

Conference
22–24 October
Glasgow

07

Session guidelines and information



**MUSEUMS
ASSOCIATION**
EVENTS

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Museums Association Conference 07
Loch Suite
Scottish Exhibition & Conference Centre (SECC)
Clydebank
GLASGOW
G3 8YW

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CHAIR/SESSION ORGANISER RESPONSIBILITIES

Your role as the organiser or chair of a session is crucial to making the overall conference an interesting, informative and pleasant experience for all concerned.

You are the main line of communication between all speakers etc and the MA conference office and as such have several important instructions to communicate to those taking part in the session.

Listed below is an outline of responsibilities and instructions to assist you in organising your session.

Responsibilities prior to the event:

- Ensure all speakers in your session provide you with the information you require
- check that all your speakers' visual presentations are forwarded to. Details can be found in the Audio Visual instructions included in these guidelines.

Responsibilities on-site:

Please make arrangements to meet with your chair/speakers on-site.

- to conduct a final run-through of each speaker's presentation content
- to agree contingency plans on how to deal with unexpected problems such as speaker no show, discussion time running over etc. For example, if a speaker is unable to use their presentation slides due to technical problems, agree a named individual for the audience to contact following the event to get a copy of the presentation
- to ensure all your speakers know where the Chine (Speaker Preview) is located and have checked their presentations with the technicians
- to ensure all your speakers know the location of the theatre they are giving their presentation in
- to check if any special access is required to the theatre or stage and inform the MA's Event Production Manager.

Theatre check:

Each theatre has a dedicated technician and steward with responsibility for equipment and room management. The following are some points, which may prove useful when liaising with theatre staff to ensure your session runs smoothly.

Theatre technicians:

- always conduct a sound and visual check of your theatre with your technician and speakers during the break prior to your session
- ensure your speakers are instructed as to where to locate their presentation on the laptop and which keys to use for their slide presentation
- stand at different points in the room during the run-through to check your speakers can be heard by the audience in every part of the room and that the screen can be viewed from all seating positions
- if your theatre has windows, check the noise levels from outside and close if necessary
- ascertain your speakers' mic preference. Some speaker prefer to adlib and move around the stage (tie mic) whilst others are happy to remain at the lectern and read from notes (lectern mic)
- check the roving mics and how they work
- check the lectern light and agree any room lighting levels. It is preferable to dim lights throughout rather than put out those closest to the screen for clearer resolution, as the audience at the front of theatre will not be able to see if they wish to write notes.

Theatre stewards:

- conduct a room check with your theatre steward in the break prior to your session for any discarded papers, cups etc left from the previous session
- check the top table has enough chairs to accommodate chair and speakers during the question and discussion period of your session
- check that you have a sufficient number of clean top table glasses and that bottled water has been replenished
- agree air conditioning levels and change if necessary
- agree time for doors to be closed and session to begin.

CHAIR GUIDELINES ON-SITE

Concurrent sessions are intended to be participative and interesting and all chairs are requested to encourage interaction through questions, discussion and debate.

To assist you in achieving this, the following guidelines include some tips on how to ensure your session is uninterrupted, highly interactive and flows smoothly.

Speakers:

- run through with all your speakers how the session will be presented
- make sure your speakers know they must keep to time
- alert your speakers when there is 5 minutes to go before the end of their allotted time
- bring their presentations to close if they start to run over time.

At the beginning of the session:

- introduce yourself and run through housekeeping details – fire exits etc (an instruction list will be placed on the lectern in every theatre)
- check your audience can hear you clearly and remind them to switch off mobile phones
- if your theatre has roving mics, select two members of the audience to field the mics during the question and discussion periods.

Questions and discussion:

- to stimulate as much audience participation as possible you may have to 'kick off' the discussion with questions of your own
- always select two questioners – select the first and then identify the second to follow. This maintains the flow and enables the mic fielders to know where the next question is coming from and pass on the second mic
- instruct every questioner to give their name, job title and the institution they represent before asking their question
- in the absence of mics, please ask the questioners at the front of the theatre to turn and address the entire audience
- using the instruction list on the lectern, please highlight any social events that are to follow your session.

