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## ***Communication: What You Say and How You Say It!***

UKRG's Second Annual CPD Event - Friday, 27<sup>th</sup> February 2015

Location: The Terrace Rooms, Museum of London

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- 12:30      **Registration, The Terrace Rooms, Museum of London**  
Please arrive via the main entrance (up the escalators from street level, see map below), and follow the UKRG signage
- 13:00      **Welcome**  
Jane Knowles (Chair, UK Registrars Group)
- 13:05      **Three Golden Rules of Public Speaking**  
  
What are the three golden rules of public speaking? How do you engage an audience? What makes a great speaker? **Nadine Dereza** and **Ian Hawkins** are authors of *Insider Secrets of Public Speaking* and have worked with some of the biggest names in business, politics and sport. They will answer your questions on delivering brilliant presentations in their fun, motivating and informative session.
- 13:50      **Communication Skills – A Fundraiser's Point of View**  
Judith Kerr (Head of Trusts and Individual Giving, The National Gallery)  
  
Communicating with contacts face-to-face? Unsure of the right introduction or form of address for a Lender? An introduction to business etiquette for the museums sector.
- 14:20      **Break – Refreshments will be served**
- 14:55      **Negotiating a Better Outcome**  
Jan Slater (Director, JAS Training Ltd)  
  
This talk explores why people often find it difficult to negotiate and suggests a 4-phase model to help. Having looked at the 'hard' skill of negotiating, the talk moves on to the 'softer' skill of recognising and working with 'type behaviour' to influence others and negotiate more effectively. Finally, some ideas are examined to help overcome the potential negotiation pitfalls that may be encountered.

15:40      **'I Look Forward to Hearing From You': A Lending and Borrowing Scenario**

Jane Knowles (Head of Exhibitions, The National Gallery) and Kate Parsons (Head of Collection Management, Tate)

16:10      **Open Session – 'Do Donors' Wishes Still Matter?'**

This session will give you an opportunity to put some of what you have learnt throughout the afternoon into practice.

Considering cases such as the recent changes to the terms of the Burrell Collection, other collections with prescriptive terms of bequest, and previous owners retaining an interest in objects, what is the relationship between museums and the intentions of their donors, both past and present? Why are they sometimes open to interpretation, whilst others are considered immovable? Should unusual terms of deposit be accepted, and should they be changed? Do you have any other case studies to put forward?

Your input is vital to this session, so please do think around the topic and come armed with your thoughts and opinions! We will split into small groups to discuss the topic, and report back to each other at the end of the session.

16:50      End

**There is an opportunity for members to see 'Sherlock Holmes: The Man Who Never Lived And Will Never Die' between 16:50 and 17:40.**

**A space has been booked for drinks at the London Wall Bar and Kitchen (directly outside the main entrance to the Museum of London, on the right) from 17:15. Please do join us there!**

With thanks to our hosts for the day:



