



# Making the Most of Your Collection

2 October 2014, Trinity Hall College, Cambridge CB2 1TJ

## Main Seminar - Graham Storey Room

- 10.00-10.20      **Registration and Coffee**
- 10.20-10.30      **Introduction** Hugo Johnsen, Castleacre Insurance
- 10.30-11.15      **Re-Invigorating Existing Collections**  
**Case Studies Gainsborough's House and the Watts Gallery**
- Mark Bills* - former Curator of the Watts Gallery and current Director of Gainsborough's House will be talking about how to invigorate and revitalise single artist collections, through the restoration of the Watts Gallery and future plans for Gainsborough's House.
- 11.15-11.45      **Acquisitions, De-Accessioning and Accreditation**  
**Effective Strategies for Museums, Arts Council England**
- Isabel Wilson* - Senior Manager, Quality & Standards, Arts Council England will offer the Arts Council's perspective on the importance of strategic collections development including effective acquisition, disposal and the role of Accreditation.
- 11.45-12.15      **Coffee**
- 12.15-12.45      **Innovative Collaborative Exhibitions**  
**Case Study National Portrait Gallery &**  
**National Trust's Montacute House Exhibition, 'Imagined Lives'**
- Dr Jane Eade* - Associate Curator of the National Portrait Gallery's sixteenth-century Collections will discuss how to make partnership exhibitions work effectively and will also review the exhibition 'Imagined Lives' to show how existing pieces can be re-evaluated to draw in new visitors.
- 12.45-13.00      **How to Assess Risk Effectively and Tailor Your Insurance**
- Clare Pardy* - Fine Art & Heritage Development Director, Ecclesiastical Insurance will look at how museums can assess risk effectively and tailor insurance cover to suit their individual needs
- 13.00-14.00      **Lunch**  
**Leslie Stephen and Chetwode Rooms**

- 14.00-14.15      **Afternoon Introduction** Paul Davidson, Bonhams
- 14.15-15.00      **Exhibitions Strategy**  
**Case Study 'The Cheapside Hoard' Exhibition, Museum of London**
- Hazel Forsyth, Senior Curator Medieval and Post-Medieval Collections, Museum of London—the driving force behind one of the Museum of London's most successful exhibitions will be reviewing the different elements which made 'The Cheapside Hoard' a ground-breaking exhibition for the Museum and a hugely popular attraction for visitors.*
- 15.00-15.30      **Effective Public Relations and Marketing for Museums**  
**Strategic Arts Consultancy – Cawdell Douglas**
- Diana Cawdell - Director Cawdell Douglas (Strategic Arts Consultancy), will discuss different strategies to raise the profile and brand of a museum as well as create public interest in individual exhibitions and events, using limited budgets.*
- 15.30-16.00      **Public Relations and Disaster Management**  
**A Case Study – Fitzwilliam Museum Vases**
- Penny Bendall - a ceramic conservator, who has lectured at Cambridge on Conservation and Ethics and works for the Royal Collections, Historic Royal Palaces and the Fitzwilliam Museum amongst other important British Institutions, will show how confident disaster management can benefit a museum's public profile.*
- 16.00              **Tea and First Group Tour of Elizabethan Chained Library**
- 16.30              **Second Group Tour of Elizabethan Chained Library**
- 17.00              **END OF SEMINAR**