SPEAKER PRESENTATION DETAILS

Please complete and return to the chair of your session to provide details for introduction and to ensure clarity of the session and agreed programme content

Please complete and return to the Chair of your session no later than FRIDAY, 12TH OCTOBER 2007

Theatre:	
Date and time:	

Title of session:	
Speaker name:	
Job title:	
Organisation:	
Synopsis of presentation: <i>Maximum 100 words</i>	
Biographical details: <i>Maximum 60 words</i>	

AUDIO VISUAL GUIDELINES

The quality of a slide presentation and the uninterrupted change over of speakers, plays a major part in making every conference session, debate or workshop successful.

The Association, together with the Scottish Exhibition & Conference Centre have devised a system, which will both improve both the quality of the presentations and the smooth running of sessions.

Therefore, all presentations should now be made using power point or video and sent direct to the centre's audio-visual company prior to the event. No arrangements have been made for the use of either 35mm slides or overhead projection but if this causes any problems please contact the MA's Event Production Manager using the contact details on the covering letter.

To encourage you and your speakers to use power point only, the following guidelines include a short list of benefits that using this system brings to both speakers and the organisers.

Using Power Point and Speaker Preview

Using this system will:

- enable the technicians to check the quality and legibility of slides and contact speakers direct if there are problems to ensure a high quality and comprehensible presentation
- ensure speakers can check their presentations easily on arrival with a dedicated technician and obtain technical support if required
- allow for any last minute theatre and schedule changes to be easily accommodated
- allow presentations to be saved onto a single server and accessed by any number of pcs and to also enable to the organiser to save a copy of all speaker presentations in order to produce a record of proceedings
- ensure the MA's production manager is aware of any speakers who have not have arrived and to take appropriate action.

Power point and video guidelines

Presentation content:

- all graphics or written material must be of an adequate size to be clearly visible to an audience. In general the font size should be no less than 53% showing your zoom box and your tool bar and your slide should not exceed 6 lines of text
- use text that has a high contrast to a plain single colour background

- avoid over complicated animation effects and the use of drop shadows. Whilst these both look good on monitors they do not project very well
- make sure any images used are of the highest possible resolution
- video presentations should be in either VHS NTSC or VHS PAL format
- ensure your presentation is supported by Microsoft – laptops are provided in all theatres but if your presentation is supported by Apple Mac, please inform the technicians
- do not save your presentation on your own laptop hard drive and bring it with you to conference. Some laptops can take time to configure to the data projector and will cause disruption to the session by having to connect different laptops, cables etc between speakers
- if you want any additional services eg access to the internet or to include video clips and sound, inform the technicians and list on the booking form.

Forwarding your presentation:

- all presentations must be sent direct to the centre's audio visual technicians as an attachment **NO LATER THAN 12TH OCTOBER 2007**
- all presentations should be accompanied by the av booking form clearly marking the **title of session, name of the speaker, the theatre, date and time and the equipment required**
- to send your presentation and av form, please follow these instructions:
 - click onto your Internet Explorer
 - go to Address bar at the top and type in <ftp://194.168.215.78>
 - user name Slide Preview
 - password 83CcsI1de!
 - click Log on
 - click on Slide Preview Uploads
 - click on Museum Conference folder to open
 - copy and paste or drag and drop your files into it.

On arrival at conference:

- please report to the registration desk at conference at least two hours prior to your session to be directed to your theatre and the Speaker Preview to check your presentation
- if using video or sound clips, speakers should check their presentation at least four hours prior to their presentation
- if there are any problems with your presentation contact the Events Production Manager via the registration desk.

