
.....
● **Casimir (KH) Iwaszkiewicz**
Principal, C&I Associates

**Quickfire Updates: Collections
Management Projects**
.....
Facilitator: **Hadrian Ellory
van Dekker**, Head of Collections,
Science Museum

A quick round-up from those
working on five key Collections
Management projects.

16.15 – 17.15
Securitas Security Seminar

Presented by Securitas, it will include
presentations by expert speakers,
video content, and a Case Study.
It aims to help delegates recognise
and address security issues and
safeguard their collections.

DAY TWO PROGRAMME: 3 July 2013

09.00 – 10.00

Registration and Trade Fair

10.00 – 10.05

Welcome from Collections Trust

Nick Poole, CEO, Collections Trust

10.05 – 10.30

Keynote Presentation The Digital Opportunity at the Imperial War Museum

Diane Lees, Director General,
IWM, and Chair, National Museums
Directors Council

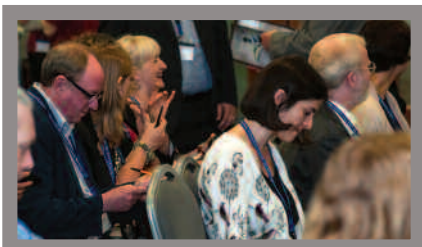
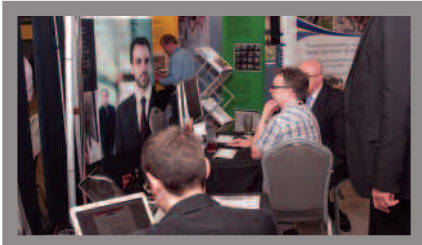
10.30 – 11.00

Keynote Presentation Culture Action Europe

Luca Bergamo
Secretary General, Culture Action Europe

11.00 – 11.30

REFRESHMENTS AND TRADE FAIR



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THEN A CHOICE OF:

SEMINAR STRAND 1

Collections Skills for the Future

Chair: Caroline Reed
Museum and Heritage Consultant

11.30 – 12.00

Collections Management skills for the future

Alex Dawson
Standards Programmes,
Collections Trust

12.00 – 12.30

The HLF Skills for the Future Programme

Fiona Talbott
Head of Museums, Libraries and
Archives, Heritage Lottery Fund

12.30 – 13.00

Conservation Skills for the Future

Alison Richmond
Chief Executive, ICON:
The Institute for Conservation

13.00 – 14.15

LUNCH AND TRADE FAIR

New Approaches to Collections

Chair: Nick Poole, CEO, Collections Trust

14.15 – 14.45

Our Museum/Revisiting Collections

Caroline Reed, Museum and Heritage Consultant and Piotr Bienkowski,
Peter Hamlyn Foundation

14.45 – 15.15

Citizen Science and the Role of the Museum

John Jackson, Science Policy Adviser, Natural History Museum

15.15 – 15.45

Museums2020 and Collections

Maurice Davies, Head of Policy and Communications, Museums Association

15.45 – 16.15

REFRESHMENTS AND TRADE FAIR

16.15 – 16.35

Archives for Accreditation

Isabel Wilson, Senior Manager of Quality & Standards, Arts Council England &
Dr Melinda Haunton, Programme Manager (Accreditation), The National Archives.

16.35 – 17.00

Going to bed with an 800lb Gorilla

Bill Thompson, journalist, commentator and new media pioneer

17.00

Conference ends

SEMINAR STRAND 2

Museums as Digital Publishers

Chair: Nick Poole,
CEO, Collections Trust

The CIDOC CRM and the British Museum

Dominic Oldman,
Head of IT, British Museum

Is Digital Asset Management the new Collections Management?

Nick Poole,
CEO, Collections Trust

Engaging the World through Europeana

Breandán Knowlton,
Programme Manager, Europeana

Biggest exhibition ever

A record 50 stands are available at this year's trade fair, up 25% on 2012. All refreshment breaks will be taken in the exhibition area so suppliers and delegates can meet.

Suppliers already committed include:

- Adlib
- Ampfab
- Axiell
- Bruynzeel Storage Systems
- Capture
- CDS Gromke
- Click Netherfield
- Collector Systems
- Conservation by Design
- Constantine
- Extensis
- Gallery Systems
- On Media
- Keepthinking
- KE Software
- Knowledge Integration
- Media Equation
- Mobydoc
- MODES Users Assoc.
- Picturae
- Public Catalogue Foundation
- Relicarte
- Securitas
- Selago Design
- Semantika
- SKINmuseum
- Surface Impression
- System Simulation
- The ETHER Initiative
- Touch and Discover Systems
- Zetcom

A limited number of prime stand positions are still available. See the OpenCulture website for the latest floorplan. Contact events@collectionstrust.org.uk or call 0207 942 6080 to secure your place.

Collections Trust Awards Presentation

Collections Trust Awards

Three unique awards will be presented this year by the Collections Trust to celebrate the very best in collections management. They are *Best Collections Practice*, *Collections on a Budget*, and *Participatory Practice* – new this year and jointly presented with Historypin.

The winners will be announced and receive their trophies at the *OpenCulture Reception* which will be held at a prestigious London venue on the evening of Tuesday 2 July attended by conference delegates and guests.

Further details are online at www.collectionslink.org.uk/ct-awards

Spectrum

SPECTRUM Local Community Meeting

All those using the SPECTRUM Standard to improve the management, sustainability and use of their collections are invited to the annual SPECTRUM Local Community Meeting at *OpenCulture 2013* which takes place on the afternoon of Tuesday 2 July. Delegates can discuss all the latest SPECTRUM issues and play an active role in its development.

