
INTERNATIONAL TRAINING PROGRAMME

2022 ANNUAL PROGRAMME



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ITP Annual Programme e-Learning

Session guidelines

Going digital

The British
Museum

Going digital

Session guidelines

In April 2019 the Internet World Statistics reported that 56.1% of the world's population had internet access which equates to a potential online museum audience of over 4.3 billion users. With the onset of COVID-19, working online proved essential to the culture and heritage sector. In 2020, with the aim of keeping connected with their audiences, museums around the UK took projects and programmes online. Taking events, learning and exhibitions which could not be delivered in person due to the pandemic online not only solved an immediate challenge but now, as we move towards a 'new normal', offers new and exciting hybrid and blended opportunities.

Whether it be Zoom webinars with break-out groups and live chat, Facebook live events with Q&A, virtual gallery tours hosted by exhibition curators or YouTube interviews with artists and practitioners, there are hundreds of ways to connect your museum to your supporters with online content.

Some facts and figures around online engagement with the British Museum in 2020/21.

BM Collection Online contains 4.5m objects, with 1.9m images. In the past year 3.75 million users looked at the online collection, an increase of 60% over 2019/20 and it is a truly global resource with 50% of users coming from the UK or USA, with the rest from countries around the world.

Particularly popular were the downloads of schools learning resources which rose by 39%.

On YouTube, the BM attracted an impressive 14.1 million views in 2020/21, with 3.3 million hours of content watched, a 280% increase over 2019/20. For the ten-part series Objects of Crisis, director Hartwig Fischer chatted to a different curator or academic each week. Together they explored objects from the BM collection that reflected a resilient human response to crises in the past. The videos attracted more than 125,000 views.

Across all the BM's social media, numbers rose too. At the end of 2020/21, the BM had 5.8 million followers, an increase of more than 550,000 over the previous year. The largest increases were on Instagram (25% rise) and Chinese platforms Weibo (48% rise) and WeChat (26% rise).

Access to the BM's blog more than doubled to 3.1 million page views in 2020/21. Of the sixty new blog posts, it was no surprise to discover that the most popular by far was 'How to explore the British Museum from home', accessed by more than half a million people.

Online events

Knowledge Exchange is a national programme developed by the British Museum and supported by the Vivmar Foundation. It enables the British Museum to partner with a diverse range of museums, galleries and heritage organisations across the UK, supporting staff to share knowledge, skills and best practice and promoting their individual professional development.

Each year, the National Programmes team hosts a major conference at the British Museum. The conference is part of the British Museum's *Knowledge Share* programme, which creates skills-sharing, training and professional development opportunities for colleagues in the UK museum and cultural heritage sector.

A sector-facing event, the National Programmes Conference seeks to explore key subjects and issues affecting UK museums and cultural heritage. Addressing a new topic each year, the conference aims to be timely, useful and relevant to a wide audience of professionals in different disciplines from museums and galleries across the UK.

Each conference is designed to be a networking opportunity and a chance to share ideas and best practice, make new connections and inspire new partnership activity.

Objectives

- Share an overview of the British Museum's Knowledge Share programmes.
- How to create, develop and deliver a conference? Where does the inspiration come from and how do you work with colleagues – and the wider sector – to make it happen?
- What does the conference hope to achieve? What is the Museum's aim?
- Why and how was the decision made to take the conference online?
- What have been the challenges and learning outcomes of the past year and how has the conference been adapted?
- What is the future of online events at the British Museum?

Online learning

Museum Futures is a British Museum training programme, supported by The National Lottery Heritage Fund. It is the fourth offering in the *Skills for the Future* training programme which invests in new generations of diverse museum professionals to equip them with a dynamic understanding of digital data management, preservation and access practices relating to museum collections.

Objectives

- Share an overview of the Museum Futures programme.
- Why was the programme created – what is the Museum's aim – and how are participants selected?
- What is the Cultural Heritage Diploma (CHD) – how would it usually be attained – pre-pandemic – and what changes were needed to take this online make?

- What have been the challenges and learning outcomes of the past year?
- Have there been any new ways of working for the CHD that will be taken forward for the future – even when remote working is not an issue?

Online exhibitions

Whether you are sharing virtual versions of physical displays, or your exhibition is born-digital, online exhibitions enable us to share collections and knowledge with people around the world, so that no matter where you are, you can still explore and enjoy the stories of global museum and gallery collections.

Digital exhibits offer unprecedented access to institutions treasures that might never be seen otherwise except by those with local physical access to the museum or library. An online exhibition can expand on material presented at, or generate interest in, or create a durable online record of, a physical exhibition.