AUDIO VISUAL BOOKING FORM

A copy of this form should be returned to the Chair of your session and also sent together with your presentation direct to the centre using the instructions above
NO LATER THAN 12th OCTOBER 2007

Please complete, retain a copy and send to those listed above

Theatre and title of session:	
Date and time:	

Convener/speaker name:	
Job title:	
Contact/telephone details:	
Title of presentation:	

Requirements:	<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div>Power point</div> <div><input type="checkbox"/></div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div>Internet access</div> <div><input type="checkbox"/></div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div>Video clips</div> <div><input type="checkbox"/></div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div>Sound</div> <div><input type="checkbox"/></div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div>Any other (please state)</div> <div> <input type="checkbox"/> </div> </div>
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LOCATION, TRAVEL AND TRANSPORT

Loch Suite
Scottish Exhibition and Conference Centre (SECC)
Clydeside
GLASGOW
G3 8YW

Tel: +44 (0) 141 248 3000

Fax: +44 (0) 141 226 3423

Web: www.secc.co.uk

Access by air

Glasgow has two airports. The International Airport is 15 minutes drive by direct motorway from the city centre and Prestwick airport, is 32 miles from the city centre. To find out which airlines fly to your chosen Glasgow airport and where they fly from go to www.baa.com for Glasgow International and www.gpia.co.uk for Prestwick.

Glasgow International has a direct coach service into central Glasgow (Buchanan Street Bus Station) from where you can take a short taxi ride (approximately £5) or use the Gig 'n' Go bus service (£1.50) to SECC.

Prestwick Airport has its own rail station, which will take you into Glasgow Central. The SECC has its own dedicated railway station allowing easy access from the city. Six trains an hour from Glasgow Central (platform 15) will bring you to the front door in less than 10 minutes.

Access by train

Trains from London to Glasgow Central run from London Euston and London Kings Cross. There are also cross-country routes to Glasgow (eg from Birmingham New Street Station or Manchester - both of which have their own airport and each airport has its own local station).

Birmingham International airport: take the train to Birmingham New Street and change to a direct train to Glasgow Central.

Manchester airport: take the train to Preston and change for a direct connection to Glasgow Central.

Heathrow airport: go to the airport bus station for the rail or coach link to Watford Junction and then a direct train to Glasgow.

Gatwick airport: direct train to Birmingham New Street change for Glasgow Central.

Stansted airport: go to platform 3 for the local service to Peterborough, then change there for Glasgow (via Edinburgh).

Luton: rail or coach link to Milton Keynes for a direct train to Glasgow Central.

National Rail enquiries: Tel 08457 484950

National Coach enquiries: Tel 08705 808080

Access by road

The SECC is just off Junction 19 of the M8 motorway. On-site parking is available for 3,000 vehicles at £3.50 per exit. To plan your journey by road, visit www.theaa.com and enter postcode G3 8YW as your destination.

ARE YOU VISITING?

Getting here from the Centre of Glasgow couldn't be easier.

By Road:

Due to roadworks, if travelling from the south of the city on the M8, please follow diversion signs.

Leave M8 motorway at Junction 19 and follow the signs for the SECC. Enter off Finnieston Street for our car parks with 2,750 spaces. Pay as you leave (£3.50 per vehicle).

Coach Parties:

We have our own separate coach park with space for 20 coaches.

By Rail:

Travel West on the low level from Glasgow Central to our own Exhibition Centre Station.

Trains from Central run every twenty minutes.

By Bicycle:

Cyclists may use the covered walkway from the SECC to Exhibition Centre Station for travelling to and from the city centre. National Cycle Routes 7 and 75 cross SECC site at Bell's bridge.