Nearly all SPECTRUM Partners with validated CMS systems will be participating.

NEW: Don't miss two expert pre-event CT MasterClasses

To add extra value to *OpenCulture 2013*, two expert CT MasterClasses have been organised by The Collections Trust on Monday 1 July in the Director's Suite at the Science Museum. They will feature:

● Deron Burba

Chief Information Officer, the Smithsonian Institution, who will discuss how his institution is combining technology, information and audience engagement to support its new *Strategic Plan*. This will be his first presentation in the UK since his appointment.

● Beth Harris and Steven Zucker

Deans of Art and History, Smarthistory at the Khan Academy, who will together present the benefits of opening up museum and arts knowledge, and give practical tips and techniques for developing engaging educational content. Part of the Khan Academy, *Smarthistory* is one of a new generation of massively open online learning providers.

Places at each MasterClass are strictly limited to 50 delegates. Full details and online booking are available at www.openculture2013.org.uk/ct-masterclasses

NEW: Securitas sponsor security seminar



A special one-hour seminar is being organised by security specialists Securitas at OpenCulture 2013 on the afternoon of Tuesday 2 July.

It will include presentations by expert speakers, video content, and a Case Study which tackles the daily challenges involved in securing a cultural institution. The aim is to help delegates recognise and address security issues and safeguard their collections. The seminar will include an Open Forum session, and delegates will be invited to take part in a research study.

More details are online at www.collectionslink.org.uk/securityseminar

If you attend just one event this year – make it OpenCulture 2013!

In tough times when funding is tight it pays to be well informed, well connected, and looking at the future with confidence.

In just two days *OpenCulture 2013* will provide you with a wealth of information, market intelligence and expert advice while connecting you with like-minded professionals all seeking solutions to the many challenges facing the collections community today. It is a unique event which includes:

- A two-day conference with specialist content strands
 - More than 30 expert international and UK speakers
 - A major trade show 25% bigger than in 2012
 - Two Pre-event International CT MasterClasses
 - The presentation of the Collections Trust Awards
 - The annual SPECTRUM Local Community Gathering
 - A Security Seminar sponsored by Securitas
- ...plus networking opportunities and a Conference Reception

SEE INSIDE FOR FULL DETAILS

Fees reduced for 2013

To help you make a positive decision to attend and to recognize the impact of austerity measures on budgets, registration fees have been reduced by up to 18% on 2012. This is to ensure you receive even better value for money.

Conference Fees

Two days	£283 (plus VAT) = £340
One day	£150 (plus VAT) = £180
Student rates:	See conference website for special student rates and bursaries
Multiple bookings:	For three or more delegates call 0207 942 6080 for a special rate

How to secure your place

THREE EASY STEPS TO REGISTER ONLINE:

- Go to: www.openculture2013.org.uk/register
- Complete the Registration Form and indicate payment method*: [Invoice](#) or [PayPal](#)
- Click Confirm Registration to secure your place

*Please note: For credit card payments please call 0207 942 6080

DON'T MISS OUT – BOOK YOUR PLACE NOW AT

www.openculture2013.org.uk

An ideal venue



The venue for OpenCulture 2013 is once again the Conference Centre at the Kia Oval in London. Last year the location was rated 98% *Good to Excellent* by delegates. It provides ample space for both plenary and parallel sessions, as well as a major exhibition, where all refreshment breaks are taken.

Full details of the venue are available on the OpenCulture website together with local hotels and travel information.

Collections Trust

The Collections Trust's mission is to be the leading organisation in the management and use of collections and technology in museums, libraries and archives by 2015.

For more information visit the Collections Link website at www.collectionslink.org.uk

WC2 09, Natural History Museum,
Cromwell Road, London SW7 5BD

T: 0207 942 6080 E: office@collectionstrust.org.uk
W: www.collectionslink.org.uk



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Supporting Organisations:



The National Museum Directors' Council

represents the leaders of the UK's national collections and major regional museums.

www.nationalmuseums.org.uk



Arts & Humanities
Research Council

The Arts and Humanities Research Council

The Arts and Humanities Research Council is a non-departmental public body sponsored by the Department for Business, Innovation and Skills.

www.ahrc.ac.uk



Museums
Galleries
Scotland

Museums Galleries Scotland

Museums Galleries Scotland is currently undergoing a transition to become the National Development Body for museums and galleries in Scotland.

www.museumsgalleries.scotland.org.uk

historypin

historypin

The historypin community is made up of people, groups and organisations who work together to unearth and pin as much history as possible from all over the world.

www.historypin.com

Media Sponsors



The Guardian Culture Professionals Network has been established to share sector-specific ideas, insight and best practice online. Its editor Nancy Groves is a member of the judging panel for the CT Awards 2013.

www.guardian.co.uk/culture-professionals-network

M&H

M&H Online is a multi-functional, multi-platform service offering for professionals in the museums and heritage sector worldwide. Providing news, features, products and videos from across the community.

www.mandh-online.com



Securitas

Securitas are knowledge leaders in Security, combining the best in technology with the skills of their people. Through a partnership with the Collections Trust, they are looking to share their global expertise and best practice with cultural organisations, offering security advice and support to the Sector.

www.securitas.com/uk/en-gb/Customer-Segments/Cultural-Solutions/

FULL DETAILS AND ONLINE BOOKING AT

www.openculture2013.org.uk