



BAfM 43rd Annual Conference & AGM 2016
Ironbridge Gorge Museum, Coalbrookdale

FRIENDS of The IRONBRIDGE GORGE MUSEUMS

Judy Mondon, Friends Administrator
 Ironbridge Gorge Museum Trust
 Coalbrookdale
 Telford
 Shropshire
 TF8 7DQ

☎ 01952 435931
 Email: judy.mondon@ironbridge.org.uk

BOOKING FORM

Please complete in BLOCK CAPITALS and keep a copy for your own record

Name(s) of delegate(s)

Address

.....

.....

BAfM Region

Friends Group

Position (if relevant)

Telephone Email *

Conference on Saturday 1st October

At the Museum of Iron, Coalbrookdale. Includes parking, talks, workshop, lunch, coffee and tea, guided tour, and closing reception with canapés and drinks, plus hotel shuttle **£65 per person**

If you need to use the free shuttle to and from the *Hotel* please tick this box

If you need free transport to and from *Telford Central Station* please tick this box

Optional Extra Tour on Sunday 2nd October

A guided visit to the **IRON BRIDGE**, Jackfield **TILE MUSEUM** and Blists Hill **£32 per person**
VICTORIAN TOWN (Tour includes coach and a Passport Ticket valid for all ten of the Ironbridge Museums for *unlimited* repeat visits over 12 months – normally £27.95, incredible value!)

Payment with this Booking Form by cheque, to be sent to the above address by 31st August 2016

I enclose a cheque made payable to *Friends of the Ironbridge Gorge Museum Trust* for £

Accommodation

Preferred Hotel Partner: BEST WESTERN Valley Hotel, Buildwas Road, Ironbridge, Telford, TF8 7DW.
 A special B&B rate of £110 double (£55 per person per night) and £70 single occupancy has been negotiated for the nights of 30th September and 1st October. Quote 'BAfM' when booking, but you must book early before all the rooms at this rate are taken up. Payment for this accommodation must be made directly with the hotel, ☎ 0844 387 6134.

For a wide range of **other accommodation options** in the area go to www.visitironbridge.co.uk/accommodation or telephone the Ironbridge Tourist Information Centre, ☎ 01952 433424, Email tic@ironbridge.org.uk

Checklist Conference booking. Hotel shuttle. Telford Central Station shuttle. Sunday tour. Cheque. Email permission.

**One of the most useful elements of any conference is the ability to network and make contacts. We would like to provide those attending with a delegates' list that includes their email. If you are happy to have your email address on the list please tick this box*



BAfM 43rd Annual Conference & AGM 2016 Ironbridge Gorge Museum, Coalbrookdale

Marketing for Excellence

The theme

This year's BAfM Conference explores how marketing can benefit your organisation, with speakers who are specialists in this field. Marketing is a term that is often misunderstood, most of us believing that it is about publicity and advertising. Actually that's just the last 5% of the process. Marketing is finding out the interests and wants of your target markets and then delivering satisfaction more effectively than your competitors – through the key stories you tell, the images you use and the target markets you wish to nurture. We can't change the core collections or the buildings we look after, but we can find the stories that resonate with our visitors, the human factor rather than just the bare historical facts.

The process starts with a thorough review of who your visitors are, where they come from, their age ranges, grouping (such as families or couples), how far they have travelled on the day, and above all why they are visiting. Is it just for a good day out, or to add some educational element to the visit? Once the information has been gathered and studied it is possible to produce a Marketing Plan which sets out how you will reach your target visitors most effectively. That includes the editorial cover, the adverts and the PR – the last 5% of marketing.

As part of this process the Friends of Ironbridge Gorge Museums have undertaken a benchmarking survey – some primary research into what Ironbridge and its close competitors provide for their Friends, how they are managed, the relationship between the Friends and the host organisations at Board level, and how volunteers are managed. These are recurring questions that have featured in many BAfM regional meetings and also at past conferences. The President of the Friends of Ironbridge Gorge Museums, **Sir Neil Cossons**, will welcome you to the 2016 conference. Neil is one of the country's greatest heritage champions, President of the Association of Independent Museums and former Chairman of English Heritage. The results of the benchmarking survey will form the first presentation of the day at Ironbridge, given by **David de Haan**, former Director of Learning at Ironbridge and Programme Director of the Ironbridge Institute until 2012 teaching Heritage Management.

We will also hear about marketing and fundraising tips from **Katie Foster** and especially about getting the best out of the Heritage Lottery Fund. She is a marketing and tourism consultant who for 18 years was Head of Marketing at Ironbridge and for six years the Chair of HLF West Midlands. After Katie's session there will be break-out discussion groups to explore the day's issues in more detail. Moving beyond Ironbridge our final keynote speaker is **Tony Berry**, Visitor Experience Director for the National Trust, who will share with us marketing lessons from that organisation. He is the man who has helped NT sites identify their best and most interesting themes with which to engage and excite the visitor. His role includes motivating NT staff to uncover their best stories around which to mould the visitor experience. We will round off the day sipping a glass of bubbly and nibbling canapés while we ponder the value of marketing for excellence.

The venue

Given the financial constraints in the sector we have gone for a one-day conference in the beautiful Ironbridge Gorge and based it next door to the Museum of Iron in Coalbrookdale. That means the price is just £65. Registration starts at 9.15am and the AGM is at 2.00pm. As well as the conference sessions there will be guided tours of the sites within walking distance – the Museum, the Old Furnace and the houses of the Darby dynasty of Quaker ironmasters whose innovations in the 18th century changed the world. However, should you want to stay overnight the area is well served with accommodation providers and we have negotiated a very attractive deal with the nearby Best Western Valley Hotel on both the 30th September and 1st October. If you do stay on Saturday night you can join a guided tour the following day of three more of the museum sites for just £32. Included in the price is a guided coach tour to the Iron Bridge where the autumn colours can be spectacular, the fabulous Jackfield Tile Museum and the fascinating Blists Hill Victorian Town, but more importantly as a special offer to BAfM delegates you will also get a full Adult Passport ticket. This normally costs £27.95 and is valid for unlimited repeat visits to all of the ten Ironbridge museums over the next 12 months. The coach leaves the Valley Hotel at 9.30am on Sunday morning and will return there at 2.30pm.

The Booking Form is overleaf. Once we receive your booking we will send you further details about how to get to the conference venue and we'll enclose a free parking permit for the Museum of Iron. Looking forward to seeing you in Ironbridge in October.