While physical interaction with collections is a wonderful experience, digital exhibitions have many advantages: -

- Unlike physical exhibitions, online exhibitions are not restricted by time or date; they are not forced to open and close but can be available 24/7.
- There are no limits to the creativity and stories that can be told.
- Objects and knowledge can be shared sustainably.
- You can save on production costs (insurance, shipping, installation).
- You can solve conservation/preservation problems (e.g., handling/transportation of fragile or rare objects).
- You can reach many more people from all over the world.
- You can be more inclusive. Access to information is no longer restricted to those who can afford travel and museum visits but is available to anyone who has access to a device and an internet connection.

Objectives

- An introduction to Annetta Berry and her role as Collections Project Officer, Norfolk Museums Service.
- An overview of online exhibitions.
- The benefits and challenges of creating an online exhibition.
- Key considerations when devising and developing an online exhibition.

Course facilitators

Naomi Salinas-Burton, Museum Futures Programme Manager

For the past decade, I have developed and delivered employment training programmes in various sectors including catering, sports, and now museums.



In 2018, I joined the British Museum to launch a UK-wide traineeship. Museum Futures is now in its third cohort year and I my responsibilities include recruitment of partners and trainees, coordinating regular training sessions for the network, and managing the Cultural Heritage diploma.

I used to spend a lot of time on trains, visiting museums of all kinds and supporting the work of trainees and their host organisations and I look forward to traveling again soon.

Georgia Mallin, Knowledge Share Programme Manager, Learning and National Partnerships Department

I manage the Knowledge Share programme as part of the British Museum's National Programmes team. Our remit is to work in partnership with museums, galleries, and cultural heritage organisations across the UK, sharing collections and expertise in order to support the museum sector and reach audiences across the whole country, rather than just those who visit the main Museum site in Bloomsbury.



While half of our team focuses on physically sharing the BM collection through touring exhibitions and object loans, in my half of the team our priority is the more intangible sharing: supporting people across the sector through training, workforce development, promoting collaboration and professional networks, and sharing skills and knowledge.

Several of my colleagues run programmes focusing on young people and new entrants to the sector, while most of my work is designed for people already working in museums. I plan and deliver events such as a major annual conference, seminars and workshops; I support curatorial research trips and collaborative projects; and I manage the annual Knowledge Exchange programme, which creates bespoke week-long professional placements between staff at selected partner organisations and the British Museum.

I have been at the British Museum since 2013 – I started out as a fundraiser in the Trusts & Foundations team, and then moved to the National Programmes team in 2016. I am not an historian by background – my undergraduate degree was in English & Spanish literature.

Alongside my current National Programmes role, which is part-time, I also study and work as a practising artist. Once you scratch the surface, you'll find lots of artists and makers working at the BM!

Annetta Berry, Collections Project Officer, Norfolk Museums Service

I am currently working for Norfolk Museums Service to create enhanced digital collections content to support the Royal Palace Reborn project at Norwich Castle Museum and Art Gallery. Prior to taking up this role I have worked as New Media Editor at the National Gallery responsible for all their public-facing digital editorial content (won BIMA award and nominated for two Interactive BAFTAs); E-Learning Curator at Tate where I defined and implemented their E-Learning strategy, launching Tate Schools, Tate Learning and Tate Kids; Author for the C16th Italian paintings and British School at the National Gallery; freelance for the Royal Collection writing exhibitions interpretation and supporting the Learning team; for the British Library writing online content for Discovering Children's Books; at Houghton Hall as Writer in Residence for the Richard Long exhibition; and for National Gallery Company and Aucturus as an author of art history books. I publish academic art history research, write historical novels (won the 2017 First Novel Prize), and I am also currently working with MantraLingua to develop universally accessible tactile talking art books.



I have an undergraduate degree and PhD in History of Art from the University of Cambridge, and an MFA in Creative Writing from UEA.

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Course resources

The links below will provide you with more information on the theme of the session. Additional resources are provided with this session which aim to give you reading material that you may find useful – both now and in the future.

Examples of digital engagement at the British Museum:-

Collection Online www.britishmuseum.org/collection

BM website <https://www.britishmuseum.org/>

BM blog <https://blog.britishmuseum.org/>

BM image and footage library www.bmimages.com/

BM online shop www.britishmuseumshoponline.org/

Online support for networks of experts www.moneyandmedals.org.uk/

Online games www.culture24.org.uk/teachers/ideas%20and%20resources/art76772

YouTube www.youtube.com/user/britishmuseum

Twitter <https://twitter.com/britishmuseum>

Facebook www.facebook.com/britishmuseum/

Instagram www.instagram.com/britishmuseum/

Online exhibitions <https://artsandculture.google.com/partner/the-british-museum>