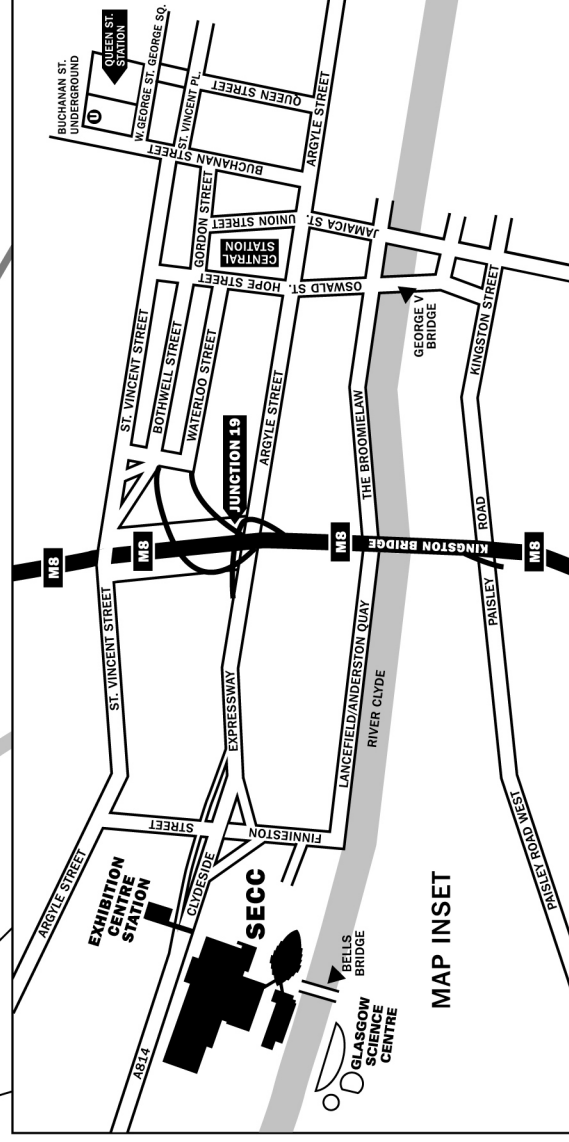
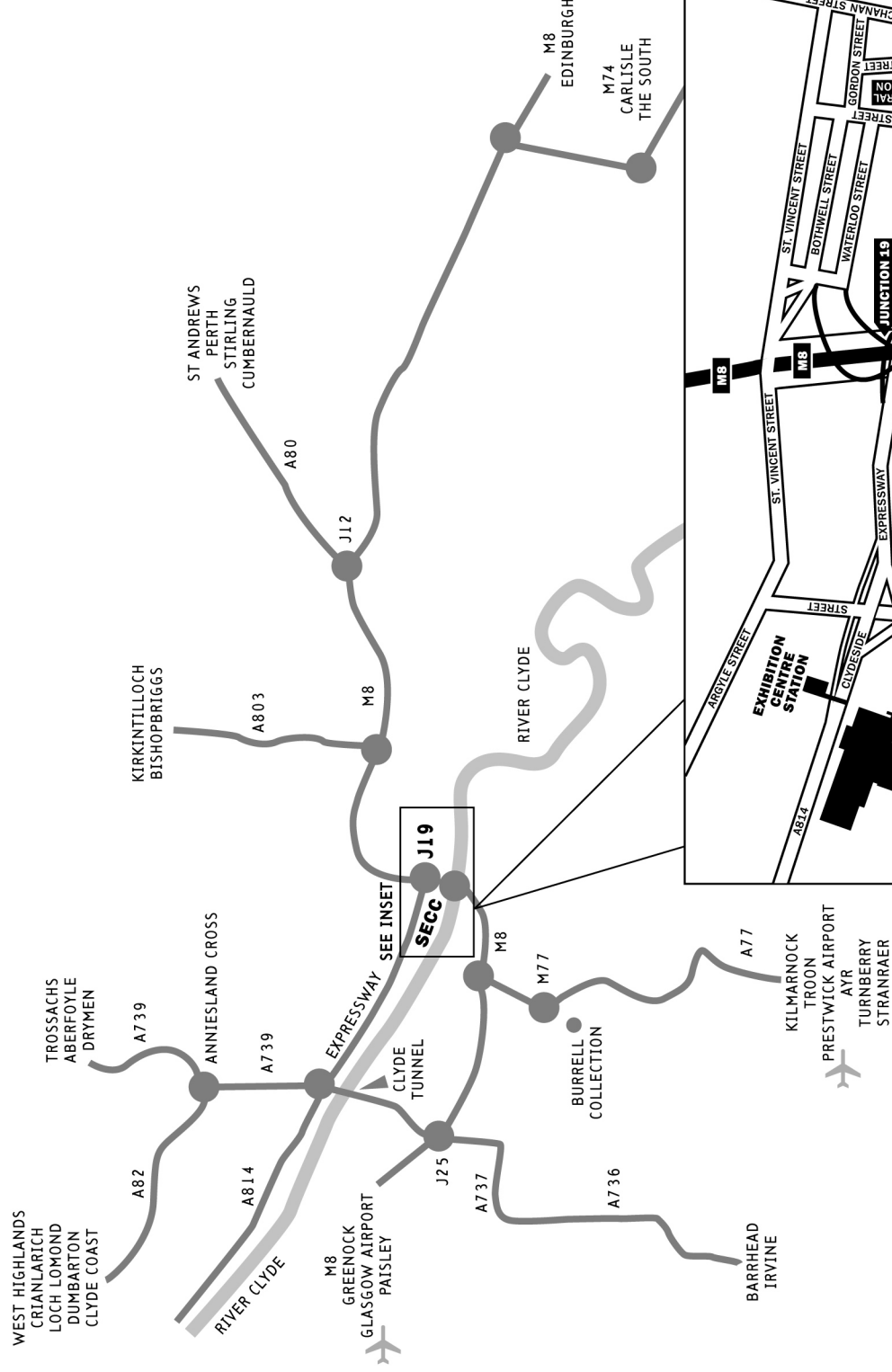
Scottish Exhibition Centre Ltd
Glasgow G3 8YW

