



Digital: from Idea to Audience

Conference organised by the Royal Pavilion & Museums Brighton & Hove

9 March 2016, 10:30am – 4:30 pm

Venue: The Association of Anaesthetists of Great Britain & Ireland, London

Welcome to today's conference. The day will cover how to develop an idea and shape it for an audience; how to work with an outside developer; an introduction to usability testing; and how to work with museum colleagues who can support and provide content.

Programme

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| 10.30am | Registration |
| 10.55am | Getting to know your digital users
Kevin Bacon, Digital Development Officer at the Royal Pavilion & Museums, Brighton & Hove |
| 11.50am | Opportunities for Digital Excellence, with a little help from Michelangelo
Gavin Mallory, Cogg App |
| 12.45pm | Lunch in the Abbott Forum |
| 1.45pm | From Idea to Audience, or From Audience to Idea?
Graham Davies, Digital Programmes Manager at Amgueddfa Cymru - National Museum Wales. |
| 2.40pm | Introduction to usability testing
Tijana Tasich, Digital Consultant |
| 3.35pm | Coffee |
| 4.00pm | Panel discussion with Q&As |
| 4.30pm | Close |

Speaker biographies

Kevin Bacon is the Digital Development Officer for the Royal Pavilion & Museums, Brighton & Hove. He has worked in a variety of roles since joining the organisation in 2003, including front of house, working on digitisation projects, and as the first and last Curator of Photographs. In his present role, he has led on a number of digital projects, including the development of www.brightonmuseums.org.uk and has many given talks in the UK and overseas on social media, audiences and website development.

Graham Davies is Digital Programmes Manager at Amgueddfa Cymru – National Museum Wales where he focusses on ensuring sustainable, evidence led and audience focussed digital outputs. Always seeking to define efficient content workflows and appropriate channels for a wide range of digital activities, he is a keen advocate of stats, analysis and user feedback. Graham recently oversaw the successful redesign of the Museums website which has been a springboard for embedding digital skills through the museum. He is currently working on reporting models that help define and measure online success.

In his talk today, Graham will use a wide range of practical examples to deconstruct 'good digital ideas' and explain how experiences at Amgueddfa Cymru have helped shape a new way of thinking for the digital team there.

Gavin Mallory is Head of Production at Cogapp where he has led work for MoMA, Tate and the British Library. He has conducted user testing in New York, stakeholder interviews in London, workshops in the Middle East and is running an Agile training session in Los Angeles in April 2016.

Cogapp is an agency for digital media projects: enriching people's lives since 1985. We work with organisations of all shapes and sizes. Our clients include The Metropolitan Museum of Art, National Portrait Gallery, Qatar Museums and the Yiddish Book Center.

Tijana Tasich is a digital consultant, strategist and workshop provider on all things digital. After years of working in-house leading digital teams to deliver complex projects in 2015 she set up her own consultancy, Digitelling Agency, to provide digital expertise and support to a wide range of clients. She was most recently Head of Product at the Southbank Centre and is the former Digital Production Lead at Tate.