360 Virtual exhibitions www.britishmuseum.org/exhibitions/arctic-culture-and-climate/360-tour/

Google Street View of almost all the Museum in 2015

<https://artsandculture.google.com/streetview/british-museum/AwEp68JO4NECkQ?>

Augmented Reality - www.youtube.com/watch?v=1NpncECDI5M

Gesture control www.slideshare.net/s.mannion/smannon-engage15may2013

Motion capture www.doc.gold.ac.uk/blog/?p=1186

3D models of objects on Sketchfab <https://sketchfab.com/britishmuseum>

3D printing small scale www.slideshare.net/KatherineBiggs/experiments-with-3d-mcn-2014-42004002

Scanning and manufacturing replicas

www.britishmuseum.org/collection/americas/hieroglyphic-stairway-palenque

Large scale projection mapping www.youtube.com/watch?v=bxVA3gotq4M

Immersive exhibitions where you could bring your own phone and without downloading an app, control the content you saw around you <https://museologi.st/projects/xyfi>

Immersive domes to teleport you inside a British Bronze Age round house

<https://advisor.museumsandheritage.com/features/soluis-heritage-the-dome-and-taking-virtual-reality-into-museums/>

Interactive multi touch point screens <https://blog.britishmuseum.org/virtual-autopsy-discover-how-the-ancient-egyptian-gebelein-man-died/>

Digital kiosks in galleries www.slimpixels.net/britishmuseum/ (scroll down to 'Interactive gallery touchscreen')

QR codes www.britishmuseum.org/visit/family-visits/museum-missions

Podcasts www.britishmuseum.org/the-british-museum-podcast

Radio www.bbc.co.uk/ahistoryoftheworld/about/british-museum-objects/

TV gameshows www.culture24.org.uk/sector-info/art77577

Volunteer crowdsourcing <https://crowdsourced.micropasts.org/>

Coding workshops www.slideshare.net/RCAHMW/code-the-collection-introducing-the-bbc-microbit-into-the-samsung-digital-discovery-centre-programme-juno-rae

Hosting content on other websites such as Khan academy www.khanacademy.org/partner-content/british-museum

Audio guides - www.britishmuseum.org/visit/audio-guide

Apps www.manchesterdigital.com/post/manchester-digital/british-museum-launches-app-for-life-and-death-in-pompeii-and-herculaneum

App games in the galleries www.youtube.com/watch?v=86z4aQf0xFs

Live video workshops to schools www.britishmuseum.org/learn/schools/samsung-digital-discovery-centre/virtual-visits

Live video streams to 300,000 Chinese visitors <https://jingculturecommerce.com/inside-british-museum-and-alibabas-livestream-partnership/>

Live video streams to cinemas www.youtube.com/watch?v=0Cinu9ylbp0

Outdoor cinema <https://www2.bfi.org.uk/news-opinion/news-bfi/announcements/bfi-announces-sci-fi-spectacular-british-museum>

Knowledge Exchange enables the British Museum to partner with a diverse range of museums, galleries and heritage organisations across the UK, supporting staff to share knowledge, skills and best practice and promoting their individual professional development.

<https://www.britishmuseum.org/our-work/national/skills-sharing-and-expertise/knowledge-exchange>

Knowledge Share Spring Event Series

<https://youtube.com/playlist?list=PLHcErFdbqlxqBe1-n2PubkPcMBmsZlLO>

Knowledge Share conference mini-site

www.npconference.uk

Museum Futures is the British Museum's fourth Skills for the Future training programme. The previous programmes were Learning Museum, Museum Pathways, and Future Curators.

<https://www.britishmuseum.org/our-work/national/skills-sharing-and-expertise/museum-futures>

Museum Future mini-site

<http://www.museumfutures.co.uk/blog>

The best UK online museum exhibitions to enjoy from home.

<https://museumcrush.org/the-best-uk-online-museum-exhibitions-to-enjoy-from-home/>

How to reach – and engage – your public remotely

<https://icom.museum/en/news/how-to-reach-and-engage-your-public-remotely/>

Virtual Reality is a big trend in museums, but what are the best examples of museums using VR?

<https://www.museumnext.com/article/how-museums-are-using-virtual-reality/>

Welcome to the landing page for the ITP's online exhibitions!

Bristol: The Bigger Picture

<http://itponlineexhibitions.org/>

The top ten online exhibition of 2020.

From a Smithsonian show on first ladies to Mexican muralists, Rembrandt and the making of the Met, these were some of our favorite virtual experiences.

<https://www.smithsonianmag.com/history/top-ten-online-exhibitions-2020-180976655/>

Q&A

At the end of a session, if you have any questions or need any further clarification on an issue or topic discussed, please e-mail the ITP team at itp@britishmuseum.org and we will do our best to provide you with the additional information you need.