Tel: 0141 248 3000

Fax: 0141 226 3423

www.secc.co.uk

How to get to the



CAR PARKING

The following information and use of SECC car parks applies to all attendees to the MA Conference and Exhibition. Please note the location of the Loch Suite and Halls 1 and 2 and their proximity to the car parks.

SECC CAR PARK - PAY AND DISPLAY

There are seven visitor car parks. Three are located at the East entrance and four at the West entrance to the centre. Parking is currently charged at £3.50 per car, per visit. Space for approximately 2,795 vehicles is available.

The designated parking area for exhibitors and event organisers is Car Park 7 at the West end of the site. All other attendees will be directed to a designated car park. Parking passes issued by the event production manager to any speaker, delegate etc should be displayed on vehicle dashboards/windcreens at all times to avoid unnecessary delays at the Security Lodge. Parking for all will again be charged at the normal rate of £3.50 per car, per visit.

Generally, Car Park 3 is designated for blue badge drivers although open to all motorists. It provides the most convenient disabled car parking for patrons. This is dependent, however, on the event and stewards will direct disabled patrons to the nearest available disabled parking area. Disabled parking is chargeable at normal parking rate (£3.50 per car, per visit).

HOTEL CAR PARKING

Thistle Hotel Glasgow

Car parking 250 spaces, £5 per day

Novotel Glasgow

Car parking 19 spaces, £4 per exit

Marriott Hotel Glasgow

Car parking 240 spaces, £3 per day

Crowne Plaza Glasgow

Car parking 300 spaces, £5 per day

Campanile Hotel

Car parking 80 spaces, free-of-charge

City Inn Glasgow

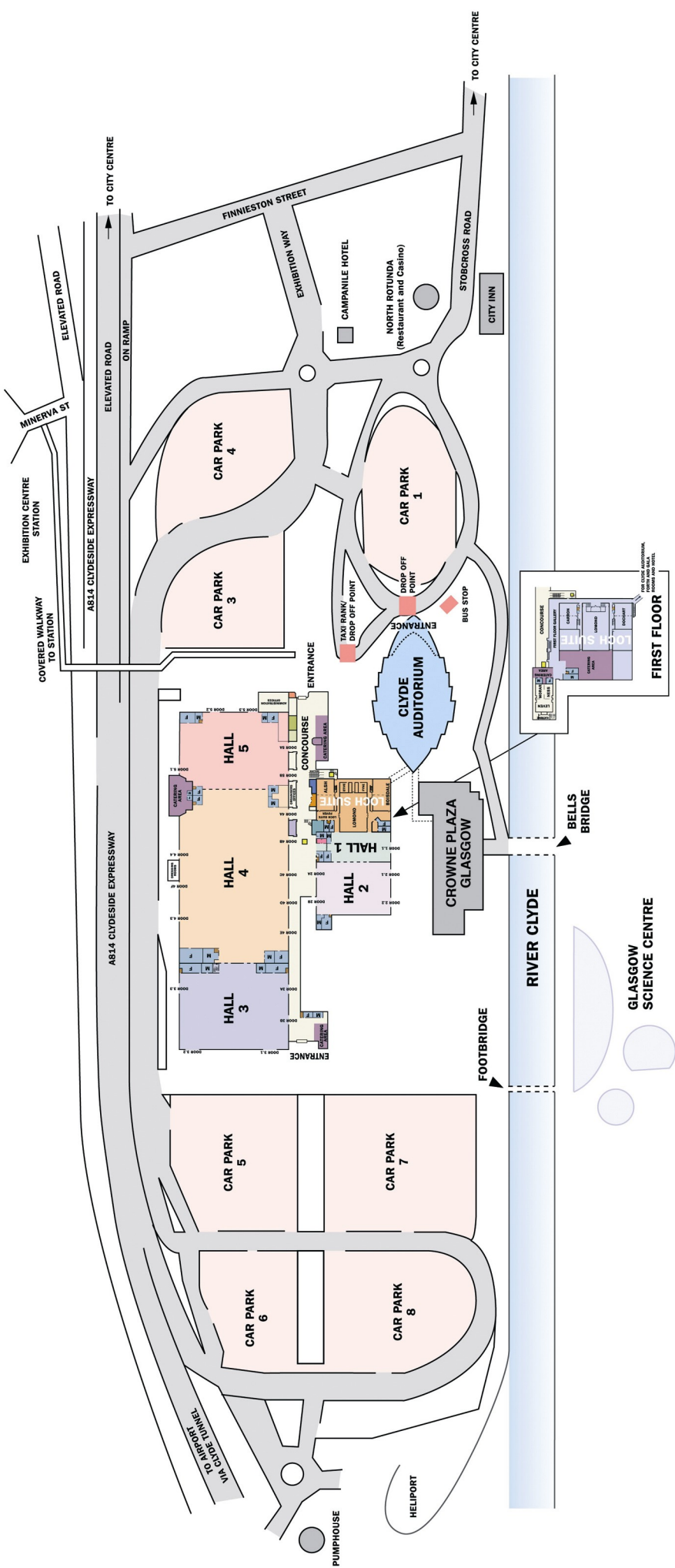
Car parking, limited spaces, free-of-charge

Contact hotel to book

NCP CAR PARKS

Speakers, delegates, visitors etc attending for one day only should visit www.ncp.co.uk for full information on car parking in Glasgow.

SECC SITE PLAN



- CLYDE AUDITORIUM
- LOCH SUITE
- LOCH SUITE (FIRST FLOOR)
- HALL 1
- HALL 2
- HALL 3
- HALL 4
- HALL 5
- BABYCARER ROOMS
- TOILETS (WCs) M-MALE F-FEMALE
- TOILETS FOR DISABLED
- INFORMATION & BUSINESS CENTRE
- CLOAKROOM
- SHOP
- CATERING AREA
- LIFT
- RECEPTION
- MEDICAL CENTRE
- BOX OFFICE
- BANK

FACILITIES AND ACCESS

The following information on special access facilities applies to the Loch Suite and Scottish Exhibition and Conference Centre (SECC).

SECC CAR PARK - PAY AND DISPLAY

Generally Car Park 3 is designated for blue badge drivers although open to all motorists. It provides the most convenient disabled car parking for patrons. This is dependent, however, on the event and stewards will direct disabled patrons to the nearest available disabled parking area. Disabled parking is chargeable at normal parking rate (£3.50 per car per visit).

EXTERNAL ENTRANCES

Entrance doors at east and west entrances are automatic and on ground floor level. When inside the main SECC building, all public areas of the building are accessible by lifts situated at two points on the main concourse. The Crowne Plaza Hotel is next to the SECC with ground level entrance and the direct link to the Moat House Hotel from the centre is fully accessible to wheelchair users using various lifts.

RESTAURANTS, COFFEE BARS ETC

All are easily accessed from the main concourse and lift access is available for those bars etc located on the first floor.

ACCESSIBLE TOILETS FOR WHEELCHAIR USERS

Disabled toilets are located throughout the centre in the following areas:

Concourse	2 (mid-concourse and west entrance)
Loch Suite	2 (adjacent to Carron and Dochart theatres)
First Level	1 (adjacent to Gallery Bistro Restaurant)

The toilets are fitted with an audible emergency alarm, in the event of difficulties.

TELEPHONES

Coin operated and credit card public telephones can be found on the concourse at the north east corner of the Caffé Ritazza and at the entrance to Hall 1. Telephones can also be located in the foyer of the Loch Suite and outside the Gallery Bistro Restaurant on the first floor.

Telephones throughout the centre are at a height suitable for wheelchair users.

GUIDE DOGS/HEARING DOGS

Guide dogs and hearing dogs are permitted into all areas of the SECC.

LECTURE THEATRE ACCESSIBILITY

All theatres are located within the Loch Suite and are easily accessible by wheelchair users either on ground level or by lifts to those theatres on the first floor.

The induction loop system is in operation in all theatres.

