

**‘New audiences, new stories, new partnerships’**

**A seminar with presentations and case studies on using performance, theatre, art, VR and AR and storytelling - to draw new audiences and tell your attraction’s stories in new ways.**

**Thursday 15th March 2018.**

**The Ballroom, The RAF Club, 128 Piccadilly, London W1J 7PY**

Guest speakers:

**Programme:**

10am Registration and coffee

10.30 Welcome; **Bernard Donoghue, Director, ALVA; Chair, LIFT (London International Festival of Theatre)**

10.45 **Kate Brindley, Director of Collections & Exhibitions,   
Chatsworth House**, Derbyshire.

‘House Style; Five Centuries of Fashion’.

11.15 **Kate McGrath, Director, Fuel Theatre**

Working with attractions, such as Historic Royal Places and their ‘Lost Palace project at The Banqueting House, from the perspective of a theatre company.

11.45 Coffee

12.15 **Dan Vo, Volunteer, V&A LGBTQ Tours**

Curating and presenting tours for LGBTQ audiences; telling stories of the V&A collection to new audiences.

12.40 **Jenny Waldman CBE, Director of 14 - 18 NOW**.

Presentation on the art, productions, performances and artistic programme which 14 - 18 NOW have commissioned to connect people to the First World War.

1pm Lunch and networking

2pm Welcome back and summary; **Bernard Donoghue, ALVA**

2.10pm **Factory 42; John Cassy, Co-Founder and Chief Executive**.

Using VR and AR to bring your stories and collection to life, anywhere.

2.40pm **Pippa Shirley, Head of Collections & Gardens and   
Simon Wales, General Manager, Waddesdon Manor**

Curating an artistic programme in a National Trust property

3.10pm Coffee

3.30pm **Rob Kirk, Grande Exhibitions**

‘Van Gogh Alive, the experience’. Bringing an interactive, immersive multimedia experience to an attraction near you.

3.50pm Conclusions and any questions

4pm End and depart