



OPEN INNOVATION

TRANSFORMING THE VALUE OF VISITORS,
MEMBERS AND FRIENDS IN THE
SMALL INDEPENDENT MUSEUM SECTOR



Half day Symposium - September 23rd 2014

Ravensbourne
6 Penrose Way
SE10 0EW

Drawing comparisons between best practice in the worlds of Design, Innovation and the Museum sector, Ravensbourne's Masters of Design and Innovation invites you to explore new ways independent museums can optimise their membership schemes. How can Open Innovation add value, not just in terms of additional revenue but also in terms of:

- Engaging visitors in shaping or co-creating the museum experience
- Connecting visitors to the museum in a deeper way than just a 'one-off' visit
- Building a compelling and 'sticky' community of interest
- Designing services to encourage deep participation
- Generating feedback, ideas and potential for strategic growth

Find more information and book your place:

<https://open-innovation.eventbrite.com>

The Programme:

09:00	Registration and coffee
09.30	Keynote speech - Dr Daniel Glaser, Director of Science Gallery London
10:00	Q&A
10.15	Session 1: <i>Comparing best practice in museums, design and innovation</i>
11.15	Break
11.30	Session 2: <i>Looking out to innovate from within - the effect of open innovation and its potential in the small independent museum sector</i>
12.30	Presentation of research findings
13:00	Lunch and networking

Speakers include Dr Daniel Glaser - Director of Science Gallery London; Roland Harwood - Co-Founder of www.100open.com; representatives from IdeasTap.com and guests from the museum sector.

This half day symposium is a 'Vital Ideas' event hosted by Ravensbourne's Master of Design and Innovation postgraduate programme. It is the culmination of a research project funded by the Arts Council's Share Academy who aim to “*build sustainable and mutually beneficial relationships between the Higher Education sector and specialist museums in London*”