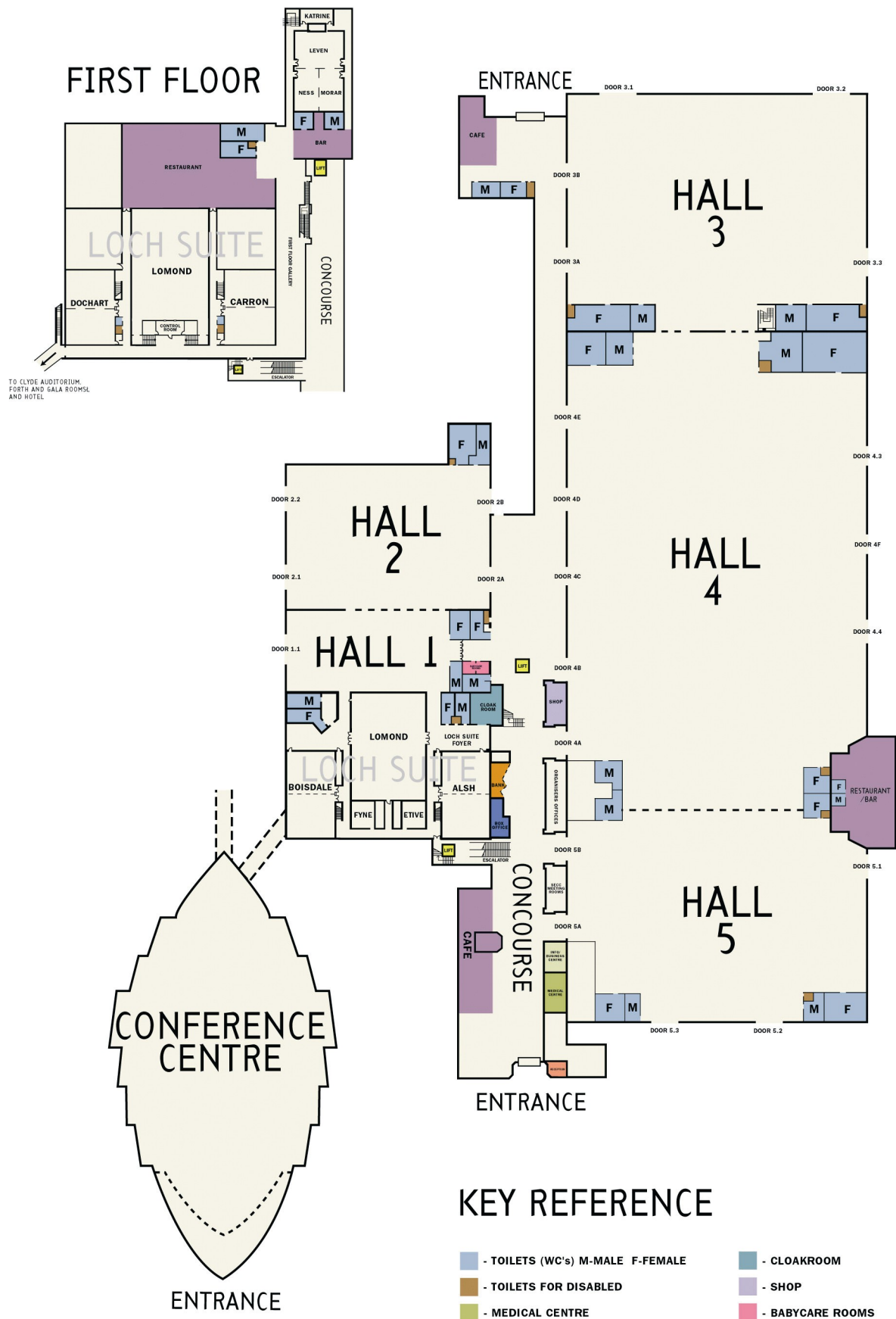
MEDICAL FACILITIES

The Medical Centre is situated at the east end of the concourse and is managed by the SECC Occupational Health Nurse. Dependent on the nature of events taking place, the centre is staffed by doctors, nurses and first-aiders. 24-hour contact is maintained with a local GP surgery.

The contact number for the Medical Centre is 0141 275 6333

The SECC also has a small bank of manual wheelchairs, which are loaned out to visitors free of charge when required. Visitors should contact SECC on the day of requirement to confirm availability, as prior bookings are not encouraged. Thereafter wheelchairs will be issued on a first-come, first-served basis.

SECC HALLS PLAN



KEY REFERENCE

- | | |
|----------------------------------|------------------|
| - TOILETS (WC's) M-MALE F-FEMALE | - CLOAKROOM |
| - TOILETS FOR DISABLED | - SHOP |
| - MEDICAL CENTRE | - BABYCARE ROOMS |
| - INFORMATION & BUSINESS CENTRE | - CATERING |
| - BOX OFFICE | - LIFT |
| - BANK | - RECEPTION |

EVACUATION PROCEDURES

In the event of an emergency in the Loch Suite at the SECC, please familiarise yourselves with the following:

At all times during the conference and exhibition there will be a Senior Security officer on duty. He/she will be located in the Security Suite and may be contacted by radio or telephone from the Information Desk.

The SECC is well protected against fire with a comprehensive range of smoke and heat detectors. Sprinkler systems and hose reels are also located at various points throughout the building. However, should an emergency occur, the following evacuation message will be broadcast over the Public Address system.

"This is an urgent announcement. An emergency situation has arisen, please leave the centre in an orderly manner by the nearest available exit as directed by SECC staff."

SECC stewards will direct everyone to appropriate assembly points in either Car Park 7 or between Car Park 3 and 1. As soon as the area has been checked and declared safe by the Emergency Services and the SECC Senior Security officer, stewards will allow delegates, visitors etc to re-enter the building.

ALL CHAIRS ARE REQUIRED TO ENSURE THEY POINT OUT WHERE THE EMERGENCY EXITS ARE LOCATED IN EACH THEATRE AT THE BEGINNING OF THEIR SESSION.