



FRONTLINE 2018

Tuesday 25 September 2018

Birmingham Hippodrome

TIME	SESSION
10.15 – 11.00am	Registration and refreshments
11.00 – 11.30am	Welcome & Icebreaker <ul style="list-style-type: none"> David Pearce, Strategic Director – Operations and Performance, Wales Millennium Centre (Conference Chair) Cassie Chadderton, Head of UK Theatre
11.30am – 12.15pm	Security on the Frontline: Things you Need to Know <ul style="list-style-type: none"> Phill Brown, Head of Risk & Technical, SOLT – UK Theatre Avi Navama, SQR Group
12.15 – 1.00pm	Customer Service When There is no Frontline <p>Our panel explores how we can manage excellent customer service when the frontline is non-traditional e.g. mixed-use venues, pop-ups, festivals etc.</p> <ul style="list-style-type: none"> Matthew Hale, Head of Visitor Experience, Southbank Centre Lyndsey Jackson, Director of Operations, Edinburgh Festival Fringe Lisa McGinley, Operations Manager, MAC Belfast
1.00 – 2.00pm	Lunch & networking
2.00 – 2.05	<i>Move to location of chosen workshop</i>
2.05 – 2.45pm	WORKSHOPS 1
	A) Open Up: Theatre for Everyone <p>Who is represented within your audience? Who takes part? Who would you like to see included that isn't now? Sharing insights emerging from <i>Open Up</i> a programme originating in the museum sector exploring how we might open our organisations to a more diverse range of people. You will explore the role that frontline staff might play in enabling a diverse range of people to enjoy theatre across the UK.</p> <ul style="list-style-type: none"> Julie Aldridge, Julie Aldridge Consulting Ltd
	B) Audiences: theatre lovers, customers, or donors? <p>With pressure to diversify our income streams, donations from audience members are ever more important. Based on research from audiences across the UK, this session looks at practical ways in which public facing staff can help customers to support the arts organisations they love.</p> <ul style="list-style-type: none"> Sarah Gee, Managing Partner, Indigo Ltd



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	<p>C) Deaf Awareness Taster: I can't sign!</p> <p>'How do I communicate with Deaf people visiting our theatre?' Fear not! This fun practical session will help dispel your concerns, giving you skills, hints and tips to practise and use with confidence, ensuring that everyone feels welcome in your venue.</p> <ul style="list-style-type: none"> Daryl Jackson, Associate Artist fingersmiths Theatre Company
2.45 – 2.50pm	<i>Move to location of chosen workshop</i>
2.50 – 3.30pm	<p>WORKSHOPS 2</p> <p>A) Open Up: Theatre for Everyone</p> <ul style="list-style-type: none"> Julie Aldridge, Julie Aldridge Consulting Ltd <p>B) Audiences: theatre lovers, customers, or donors?</p> <ul style="list-style-type: none"> Sarah Gee, Managing Partner, Indigo Ltd <p>C) Deaf Awareness Taster: I can't sign!</p> <ul style="list-style-type: none"> Daryl Jackson, Associate Artist, fingersmiths Theatre Company
3.30 – 4.00pm	Tea break & networking
4.00 – 4.45pm	<p>Mystery Shopper Experience</p> <p>A band of mystery shoppers have spent their Frontline conference encountering a variety of scenarios. They will be joined by experts to discuss their feedback and to apply mystery shopping to your venue.</p> <ul style="list-style-type: none"> Jonathan Thompson, Head of Visitor Services, Birmingham Hippodrome Jason Horn, Client Success Manager, HGEM
4.45 – 5.00pm	Closing remarks
5.00 – 7.00pm	Drinks reception – sponsored by IOSH



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