

**[PVM Press Release 16.10.17]**

## **Pioneering Volunteer Makers – A New Era for Engaging Audiences**

Volunteer Makers is delighted to announce its speakers for the Pioneering Volunteer Makers conference on 17<sup>th</sup> November.

Participants will hear from the museums themselves who are pioneering Volunteer Makers and the steps they have taken to create an organisational-wide engagement culture and implement new thinking in volunteer engagement.

Laura Kinnear, Curator, Holst Birthplace Museum, Cheltenham  
Hannah Mather, Jarrow Hall, NE EMP Chair and TWAM Volunteer  
Fran Riando, Volunteer Manager, Geffrye Museum, London  
Jessica Hartshorn, Learning and Outreach Officer, Rugby Art Gallery and Museum  
Amanda Hart, Director, Corinium Museum, Cirencester

*'I could see instantly the potential to grow a community of what Volunteer Makers call 'blended volunteers', and how this could start from someone volunteering to lay our fire once a week to eventually becoming a Visitor Experience Assistant'. Laura Kinnear*

*'Volunteering can make a real difference not only to the organisation which you are supporting but it can also have a positive impact on your own life. I know from my own experience how rewarding it can be to give a little'. Hannah Mather*

*'Everyone was buzzing and excited after the session, and I can honestly say I have never had such heart felt positive feedback about a change of system before!' Jessica Hartshorn*

Volunteer Makers is a national programme of volunteer engagement training and a digital application for museums supported by Arts Council England.

A third of people in the UK are volunteering and the value of volunteering is worth billions. With shifts in demographics, digital and funding models a new way of thinking is necessary if museums are to engage volunteers in a way to sustain and diversify their audiences.

Volunteer Makers is a different model for engaging and inspiring volunteers which grows a museum's community of active supporters, providing a measurable value exchange.

Volunteer Makers National Conference is a FREE fringe event for Visitors and Delegates at the Museums Association Conference, Manchester, Friday 17<sup>th</sup> November, 1:30-16:20. Includes lunch and refreshments.

This is a chance for museums to further participate in Volunteer Makers and understand the benefits of Blended and Micro-Volunteering and how this affects the workforce now and into the future.

Please register here for the Volunteer Makers event: <http://pioneers.volunteermakers.org/> as places are limited. If you are attending as a Visitor you can access the MA free Exhibition programme too. If you are planning to attend the MA Conference as a Delegate, please also register as places are limited.

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