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## **I. Introduction**

The following evaluation report is based on the 129 submitted (fully or partially) completed evaluation forms as well as other interview data collected by the evaluation specialist throughout the conference.

Notes on the evaluation form and report:

- Social media and registration processes should have been divided on the evaluation form; as it stands, the two are combined in the questions 8.c. and 8.d.
- Many respondents added comments in the margins expressing frustration with the registration process but no comments about the social media (either positive or negative) were made
- Some found question 9 confusing
- Many respondents used the same answers for question 10 & 11
- Many respondents had trouble responding to question 12, stating that it was either too early (they wanted to think about what they'd heard, go through their notes, or discuss with colleagues) or that inspiration and insights were less tangible or concrete

## II. Demographics

In total, 129 evaluation forms were (fully or partially) completed and submitted. The spreadsheet for all of this data is included in Appendix A.

### A. Country

Of these respondents, 48 (37%) were from the Netherlands, while the rest were from abroad.

48 the Netherlands	5 USA
1 Suriname	2 France
2 Switzerland	1 Turkey
6 Poland	1 Czech Republic
3 Singapore	4 Austria
7 Sweden	2 Finland
7 UK	1 Romania
3 Belgium	2 Chile
6 Estonia	1 Norway
1 India	7 Denmark
6 Germany	2 Ireland
5 Italy	1 Scotland
1 Israel	1 Canada

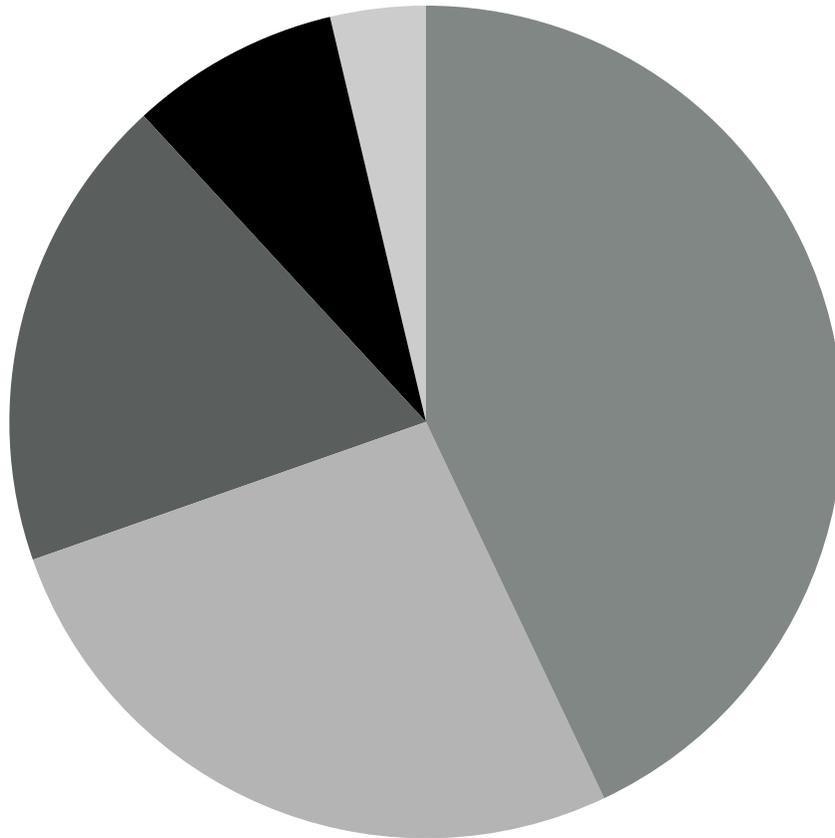
### B. Hands On! Attendance and Membership

For 91 (70.5%) of the respondents, this was their first Hands On! Conference; 78 (60%) were Hands On! members. For Hands On! members, it was much more likely that this conference was not their first than for those who were not Hands On! members.

### C. Source of Information

Many of the respondents listed multiple sources from which they heard of the Hands On! Conference; however, “from colleagues” and “Hands On! newsletter or social media” were the most popular.

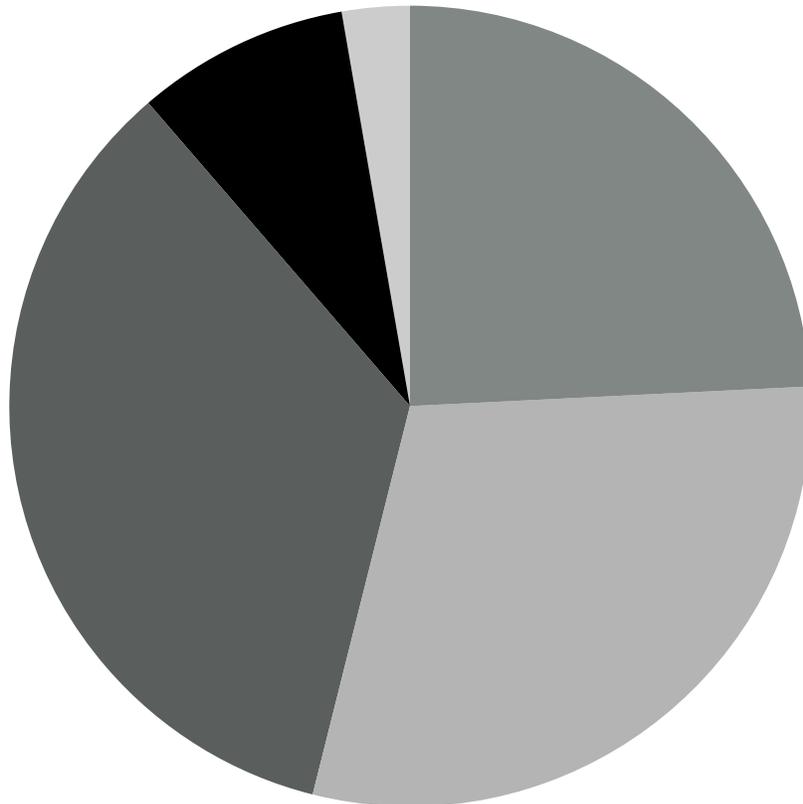
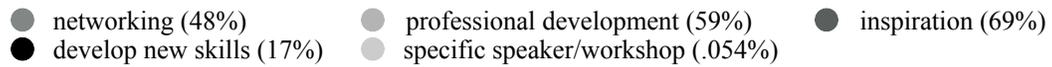
- from colleagues (45%)
- Hands On! newsletter or social media (28%)
- other (.2%)
- another museum organization or newsletter (.085%)
- save the date card (.04%)



\*note: The number of responses on this chart adds up to 135. Many respondents listed multiple sources of information while others left this area blank. These percentages represent the percentage of respondents who listed each item.

#### D. Motivation and Fulfillment

The responses about motivation were quite evenly spread among “networking,” “professional development,” and “inspiration.”



The specific speaker/workshop were specified as follows:

- Daan Roosegaarde
- family tour in museums
- Cinekid
- workshop on using DIY electronics with museum audience
- Gail Lord

114 (88.37%) of respondents stated that their main motivation as listed was fulfilled.

### **III. Logistics**

#### **A. Registration**

Many evaluation forms and interviewees mentioned that the registration process was much too difficult, too confusing, and had too many steps. This was probably the most often cited issue with the conference overall. This was especially frustrating because some of these people were not able to register for the workshops that they had hoped to attend due to registration issues.

- “It was very hard to sign up for the congress and register for lectures and workshops. Took me and my colleague a lot of time.”
- “Hard to register!”
- “Registering for sessions was really hard because there were bugs, it was too complicated, and it seemed like you had to pay twice”
- “I registered for workshops on the internet but the connection somehow did not go through, so I had to do it again at the conference and most of the workshops (that I initially signed up for) were full, so I had to choose mostly lectures.”
- “I have problems when I tried to preregister the lectures and workshops by website”
- “Too many registration steps before conference and too confusing registration system”
- “The registration process was a little difficult.”
- “Unfortunately the registration before the conference didn’t work”
- “Registration (online) must be easier!”
- “The registration for sessions must be easier. It seemed to work the best for those who paid and registered at the same time”
- “Don’t try to open registrations before your system works (and also for the 2013 conference).”
- “The registration was too difficult on website”

## B. Payment

There were a few complaints about the payment for the conference. The following comment was found to be the most insightful:

Booking: Make it easier to be invoiced for the conference fee. Paypal is personal and this then has to be reimbursed by the institution, which can be complicated.

## C. Conference Information

Respondents rated information provided before the conference with an average of 3.4 (on a scale of 1-5) and information provided during the conference with an average of 3.9, there were a few criticisms. It is likely that the pre-conference score is lower due to the registration issues; however, one respondents also noted:

Annoying that the programme was taken down from the website pre-conference — would have been good to look at again before arriving/registering. Could have been good to have a board with basic timings & locations on it for each day at the info desk.

The volunteers and staff available at the conference were very popular and helpful, especially the “Volunteers with hats were a great and helpful idea! :)”

## D. Food

Although the dinner at the Jewish Cultural Quarter evening program was very popular, throughout the rest of the conference, there often were not enough vegetarian options available. Additionally, one interviewee I spoke with was very disappointed that a peanut soup was served because she has an allergy and allergies to peanuts is quite common. Otherwise, the food was popular and well-liked among attendants.

## **IV. Conference Organisation**

### **A. “Hands On”**

Several respondents noted that there was a disconnect between the “Hands On” title of the conference and the lecture-style presentations. Many suggested considering different formats as well as more workshops that are longer and more in-depth. Additionally, respondents wanted more discussion time and time for questions after lectures.

### **B. Networking Opportunities**

Although many of the participants listed networking as one of the many benefits of attending the conference, some respondents had suggestions for further promoting networking among attendees:

- “Instead of a list of participants, who-is-who book with pictures. Facilitate networking more during a network-market, like the inspirational market... Where each museum has a stand. Meet and greets with people you can select in advance.”
- “More facilitations of networking throughout could have been good. Twitter list of participants?”
- “Different ways to network — maybe a sort of ‘speed-dating’ — so you can find/meet more new people. For example, some people are interested in content, and others are looking for potential business.”
- “It’s difficult to know/meet other people/to network. Organize a kind of speed dating? Or during workshop: each person should have to present himself/his institution.”

### **C. Too Much!**

Several respondents simply wanted to attend several coinciding lectures or workshops; one suggestion was to hold multiple sessions of very popular workshops that might be fully booked quickly.

## **V. Conference Content**

### **A. Parolado**

The Parolado sessions were very popular among participants, especially due to their practicality.

In asking interviewees about their favorite bits of the conference, this was one of the most commonly stated events (alongside Yong Zhao).

### **B. Keynotes**

The keynotes by Gail Lord and Yong Zhao were mentioned often throughout both the evaluation forms and interviews. Although Lord's keynote was loved by some and disliked by others, Zhao's keynote was almost universally admired. Some comments on each:

- Gail Lord's keynote was "really good" and relevant to some of the things happening in Glasgow, but mentioning her book so much was annoying
- Gail Lord was interesting but not relevant enough. It was a little political and not very practical for the conference attendants.
- Yong Zhao was very funny and nice, but his reliance on Gardner was outdated
- Yong Zhao - was really nice. "I've never seen such a chaotic presentation organized so well"

## **VI. Topics for Future Conferences**

### **A. Theory and Practice**

In discussing topics for future conferences, respondents often cited a concern for both theory and practice. It seems that many of the lectures neither leaned toward one nor the other; as one respondent stated:

Quite a lot of presentations showed how or what kind of research were done, but didn't really show the results or some kind of evaluation or advise for other museums to work with. This could be a good addition for next time.

A lot of respondents also noted that the lecturers tended to report what they did, but did not explain much about the theoretical basis upon which they made their decisions or discuss the issues of implementing these programs. As one respondent stated, "It was like being in a 'pink utopia bubble.'" Discussing difficulties could be more practically useful for attendees when considering implementing certain programs or initiatives at their home institutions.

Furthermore, a few respondents expressed a desire for more cutting-edge research in the area of developmental and child psychology.

### **B. Evaluations**

In the same vein, respondents are interested in evaluating their programs and learning about evaluation practices at the conference. Not only do they want to be inspired, but they want to know what works and what does not.

### **C. Interdisciplinary**

Many participants listed interdisciplinary topics and including or inviting speakers who are outside of the field, yet still relevant. A desire for more collaboration and co-production is included in this.

#### D. List of Potential Future Topics

- (Life) skills children develop through museum visits.
- Advantages of informal education.
- Psychology of a child in relation to museum visits.
- Exchange of best practices.
- Ethnographic topics in museums.
- Overcoming social exclusion via museum education.
- Marketing; writing texts.
- Accessibility, outreach.
- A focus on young children and babies.
- Integrating new technologies into hands-on museums and traditional museums.
- Specific design for children's space.
- Intergenerational learning.
- Maker spaces.
- Qualities of tour guides.
- Events and education.
- Citizenship: how to feed the creativity and energy of children in museums into society/policy making.
- Diversity (of representation).
- Social role and responsibility of museums (and implications for museums).
- Inclusion
- Museums as tool for social change
- Immersive learning.
- Fundraising.
- Professional research.
- Childhood culture.
- Engaging older children.
- Learning theory.
- Cooperation between institutions, parents and children.

- Cooperation with children's libraries.
- Storytelling in exhibitions.
- Creating exhibitions with other museums that travel to those institutions.”
- More focus on: the role of objects in learning.
- Evaluation impact of visitors
- Training educators to work with children
- Special groups (blind/disabled/etc.)
- Working with global audiences and considering how to be culturally responsive and connect to the experiences of audiences from cultures other than those represented in our staff and our collections
- “Ideas on a budget, taking risks, how museums can be a voice in the education agenda, integrating family interpretation in permanent exhibitions”
- “Children and social issues (poverty, immigration)”
- Leadership — how to develop future leaders?
- How to measure quality
- Technology
- Health
- Using social media
- “More interaction, happiness, smile!”
- Artist collaborations
- Child-led projects.
- Strategies for managing programs — management/leadership focus. How to innovate/create emerging projects.
- Family learning
- Children as tour guides in the museum.
- Museum books for children
- Museum play for children.
- More artists.
- More children

## **VII. Conclusion**

Overall, respondents were very happy with the conference and they often found it to be innovative and inspirational. The main criticisms of the conference were logistical ones, as well as ones to push the conference to the cutting edge even more.

Hands On! members are much more likely to become repeat attendants (as proven by the fact that they were more likely to be returning attendees rather than first-timers like their non-member counterparts), so it is important to encourage attendants to become members as this will likely increase repeat attendance.

Although one of the major focuses of the evaluation form was to distinguish what participants learned throughout their time at the conference, an overwhelming number of respondents stated that it was too soon to declare; they either wanted to think about it more, discuss it with their colleagues, or thought that their takeaway was less objective and quantifiable, indicating that a general sense of inspiration was the major benefit for most. It could be helpful to create a more long-term evaluation system in which attendees are interviewed or surveyed a few months after the conference.

## Appendices

### Appendix A. Spreadsheet, Evaluation Form Demographics

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
<b>Suriname</b>	Kindermuseum Villa Zakahara	1	0	colleagues	networking; professional development; inspiration	1
<b>Switzerland</b>	The Olympic Museum	1	1	save the date card	professional development; develop new skills	1
<b>The Netherlands</b>	Jewish Cultural Quarter	1	1	from colleagues	networking; inspiration	1
<b>Poland</b>	The State Ethnographic Museum	1	0	Hands On! newsletter or social media	inspiration; a specific speaker/ workshop (unspecified)	1
<b>Poland</b>		1	0	other - email sent to my institution	professional development	1
<b>Poland</b>		1	1	other - internet	networking; professional development; inspiration	1
<b>Singapore</b>	Asian Civilisation Museum	1	1	Hands On! newsletter or social media	professional development; inspiration; develop new skills; a specific speaker (Daan Roosegaarde)	1
<b>The Netherlands</b>	Het Huis van ?					
<b>Sweden</b>	Ebeling Museet	1	0	Another museum organisation or newsletter (Swedish exhibition agency)	inspiration; develop new skills	1
<b>UK</b>		1	0	from colleagues	networking; inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
<b>Poland</b>	Copernicus Science Centre	1	0	from colleagues	professional development; develop new skills	1
<b>The Netherlands</b>	Muiderslot	1	1	Hands On! newsletter or social media	professional development; inspiration	1
<b>The Netherlands</b>		1	1	from colleagues	professional development	1
<b>The Netherlands</b>	Rijksmuseum	0	0	from colleagues	networking; professional development; inspiration	1
<b>The Netherlands</b>		1	1	from colleagues	inspiration	1
<b>The Netherlands</b>	Dordrecht Museum	1	1	from colleagues	inspiration	1
<b>The Netherlands</b>	Goed Punt	1	0	save the date card	professional development; inspiration	1
<b>The Netherlands</b>	Maritime Museum	1	1	other - Hands On! asking to visit our museum	inspiration	1
<b>Belgium</b>	Ecsite	1	0	Another museum organisation or newsletter (via Frida x Fred)	networking	1
<b>Estonia</b>		1	1	other - internet	networking; professional development	1
<b>India</b>	Lord Cultural Resources	1	1	from colleagues	inspiration; develop new skills	1
<b>Germany</b>		0	1	Hands On! newsletter or social media	networking; professional development; inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
Germany		1	1	other - desk research on children museums	networking; professional development; inspiration; develop new skills	1
The Netherlands	Van Abbemuseum	1	1	from colleagues	inspiration	1
The Netherlands	Van Abbemuseum	1	1	from colleagues	networking; professional development; inspiration	0
Italy	MUBA	0	1	from colleagues	professional development; inspiration	1
UK	Victoria & Albert Museum	1	0	from colleagues	professional development	1
Italy		0	1	from colleagues	professional development	1
Poland		1	1	from colleagues	professional development; inspiration	1
Israel		1	1	from colleagues	professional development	1
US		1	1	from colleagues	networking; professional development	1
France	6 vaisseau	0	1	other - Ecsite	networking; inspiration	1
The Netherlands		1	0	other - website Hands On!	networking; professional development; inspiration; develop new skills	
The Netherlands	Kinderboeken museum	1	1	from colleagues	networking; professional development; inspiration	1
The Netherlands		1	1	from colleagues	networking; professional development; inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
Turkey	informal education consultant	0	1	save the date card; via Hands On! newsletter or social media	networking; professional development; inspiration	1
Estonia		1	1	other - internet	professional development; inspiration	1
The Netherlands	ProBiblio	1	0	Hands On! newsletter or social media	networking	1
The Netherlands	Museum Catharijneconvent	0	1	Hands On! newsletter or social media	networking; inspiration	1
Sweden	Tekniska Museet	0	1	Hands On! newsletter or social media	professional development	
The Netherlands		1	0	Another museum organisation or newsletter	professional development	1
Czech Republic	Sladovna Pisek	0	1	from colleagues	networking; professional development; inspiration; develop new skills	1
The Netherlands	Grob-Enzot	1	1	from colleagues	professional development; inspiration	1
The Netherlands	Het Marliezenhof	0	0	Hands On! newsletter or social media	networking; professional development; inspiration	1
The Netherlands	National Archives	1	1	Hands On! newsletter or social media	networking; professional development; inspiration	1
The Netherlands		1	1	from colleagues	inspiration	1
Estonia		1	0	from colleagues	inspiration; develop new skills	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
<b>Poland</b>		1	0	other - internet	networking; professional development; inspiration; develop new skills	1
<b>US</b>	Boston Children's Museum	1	0	from colleagues	inspiration	1
<b>The Netherlands</b>		0	1	Hands On! newsletter or social media	networking; professional development	1
<b>Sweden</b>		0	1	from colleagues; Hands On! newsletter or social media	networking; professional development; inspiration; develop new skills	1
<b>Austria</b>		1	0	from colleagues	other - work	1
<b>Austria</b>	Children's Museum	0	1	from colleagues	networking; professional development; inspiration; develop new skills	1
<b>Finland</b>		1	0	from colleagues	inspiration	1
<b>The Netherlands</b>		1	1	Hands On! newsletter or social media	networking; professional development; inspiration	1
<b>The Netherlands</b>	Het Cultuur Advies	0	0	other - by knowing the association	networking; inspiration	1
<b>The Netherlands</b>	Bruns	0	0		networking; inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
<b>Estonia</b>		1	0	other - internet search for museum education	networking; inspiration; other - to gather information and inspiration for my Master thesis in museum education	1
<b>Germany</b>		0	1		networking; professional development	1
<b>Austria</b>	Fried & Pred	0	1	from colleagues; Hands On! newsletter or social media	networking; professional development; inspiration	1
<b>Austria</b>	Kimus	0	1	Hands On! newsletter or social media	inspiration	1
<b>The Netherlands</b>	Zaans Museum	1	0	other - internet	professional development; inspiration	1
<b>Sweden</b>	Swedish History Museum	0	0	Hands On! newsletter or social media	professional development	1
<b>Belgium</b>		1	1	from colleagues	professional development; inspiration	1
<b>The Netherlands</b>		1	0	Another museum organisation or newsletter - Rijksmuseum	networking	0
<b>Finland</b>	FNG, Sinebrychoff Art Museum	1	0	Hands On! newsletter or social media	professional development	1
<b>France</b>	Museum of Natural History	1	0	Hands On! newsletter or social media	inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
<b>Romania</b>	Telecentrex	1	1	Another museum organisation or newsletter - Explora Museum Rome Italy	networking; professional development; inspiration; develop new skills	1
<b>Chile</b>	Function Mustakis - Zona Interactiva Mutakis	1	1	Another museum organisation or newsletter - American Alliance of Museums (AAM)	networking; professional development; inspiration	1
<b>Chile</b>	Convergencia	1	1	Another museum organisation or newsletter - American Alliance of Museums (AAM)	inspiration	1
<b>The Netherlands</b>	Frans Hals Museum	1	0	from colleagues	networking; professional development; inspiration	1
<b>Norway</b>	Oslo Children's Museum	0	1	Hands On! newsletter or social media	networking; professional development; inspiration; other - opportunity to speak about our work	1
<b>The Netherlands</b>	Het Huis van ?	0	1	from colleagues	networking; inspiration	1
<b>The Netherlands</b>	Textiel Museum	1	1	from colleagues	professional development	1
<b>The Netherlands</b>	Naturalis	1	1	from colleagues	professional development; inspiration	1
<b>USA</b>		0	1	Hands On! newsletter or social media	inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
USA	Whitney	1	1	from colleagues	professional development	1
UK	British Museum	1	0	from colleagues	inspiration	1
Denmark		1	0	from colleagues	professional development; inspiration	1
The Netherlands		1	0	from colleagues	inspiration	1
		0	1	Hands On! newsletter or social media	professional development; inspiration	
UK	Sainsbury Country	0	1	from colleagues	a specific speaker or workshop	
USA	Whitney	1	1	from colleagues	professional development; inspiration	1
Estonia		1		other - Ecsite	professional development; inspiration	0
Estonia	Maritime Museum	1	0	from colleagues	networking; professional development; inspiration	
		1	0	other - internet	professional development; inspiration; develop new skills; a specific speaker or workshop - family tours children <u>in</u> museums	1
Ireland	National Gallery of Ireland	1	0	other - I've been keeping an eye on Hands On! Conference for some years	inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
The Netherlands		1	0	other - JHM	networking; inspiration; develop new skills	1
The Netherlands		1	1	from colleagues	professional development	1
		1	1	from colleagues	networking; professional development; inspiration; develop new skills	1
Germany	Euroscience	0	0	from colleagues	networking; inspiration	1
The Netherlands	Museon	1	1	Hands On! newsletter or social media	professional development	1
Singapore		0	1	Hands On! newsletter or social media	networking; professional development	1
The Netherlands		1	1	other - applying for Micheletti Award	inspiration	1
Sweden		0	1	Hands On! newsletter or social media	networking	1
The Netherlands	Museum Boerhaave	1	1	from colleagues; another museum organization or newsletter - Ecsite	professional development; inspiration	1
Denmark	Museko	1	1	from colleagues	networking	1
The Netherlands		0	1	save the date; Hands On! newsletter or social media	networking; professional development; inspiration; other - parolado	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
<b>The Netherlands</b>		1	0	save the date; Hands On! newsletter or social media	professional development	1
<b>Sweden</b>	Architecture and Design Centrum	0	0	other - I attended Hands On! Stockholm 2013	professional development	1
<b>Denmark</b>	Moesgård Museum	1	1	from colleagues	networking; professional development; inspiration; develop new skills	1
<b>Denmark</b>	Brandts Museum	0	1	from colleagues	networking; professional development; inspiration; develop new skills	
<b>Denmark</b>	Brandts Museum	1	1	from colleagues	networking; inspiration; a specific speaker or workshop	1
<b>The Netherlands</b>	Museumvereniging	1	0	from colleagues	networking; professional development; inspiration	1
<b>Denmark</b>	Forening Alverdens Børn	0	1	Hands On! newsletter or social media	networking; professional development; inspiration	1
<b>Denmark</b>		1	1	from colleagues	networking; inspiration	1
<b>The Netherlands</b>	Museon	1	1	from colleagues	inspiration	1
<b>UK</b>	Seven Stories	1	1	Hands On! newsletter or social media	professional development; inspiration; develop new skills	1
<b>The Netherlands</b>		1	0	Hands On! newsletter or social media	professional development	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
Belgium	Musée Royal de Mariemont	1	0	other - received an email after an educational visit to the Rijksmuseum	inspiration; develop new skills	1
Italy		0	1	from colleagues	networking; inspiration	
Italy	MUSE	1	1	other - conference in Bologna	networking; inspiration	1
UK	freelance	0	0	Hands On! newsletter or social media	workshop on using DIY electronics with museum audience	1
The Netherlands	Museon	1	1	from colleagues	networking; professional development; a specific speaker/ workshop (Cinekid)	1
Scotland	Glasgow Museums	1	0	from colleagues	networking; professional development; inspiration; develop new skills	1
Singapore	Greenwood Pri	1	0	Another museum organisation or newsletter - ACM	networking; inspiration	1
Sweden		1	1	Another museum organisation or newsletter - mailed info	networking; inspiration	1
UK	V&A	0	1	Hands On! newsletter or social media	professional development	1
Germany		1	1	from colleagues	inspiration	1
The Netherlands		1	0	from colleagues	networking; inspiration	1

Country	Institution	First HO! Conference	HO! Member	Heard about HO! Conference from...	Main motivation to attend	Main motivation fulfilled
<b>The Netherlands</b>	Naturalis	1	1	Hands On! newsletter or social media	professional development	1
<b>USA</b>	Association of Children's Museums	1	0	from colleagues	networking	1
<b>The Netherlands</b>	Zaans Museum	1	0	Hands On! newsletter or social media	networking; professional development; inspiration; develop new skills; a specific speaker/ workshop - Gail Lord	1
<b>The Netherlands</b>		1	0	Hands On! newsletter or social media	networking	1
<b>Germany</b>		0	1	Hands On! newsletter or social media	professional development	0
<b>The Netherlands</b>		1	1	Another museum organisation or newsletter	professional development	1
<b>Canada</b>		0	1	Hands On! newsletter or social media	inspiration	0
<b>Switzerland</b>		1	1	other - website Hands On!	networking	0
<b>Totals:</b>		91	78			114

Appendix B. Spreadsheet, Evaluation Form Responses

Overall	Hospitality & guest services	Organisation of the conference	Info provided before the conference	Info provided during the conference	Encouraged to participate (1/0)	Consider another HO! conference (1/0)	Recommend HO! conference (1/0)	Application of concepts/strategies (1/0)
4	5	4	4	4	1	1	1	1
4	4	5	4	4	1	1	1	1
5	5							
5	3	5	5	5	1	1	1	maybe
4	5	5	4	5	1	1	1	1
4	4	5	4	4	1	1	1	1
5	5	5	4	5	1	1	1	1
4	4	3	2	2	1	1	1	1
4	4	4	4	2	1	1	1	1
3	5	5	4		1	1	1	1
4	5	5	3	4	1	1	1	1
4	5	3	2	3	1	1	1	1
4	4	4	4	4	1	1	1	1
4	4	5	3	3	1	1	1	1
5	5	5	3	4	1	1	1	1
5	5	5	4	4	1	1	1	1
3	4	4	3	4	1	maybe	1	1
4	5	5	4	4	0	1	1	1
4	4	3	2	3	1	1	0	0
5	5	5	4	5	1	1	1	1
3	4	4	3	4	1	1	1	1
5	5	4	4	5	1	1	1	1
3	2	2	3	4	1	1	1	1
3	4	3	4	3	1	1	1	1
4	4	5	4	4	1	1	1	1
5	4	5	3	4	1	1	1	1
4	4	5	4	4	1	1	1	1
4	3	5	4	4	0	1	1	1
5	5	3	2	5	1	1	1	1

Overall	Hospitality & guest services	Organisation of the conference	Info provided before the conference	Info provided during the conference	Encouraged to participate (1/0)	Consider another HO! conference (1/0)	Recommend HO! conference (1/0)	Application of concepts/strategies (1/0)
3	5	5	3		1	1		1
5	5	5	5		0	1	1	1
4	5	4	3	4	1	1	1	1
4	3	4	3	3	1	1	1	1
5	5	4	2	3	1	1	1	1
4	5	5	5	5	1	1	1	1
4	3	4	3	4	1		1	1
5	5	5	3	4	1	1	1	1
5	5	5	4	5		1	1	1
4	5	4	3	4	0	1	1	
4	5	4	4	4	1	1	1	1
5	5	5	5	5	1	1	1	1
5	5	4	2	3	1	1	1	1
4	5	5	3	4	1	1	1	0
4	5	5	3	4	1	1	1	
4	5	5	1	4	1	1	1	1
4	5	3	4	4	1	1	1	1
5	5	5	5	5	1	1	1	1
5	6	5	5	5	1	1	1	1
5	5	4	4	4	1	1	1	1
4	5	4		4	1	1	1	1
5	5	5	5	5	1	1	1	1
4	4	4	3	4	0	1	1	1
4	4	5	3	4	1	0	1	1
4	3	3	2	3	1	1	1	1
5	4	4	4	4		1	1	1
4	5	4	3	3	1	1	1	1
4	5	5	4	5	0	1	1	1
4	4	5	4	4	0	1	1	1
5	5	5	3		1	1	1	1

Overall	Hospitality & guest services	Organisation of the conference	Info provided before the conference	Info provided during the conference	Encouraged to participate (1/0)	Consider another HO! conference (1/0)	Recommend HO! conference (1/0)	Application of concepts/strategies (1/0)
4	5	5	3		1	1	1	1
4	5	5	2	4	1	1	1	1
5	5	5	5	5	1	1	1	0
4	5	5	4	5	1	1	1	1
3	3	2	2	3	1	0	0	0
5	5	5	3	5	1	1	1	1
5	5	4	4	4	1	1	1	0
4	5	5	5	4	1	1	1	1
4	5	5	3		1	1	1	1
4	5	5	3	4	1	1	1	1
5	5	5	4	4	1	1	1	1
5	5	5	5	5	0	1	1	1
5	3	4	3	3	1	1	1	1
5	5	4	3	3	1	1	1	1
4	5	5	2	3	1	1	1	0
5	5	5	4	4	1	1	1	1
4	5	5	2	3	1	1	1	1
4	5	5	3	4	1	1	1	1
5	4	5	5	5	1	1	1	1
4	4	4	4	4	0	1	1	1
5	4	5	4	4	1	1	1	1
5	4	4	3	3	1	1	1	1
5	5	5	2	4	1	1	1	1
4	4	4	4	4	1	1	1	0
4	5	4	3	3	1	0	1	0
5	5	5	4	5	1	1	1	1
5	5	4	4	5	1	1	1	1
4	5	4	3	4	1	1	1	1
3	4	4	4	4	1	1	1	1
4	3	4	3	3	1	1	1	1

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4	5	5	3	5	1	1	1	
4	4	3	3	3	0	1	1	1
4	3	4	3	3	1	1	1	1
4	4	2	2	3	1	1	1	1
5	5	5	4	4	1	1	1	0
4	3	2	3	3	1	1	1	0
4	5	3	2	3	1	1	1	0
5	5	5	4	4	1	1	1	1
3	3	3	2	3	0	1	1	0
5	5	4	3	4	1	1	1	1
4	5	3	3	4	1	1	1	1
3	5	3	2	3	0	1	1	1
4	5	4	3	4	0	1	1	1
4	4	4	3	3	0	1	1	
4	4	4	3		1	1	1	1
4	5	5	4	4	1	1	1	0
4	5	4	4	4		1	1	1
5	5	5	2	5	1	1	1	1
4	5	4	2	4	1	1	1	1
4	4	5	4	4	1			
3	4	4	4	4	1	1	1	1
3	4	4	4	4	1	1	1	1
5	5	5	4	4	1	1	1	1
4	4	4	4	3	1		1	1
5	5	5	4	5	1	1	0	1
5	5	4	4	4	1	1	1	1
5	5	5	4	5	1	1	1	1
4	4	4	3	3	1	1	1	1
	3	3	3	4	1	1	1	1
5	4	5	3	4		1	1	1

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4	3	3	3	3	0	1	1	1
4	5	3	2	4	0	1	1	1
4	4	4	4	4	1	1	1	1
4	5	4	3	3	0	1	1	1
2	4	2	3		0	1	1	0
4	5	3	3	2	1	0	1	1
4	5	5	5	4	0	1	1	0
3	4	4	4	4	1	0	1	1
<b>4.23015873</b>	4.49606299	4.27777777	3.4	3.90677966	0.84426229	0.95901639	0.97580645	0.875

## Appendix C. Transcripts, Evaluation Form Responses and Interview Notes

### **Ability to participate**

- “There were so many great things going on at the same time, which made it hard to choose the ‘best thing.’ In hindsight, I felt that I did not make the right choice sometimes.”
- “Workshops were a little too short to go into details.”
- “The topics were great and relevant.”
- “The workshops could last longer and be more interactive.”
- “Could be better. I think a workshop should really be a workshop. And there should be more ‘practice what you preach’. Some speakers were really interesting, but just didn’t have a strong way of delivering it.”
- “Loved Yong Zao, lady from the Whitney. Daan Roosegaarde, Astrid Poot. Great variety of venues, concept of Parolado.”
- “Honestly, I found a lot of formats a little too static. A few speeches were too much like a catalogue — not enough challenge/perspective.”
- “Satisfied, the organisers and participants were very supportive and open to ideas and that made me very comfortable.”
- “Yes, workshops and sessions etc. were well-tailored to target audiences.”
- “Almost too many options :) Hard to choose.”
- “I wouldn't say you were encouraged as such. As this mainly told to you on the day and is an exception — after all this is why we have come.”
- “Lectures were a lot in auditorium. Not easy to participate. Workshop - nice.”
- “Yes very nice line-up.”
- “High number of parallel session make it difficult to select the best fitting session.”
- “The workshop of storytelling was great. The other ones not so interesting.”
- “I don’t understand this question...”
- “Sounded very inspiring in the book.”
- “I only regretted the I could not attend all workshops and lectures.”
- “Sometimes locations a bit confusing.”

- “I registered for workshops on the internet but the connection somehow did not go through, so I had to do it again at the conference and most of the workshops (that I initially signed up for) were full, so I had to choose mostly lectures.”
- “Too much, longer in depth workshops.”
- “Yes, balance between workshop and lecture”
- “Difficult to decide — high quality in all”
- “Yes I was, because I had the chance to interact and therefor to be inspired by other museum people”
- “I have problems when I tried to preregister the lectures and workshops by website”
- “Yes, but the website for choosing subjects was a bit complicated. It took quite a lot of time”
- “Somehow, I missed signing up ahead of time — did not realize I needed to — was a bit confusing on the opening day — how and when to sign up. One of the sessions I wanted was booked — otherwise it was okay.”
- “Yes, I attended other workshops or lectures sometimes then I signed up for when there was space.. hihi”
- “Unfortunately, some workshops closed early and that was disappointed”
- “Yes, but I am the type of person to ALWAYS participate regardless. Perhaps some workshop group discussion did not leave space and time for everyone to speak”
- “Opportunity for a variety of different learning opportunities”
- “The workshops were fully booked early in the registration period. And I wanted to participate in most of the ones in the program however I only managed to participate in one — maybe you could have the same popular workshops twice a day.”
- “Yes! There was 1 workshop I couldn’t get into but otherwise I attended everything I wanted to.”
- “I really liked that we had an opportunity to insist different museums, to see real places and real programmes, etc.”
- “Yes”
- “Yes, I was happy with this”
- “In the workshops we really got the chance to do something ourselves”

- “Workshops were full quickly”
- “Some workshops were really hands on but some were more like lectures”
- “As for me, participation is not necessary. I am happy to hear experiences of other people”
- “The registration was too difficult on website”
- “Friendly, participatory, and inclusive approaches”
- “It was great to take part in the workshops and be active but, usually, one hour is too short. 2 hours may be too long, but why not 1.5 hours? Workshops were more interesting than conferences (some of them were not related enough to children)”
- “I didn’t get in to any participatory sessions due to booking problems”
- “There is a wide variety of workshops. The parolado sessions provide opportunities to learn from other practitioners.”
- “Singapore school project needed more time. Excellence project I really want to know more. Wednesday parolados—designers should have been given platform to see beyond inspiration market.”
- “Some workshops were great, others could be better (workshops need to be workshops, no lectures)”
- “I did a lot of listening but I also like to learn by doing, discussing, etc. At Cinekid, was doing the activities and that was great. HANDS ON! Also for participating”
- “It was nice”
- “Too many registration steps before conference and too confusing registration system — no at this point. During conference days support was okay — so yes, then I was encouraged.”
- “Sometimes — the conveyor should prepare a few provocative questions to prompt discussions”

## Consider future HO! Conference

- “It is a perfect opportunity for networking and getting new ideas. Furthermore, you get to know what’s going on in the international museum arena. It makes sharper, gives more confidence and inspires.”
- “The meet people, to entertain motivation, to be aware of novelty.”
- “To keep up with the new trends in education.”
- “To gain more ideas and visit more museums.”
- “Good opportunity to meet other people and find out what they are doing.”
- “I only would make it a bit less intense — but still not sure.”
- “Also depends on location.”
- “Learned a lot! Great networking.”
- “Professional experience.”
- “Great inspiration; great contact with colleagues in the field.”
- “Not next year or every year.”
- “It’s depending on the programme.”
- “Networking.”
- “It’s a great opportunity to know what’s happening in this field around the world and get inspired or learn from each other’s work.”
- “Networking; professional development; inspiration.”
- “For inspiration/ being informed about international developments.”
- “If not, it’s because of the amount of money. Quite expensive although it’s worth it!”
- “But it’s quite expensive, so depends on the budget.”
- “Interesting lectures/workshops/news information/share experiences.”
- “I/we have always attended. Inspiring and fruitful in general — good platform to connect and learn, cooperation...”
- “Maybe if the speakers are interesting.”
- “Libraries and muse should cooperate more to touch and reach move children in a better way.”
- “It’s very nice to be with such wonderful people all with the same goal.”
- “Important for inspiration/new ideas.”

- “Yes — it’s important to share best practices internationally — especially because of international migration.”
- “The speakers, workshops, and colleagues.”
- “No money to take a part.”
- “I will probably consider it to keep in touch with the people and get motivation and inspiration from programs all over the world.”
- “Network.”
- “If I had the money...”
- “Exchange and ideas renewal”
- “Because we never finish becoming and getting better and this is the right place to get better”
- “Inspiring”
- “Inspiration and networking”
- “It is really nice to get to meet so many people from all over the world and learn what they’re doing”
- “It was inspiring”
- “This was fantastic. To see and experience ideas in museum ed from so many cultures, countries, and organizations across the world.”
- “Useful — inspiring — rejuvenating”
- “I am totally filled with inspiration and are engaged to go back home and explore how to implement some of the great elements that I explored and experience at the conference”
- “I met lots of interesting new colleagues and learned a lot more about European museums”
- “I was interested about museum education in the Netherlands. If the future conferences would be in places that interest me, then I would like to attend”
- “Depends if there are more in-depth options to learn — I’d rather spend a whole day to understand 1 project than scroll through 100.”
- “Inspiration, professional point of view”
- “The conference was inspiring and interesting, and I really enjoyed meeting so many colleagues”
- “Meeting inspiring people”

- “Interesting but depending on cases”
- “Please include more hands on — in addition to presentations”
- “It is a great opportunity to meet colleagues and learn more of what’s going on in other countries”
- “Great networking opportunity and very inspirational”
- “Nice and efficient way of being informed in a few days”
- “I got very inspired and nice network”
- “Overall a great experience”
- “Very important forum for exchange of ideas and inspiration on an international level”
- “Good time, time for new knowledge and reflections”
- “Get updated on new projects, learn from different institutions and cultures/countries, get inspired”
- “I want to hear what’s going on regarding in the whole world, children in museums”
- “Networking, learning, inspiration”
- “Maybe depending on the budget we have, and the program”
- “To know new museums, for training”
- “Maybe depending on the programs”
- “To learn from other practitioners and to be inspired by the keynote speakers”
- “For inspiration and networking”
- “If we can afford it”
- “I met a lot of inspiring people and learned a lot in the presentations”
- “I liked it”
- “Great opportunity to network and find out what others are doing”
- “Not sure. I am not in charge of the development of education program”

## Recommend HO! Conference

- “It is an enriching experience where you meet a lot of like-minded people.”
- “Important for emphasize the children section in museums, to give it weight in the directing board...”
- “Very inspiring experience, possibilities of exchanging knowledge and ideas.”
- “Great opportunity to learn.”
- “Great for ideas and exposure.”
- “But think it could have been more specific because/strands which could make it more worthwhile/easier to recommend.”
- “The network was fabulous — unique chance to meet crowd from different museums.”
- “Ideas.”
- “Great opportunity to gain inspiration, meet new people.”
- “Compact way of keeping up with new ideas.”
- “When they are starters.”
- “Useful for inspiration and staying up to date.”
- “The conference is too expensive.”
- “Interesting lectures/workshops/news information/share experiences.”
- “Because of new ideas to find.”
- “I hope next time I can bring some colleagues from the library branch (if that’s okay (; ...))”
- “Good content, practical, good organization”
- “Best opportunity to meet counterparts from other museums”
- “Many engaged and inspirational people”
- “It’s a great way to find new ideas, get connections and stay in touch with what other museums all around the world are doing.”
- “Great group of colleagues.”
- “Hear what’s going on internationally.”
- “Well-balanced between all types of mediation (human and exhibition), mix of domains (art, science...)”
- “Inspiration, network, opportunities”

- “It is very inspiring - great views and specialized issues, quite active”
- “Inspiration and networking”
- “For Americans — it is well worth the time/cost/travel to gain a new perspective”
- “Lots of food for thought, practical ideas, critical friends, opportunities to meet people”
- “Just to get a quick glimpse to the museum practices worldwide”
- “Definitely. I don’t think Americans generally know about this conference.”
- “It was inspiring”
- “So interesting, inspiration”
- “It’s so interesting for anyone working with children and families in museums”
- “Good to hear other ideas and experiences”
- “As a networking platform”
- “It’s a good conference!”
- “Yes because of the inspiration”
- “For the network and inspiration; important topics”
- “Yes, interesting networking and inspiration; minus: price”
- “Networking”
- “Because you can know other realities”
- “If colleagues come then I won’t be allowed again”
- “For inspiration and networking”
- “Great congress, high level of speakers”
- “Inspiring”
- “I already did in 1996 — then I paid personally for a young colleagues because my institution did not want to pay”
- “Not really recommend, but mention the conference”
- “Professional development”
- “Because it is important to get the community talking to each other”

### **Apply any concepts/strategies**

- “We will see how we can be of even more value to Suriname and others. Involve the children more to give them the feeling that they are in charge what will give them confidence. Keep doing what we’re doing in a more stimulating and creative way.”
- “Soft power, science of happiness.”
- “Cooperation with other institutions.”
- “Rijksmuseum Family Guide — great inspiration.”
- “Developing exhibition about Asian stories.”
- “Some artists and workshops ideas from the Stedelijk.”
- “Zebra Ville showed great concept, how to design a space for kids and how to interact with artists and kids and make it in a simple way.”
- “On different levels — a lot!”
- “Has to sink in, but made a lot of notes.”
- “Research with your target group— involve them. Work together with other organisations.”
- “Happiness.”
- Learning revolution (Yong Zhao); happiness formula; want to learn how to use maker tools properly.”
- “Exhibitions and technologies.”
- “The concept of trying to include empathy in our museums and to make them inclusive to all kinds of children.”
- “Strategies/tools for developing projects. Ideas for making the museum better accessible to diverse communities.”
- “More ideas than concepts will be applied.”
- “Some yes some not some maybe. But it got me thinking...”
- “I found the presentation by Astrid Poot to be useful, the keynote by Zhao and a few of the other sessions. Not all session were useful, however; some were more reports of past programs and exhibitions without attention to underlying principles of practice.”
- “Develop attitude, emotions...”
- “Yes I’ve learned a lot will implement it ASAP.”

- I have heard several things that stress/underline our ideas about education/presenting. Working with communities.”
- “It is difficult to mention concrete strategies however there are lots of bits that makes a big thing.”
- “Maybe some aspects of storytelling.”
- “Daan Roosegaarde: make future rooms — in musea/libraries. Think, build and dream with children and help and inspire them to make the future exciting.”
- “‘soft power’ < Gail Lord. To make children write texts for the artworks. More food and hummus.”
- “Perhaps. I can’t tell right now, have to digest what I’ve heard.”
- “Innovation is the future.”
- “Creativity, participation, freedom, different thinking.”
- “Not more than we already do. We are a little city museum and I am ‘education’”
- “Not 1 thing in specific, I pick out elements from several presentations.”
- “Many — the important of visual design, family quest game in Rijks, audio guide in Rijks, school programs”
- “Festival digit”
- “Creative with Artist”
- “Soft power, empathy”
- “Got lots of ideas, I will use them and the connections I got for my thesis and also in my museum work. But right now it is too early to specify.”
- “Meet interesting people, get new ideas”
- “Hope so... visitors’ type of visit”
- “Rijksmuseum apps, pedagogy; canal museum”
- “Museum and fun should travel together”
- “I will try: don’t forget to direct the efforts to develop empathy and self knowledge”
- “To stimulate my staff to involve people, to be open”
- “Hard to list — there was so much I learned and ideas for new programs”
- “Investigate spaces for 0-5 year old children”

- “I am working on several projects for which I found inspiration and/or input during the conference”
- “Maybe in the far future”
- “New ideas for exhibits and programs; new energy and inspiration”
- “The ideas in the Stedelijk’s workshop on artists explored ideas that are key to my programs. The idea of asking artists to pose a question is a good framework that I would like to explore. There are many other ideas that I don’t have room for here!”
- “Togetherness, family guide app at Rijksmuseum, focus on questioning skills”
- “Maybe — it was more for me about meeting people and forming new relationships and partnerships —not concepts, etc.”
- “I’m sure I will but I’m too tired now to know what.”
- “Maybe...”
- “It’s teamwork, we will definitely discuss many thing I heard here”
- “Each museum is different. It can be an approach”
- “One of the key inspirations I’m taking home is the Rijksmuseum family guide. It’s something we have planned for a long time and the guide is excellent and has given us lots of ideas.”
- “Good new insights”
- “paradigm shift, small initiatives make more movement”
- “maybe”
- “May be fragments. It’s more at the level of ideas not a whole concept you can apply”
- “I didn’t hear really new or inspiring things”
- “Soft power”
- “Very inspiring visits to Foam and Tropenmuseum, mediation and outreach, especially interesting”
- “Methods for projects (Foam visit), Tropenmuseum Junior - concepts, organization, methods for learning”
- “Including children and young people at all levels, digital ideas, using different approaches to curation, developing our maker spaces”
- “We’ll probably rethink our family guides following examples seen in a workshop”

- “Relationship between adults and children”
- “For example, ‘what’s up’ as an activity for classes”
- “Digital content”
- “To develop 21st century skills. To stimulate the curiosity of the students”
- “But not sure exactly what yet. Need time to process and reflect.”
- “Buses to our museum”
- “Sorry, I need some time to digest everything I heard. Don’t know yet.”
- “Not enough new concepts/strategies or not applicable”
- “Yong Zhao”

## Topics at future HO! Conferences

- “(Life) skills children develop through museum visits. Practical examples of what children learn in museums can serve them in life. Advantages of informal education. Psychology of a child in relation to museum visits.”
- “Co-productions between museums or exchange of best practices (focus on very practical information: costs, problems, advantages, resources, etc....)”
- “Ethnographic topics in museums”
- “There should be something more about museums which tell their stories via collection and not only multimedia.”
- “Overcoming social exclusion via museum education.”
- “Marketing; writing texts.”
- “What can children museum designers add to children’s hospitals, schools, libraries, etc.”
- “Accessibility, outreach.”
- “A focus on young children and babies.”
- “Integrating new technologies into hands-on museums and traditional museums.”
- “I’m a designer so for me — specific design for children space. More feedback what works and what doesn’t.”
- “Intergenerational learning; maker spaces; under fives.”
- “Qualities of tour guides.”
- “The don’ts of things are the difficulties. It was like being in a ‘pink utopia bubble.’”
- “Events and education. Exhibitions are getting more and more expensive. Events are a solution for (new) public and PR.”
- “Citizenship: how to feed the creativity and energy of children in museums into society/policy making.”
- “I think Hands On should also talk about why a lot of museums are still not Hands On and very didactic. Also discuss problems faced in exhibitions and programmes at museums all over the world so we can learn from each other’s mistakes and experiences.”
- “Diversity (of representation); social role and responsibility of museums (and implications for museums).”

- “Inclusion, diversity, museums as tool for social change, immersive learning, accessibility, failure.”
- “How traditional museums are having to adapt to the needs of children and families. Not every museum is a children’s museum.”
- “Fundraising.”
- “Professional research.”
- “Childhood culture! As an inspiration. Illustration toys puppets TV movies (but great ones artistic only!)”
- “More on engaging older children, learning theory and cutting edge practices.”
- “Cooperation between institutions, parents and children.”
- “The future way of education/learning. Even more digitalization.”
- “Don’t know yet.”
- “Different subjects/diversity. Now it was mainly about art. Young children: usually museums work with 6 and up. Young adults: 15-19.”
- “We may address more to ‘theoretical’ issues, discuss more on hot issues and developments that effect children in panel type discussions. More on new trends/threads/opportunities....”
- “More concrete ideas and changes, less first introductions of museums.”
- “Cooperation/mixing with children’s libraries and museums!!!”
- “Education children for the future, the changes that are upcoming like technology, nature, different views on work etc. How can museum play a role in that? Speakers from other specialties other than education do surprise us and make us think different.”
- “Continue to have parolados. Much good information in short time. Great diversity.”
- “Opening of museums/galleries to the underprivileged. Developing empathy skills. How to address social problems concretely.”
- “The concept as important starting point. Storytelling in exhibitions. Storytelling with collection for kids. Creating exhibitions with other museums that travel to those institutions.”
- “More focus on: the role of objects in learning. A lot of children’s museum shave no collection, but the material culture (authenticity) is *the* museum”

- “Expanding understanding and valuation of informal education. Sharing social/cultural understanding of role in informal education.”
- “Parents”
- “Cooperation, PPS (public & private initiatives)”
- “I’d like the same topics to be a bit more elaborated. I understand that time was an issue, but I feel that most ideas could have used a bit more elaboration, so they all would not sound that similar.”
- “Traveling exhibitions, shows, stories.”
- “Migration/inclusion/Barnes-free”
- “Latest knowledge or results about developmental psychology. How children think, and react...”
- “Gaming versus hands on material”
- “Museum specificity in general landscape (cultural and educational)”
- “Supporting the countries with less experience in the field of museums into opening science and technological children museum. Starting by the first tasks, rinsing sponsors and exhibits”
- “Evaluation impact of visitors”
- “Diversity, innovation, creativity — what are the trends and what are others doing in the field and maybe even outside of the field”
- “Do other museums also make small children museums inside schools? Philosophy and children, children parents”
- “Quite a lot of presentations showed how or what kind of research where done, but didn’t really show the results or some kind of evaluation or advise for other museums to work with. This could be a good addition for next time.”
- “Training educators to work with children; special groups (blind/disabled/etc.) (really liked the lecture about autism)”
- “Please no corporate Paralado — that was a poor move. I really live the Paralado format for colleagues to share programs/exhibits.”

- “Working with global audiences and considering how to be culturally responsive and connect to the experiences of audiences from cultures other than these represented in our staff and our collections”
- “Ideas on a budget, taking risks, how museums can be a voice in the education agenda, integrating family interpretation in permanent exhibitions”
- “Children and social issues (poverty, immigration)”
- “Maybe the 2015 prize winners could propose things?”
- “Leadership — how to develop future leaders? Sharing research what research are people doing? How can we learn and exchange ideas?”
- “Children, families and modern art program for them in intellectual exhibition”
- “Engaging families (outside of school) who wouldn’t normally go to museums — disadvantaged families”
- “More research based presentation ‘show and tell’”
- “Museums for all — about accessibility and diversity”
- “Design of children exhibition (also in detail, text or not; family/social interaction). Educational programs for primary schools and secondary schools”
- “Private/public cooperations”
- “Each day should be specifically focused on a certain subject. Inspiring, teachers, guides, museum researchers”
- “more good practical examples”
- “Hands on >>> no sitting down HANDS ON!”
- “Motivation, dealing with difficult topics, good/bad projects, how to measure quality”
- “Some more in-depth examples of successful ways to engage children — do’s and don’ts — learning from case studies”
- “Influencing policy makers; financial resilience — especially for smaller museums, developing next generation of museum learners”
- “Technology or health”
- “Participation, inclusion, access”
- “Trends in education/society”

- “Using social media”
- “How museums are able to intrigue curiosity among the children? How museums are able to play an important part in shaping a more gracious society? eg. keynote - creating creative people”
- “More interaction, happiness, smile!”
- “Artist collaborations? Child-led projects. Partnerships with families. Corporate partners? Strategies for managing programs — management/leadership focus. How to innovate/create emerging projects.”
- “Methods — more time for workshops and exchange. Museum and schools. Smart and easy ideas”
- “Family learning >> good practice and research on their subject”
- “1. More pop up - what is the role of puppets and dolls when robots take over? Is Miffy already a robot? More museum out of the museum. 2. Children as tour guides in the museum. 3. Robotics and hands on and youth. 4. Other locations — museums towards the public. 5. Museum books for children? 6. Museum play for children.”
- “More exchange of experience about the fails of exhibitions and programs. What about the experience explainers/animators have with visitors? Can we learn from them?”
- “More artists. More children — learn from them”
- “More about collaborations, traveling exhibitions, co-production”

### **Any further suggestions**

- “Have people choose from lectures or workshops during a block instead of lectures and activities. Maybe do the conference in 5 instead of 4 days so days are less long and participants stay fit until the end of the day and conference. Museum visits (day 4) can be narrowed to 1 museum so you can do 1 thoroughly instead of 2 superficially. Thank you too for this quality and inspiring experience.”
- “List of topics that could be of interest for certain groups of museums: health, citizenship, etc., for instance. Is there a database for all programmes, best practices, exhibitions developed within Hands On! network? Should be database of best practices rather than a presentation of what every museum does. Could be organized thematically? Congratulations for everything, enthusiasm & the energetic moderator Isolde!”
- “Free tickets for public transport for all period of conference”
- “Volunteers with hats were a great and helpful idea! :)”
- “Warm lunches :)”
- “Organise meeting points or a gathering with similar institutes together! I did not find people who were there. Bigger text on name tags so you can read them without glasses.”
- “Tip: vegetarian food!”
- “Quite long days — but lots to do!!”
- “Annoying that the programme was taken down from the website pre-conference — would have been good to look at again before arriving/registering. Could have been good to have a board with basic timings & locations on it for each day at the info desk.”
- “Different ways to network — maybe a sort of ‘speed-dating’ — so you can find/meet more new people. For example, some people are interested in content, and others are looking for potential business.”
- “Food — less ‘fancy’ food and more vegetarian options. The food at the JHM was the best; lots of choice, help yourself and good quality food.”
- “Also wonder if the tours would be better at the beginning.”
- “Hands on was/is very inspiring and useful!!”
- “Better screening of speakers, some have fantastic ideas but do not translate these well.”

- “Less: a sum up of everything the speaker did. More: strategies, vision and *fails*. Most of all: had a great time, learned a lot, met great people. Thank you for that!”
- “Better selection of Parolado speakers; the red thread sometimes isn’t there and lacks relevance.”
- “Thursday afternoon should have been more energetic.”
- “The auditorium is not built in a way everyone can follow what’s on the screen and podium! Very cold as well.”
- “More inspirations, higher quality, more workshops. When you are a museum which you can visit on Friday you have to get speaking time to warm-up and inform your potential audience. Now, not-Dutch people don’t know what they chose.”
- “Keep the hospitality!”
- “No, thank you very much!”
- “Sometimes not enough time in between; getting from A to B.”
- “More vegetarian options at meals (not only cold soup in tiny cups).”
- “Price - quality relation was at times poor (improve quality).”
- “Organisation (prior to conference) was very messy; could improve.”
- “Add time for discussion/questions or panel discussions in between speaks with similar projects/programmes.”
- “More discussion time. More hands on.”
- “I found the first day very long and tiring, if people are coming from afar and probably arriving the night before, you need to recharge and that first day is too long. Apart from that it has been a wonderful conference - well done to everybody!”
- “Only 3 days.”
- “Bigger lunch, smaller dinner.”
- “Thank you **so** much. It was a great gathering”
- “I think the paroled session presenters need more direction about what can make a 6 minute talk useful for this audience. The registration process was a little difficult. But, the hosts at the conference did a wonderful job programming each day. It was a full and wonderful experience. Thank you!”

- “Continue visits with different styles: open our mind. Different sessions (lectures, parolado, workshop...). It was really great! Thanks a lot for all and congratulations.”
- “Instead of a list of participants, who-is-who book with pictures. Facilitate networking more during a network-market, like the inspirational market... Where each museum has a stand. Meet and greets with people you can select in advance.”
- “It was very hard to sign up for the congress and register for lectures and workshops. Took me and my colleague a lot of time.”
- “Good information but incomplete, unclear of confusing often. At some points: late. Only PayPal as payment possibility is very poor.”
- “Information about the conference (conference book) at least a week before the start available. More clear information: let someone copy read to see if it is understandable for an outsider. Let locals choose which museum to visit (myself and several colleagues were designated to a museum we visit frequently or feel no connection to at all). End the evening program earlier (some of us need more sleep than 6 hours). Have the sponsors participate in workshops or otherwise than give a presentation about projects they did. Presentations were bony, many people used their phones during this session doc complained that it wasted their time. I liked the goody bag and the free OV ticket: very considerate! Lunch/snacks were great. But do take vegetarians into consideration!”
- “Conference content and outputs should be disclosed in more detail.”
- “Please don’t have so long speeches about nothing. The speeches should be interesting not a collection of some words put occasionally together.”
- “Make extra national edition about working together for children’s education, with other branches (like... libraries!)”
- “Could the next congress be planned in January? Because October is already full of conferences and very busy time of year.”
- “The program is a bit too much. The parolado’s too long but idea — nice.”
- “To keep the openness of the conference. To have more children involved.”
- “To better the site and the links: If you have chosen a session suddenly your site changes to spaces as auditorium instead of the session. Maybe drop the prize of the conference (quality

and prize is good but it is still quite a lot) and make the book a bit more simple? Invite a guest of a less developed country as a guest of the Hands On! Help them with their institution and plans (rule: little museum or science centre). India, Nepal, Afghanistan... The education prize: or best museum prize: to make a difference between big and small museums, to choose categories so not two art museums get the prize (art/history/science/maritime), to choose 1 winner.”

- “Location was not clear on the website. It was in the invitation.”
- “mobile rechargers”
- “Keep the activating opening!”
- “Open up to other speakers (Ecsite)?”
- “A platform where you can upload 1 min (60 sec) movie about your museum. So you/we can all present ourselves!”
- “Bring more (real) children in the scene”
- “The congress must dance.”
- “We had problems to choose lectures and workshops before ): Thank you very much for guiding us to the right rooms!!!”
- “Make the website more clear/accessible. Show who participates (which museums and others that are there). Show for what purpose they are here!”
- “Maybe invite people or institutions of different realities or situations to spread out the lookings. There are beautiful examples to share”
- “Was great to include, people from outside of the children museum field, ex. professor of happiness, teachers, industry, artists, etc. Keep doing it! :)”
- “Invite: Het Paleis Belgium, Reggio Emilia Italy, Art Basics for Children Belgium”
- “Thank you all for organizing this great event. I’m looking forward to seeing everyone again and see possible outcomes!”
- “Thank you for the effort you put into a program that covers morning to night. Your thoughtfulness to those of us who travel from the other side of the world is greatly appreciated. I have had a fantastic trip. Thank you!”

- “The award ceremony was a little long and drawn out. Thinking more creatively about the ‘workshop’ and ‘lecture’ format to better represent our ways of working and to explore theory and ideas in a more creative way throughout the conference”
- “More facilitations of networking throughout could have been good. Twitter list of participants? Blog from conference — guest blogger each day with key points from lectures and talks”
- “Lack of navigation!!! You should provide not only a host accompanied to the workshops, location, but the labels at the doors — I’ve mixed up the venues!”
- “I suppose you shouldn’t replace the time slot program on the website to the PDF version of the leaflet (printed program)”
- “The opening ceremony was perfect! Involving, hands on and encouraging!!! Thank you for the support!!! during the session preparations!”
- “More discussion — nearly everything was in form, and the form was not truly interactive. More issues/politics/theory”
- “Hard to register!”
- “Maybe there could be another type of presentation besides Paralado, workshop, and lecture. I think a panel would be interesting. Also, what is the process for submitting proposals? Also, thank you for letting me participate and present. I learned so much and had a great time meeting European museum professionals and visiting wonderful Dutch museums. Hopefully I can come to the next one!”
- “Too many separate emails and papers”
- “Add a chapter to feedback form where you can say nice things as well (e.g. What was your favorite part of the conference?)”
- “Methods in research - how do you study your programs and their success or failure. The science behind results and how to analyze it”
- “Unfortunately the registration before the conference didn’t work, I was afraid it would be similar at the conference, but really it was wonderful. Perfectly organized, so much inspiration, so friendly. Thank you! Maybe you could include or enhance the older children, it’s easier to bring the young children to the museum than teens”

- “Booking: Make it easier to be invoiced for the conference fee. Paypal is personal and this then has to be reimbursed by the institution, which can be complicated. I was not aware that we would get a transport ticket, and I had already bought one, so it would be nice to know this in advance — just a small thing. Thanks to all of the team for making this such a memorable experience!”
- “Please ensure that each lesson lets mid-level professionals learn something new. Some were not new, too basic. Latest psychology research. Sen updates via email as we only found out certain things from the printed book (e.g. free only to select museums until Sunday)”
- “Registration (online) must be easier! Bigger rooms so more people can attend workshops!”
- “There has to be a better variety of food so that vegetarians and/or allergic people could find anything to eat”
- “The registration for sessions must be easier. It seemed to work the best for those who paid and registered at the same time”
- “Expected more information about tinkering and maker spaces but probably I was wrong ‘informed’ and I didn’t check the conference”
- “Sometimes too far the distance and for example the workshop Cinekid, it ended at 16.45 and i the program but parolado also”
- “It would be better if the lectures and workshops are free and you can decide on the moment itself if you want to do the workshop or not (like Ecsite)”
- “Clear and short, to the point instructions. Take into consideration that the participants have really long days during the conference and set up the program and lectures accordingly. Think about how to ensure a unified general quality of workshops and lectures/speeches”
- “Make better use of the museums in the organizing city. New York would be extremely interesting visit more than enough museums with interesting programs”
- “Make the payment easier, simplify the invoice, start the conference at lunchtime — long travel, the schedule was too intense, it’s good to have so many people helping out —finding the way around, nice food, good lecture”
- “Less presentations that simply present museums/projects and more elaboration and critical approaches/questions”

- “More critical perspectives - we need to persuade many people in our work and critical reflections improves our ability to speak clearly and be more clear and specific about our purpose and goals”
- “It’s a good form for reflection on my own work”
- “Great to have all kinds of museum participating (arts, sciences, childrens, etc.) but also sometimes difficult because we do not always face the same ‘problems’”
- “There were some things on the website not working very smoothly”
- “Comments: host has been great! She is energetic, lively and humorous. She is able to capture the attention of the participants and keep the energy of the participants.”
- “So much energy!”
- “Less! Less workshops and lectures one after another but maybe on the same time is great! More time for one topic! And for exchange! But: Parolado was great!”
- “Drop in workshops of max 5 minutes in a speed during carousel”
- “Try to keep it simple and clear, with focus on the conference themes. This time it was too much (tried to offer too much and last choice was to escape and not participate). Don’t try to open registrations before your system works (and also for the 2013 conference). Promote your country institutions but keep balance!”
- “Other ways of ‘learning’ than education”
- “Have session that are purposely provocative that will help members question themselves. Having more sessions by people that are appropriate but not from the children museum industry.”
- “It’s difficult to know/meet other people/to network. Organize a kind of speed dating? Or during workshop: each person should have to present himself/his institution”

## Interview Notes

- Gail Lord was interesting but not relevant enough. It was a little political and not very practical for the conference attendants.
- “I really enjoyed that [the opening]. Well done.”
- Conference should start later (on the first day) or be very clear that you must arrive 1 day before.”
- Why didn’t the queen say or do anything? She’s involved in feminist and humanitarian efforts...
- Too cold in the auditorium
- Complicated PayPal system... suggest an invoice system
- Registering for sessions was really hard because there were bugs, it was too complicated, and it seemed like you had to pay twice
- The evening program at the Portuguese Synagogue was hard to hear with the microphone and echo
- Gail Lord’s keynote was “really good” and relevant to some of the things happening in Glasgow, but mentioning her book so much was annoying
- Talking to international people is always helpful
- The Yong Zhao lecture was really good (mentioned 3 times)
- Really liked the girl from Namibia
- NEMO was interesting
- Yong Zhao was inspiring
- The workshop on how to make environments for kids was okay but not very special
- The presentation and tour at the Amsterdam Museum was useful and relevant, but it might have been nice to see more of the museum
- The lecture at Het Scheepvaartmuseum was “very delicate”
- The Amsterdam Museum lecture was “exactly what you shouldn’t do” because it wasn’t hands on and it is hard to understand a children’s exhibition without having any children with whom to experience it
- Yong Zhao was very funny and nice, but his reliance on Gardner was outdated

- The Parolado sessions: on the first day, some were good; on the second day, all were bad
- There was enough time between lectures/workshops/etc. to meet both new and old friends
- This conference is very innovative and inspirational
- “I’m good so far”
- Peanuts!?! Think of people with food allergies!
- “This is a very well-organized conference”
- Yong Zhao - was really nice. “I’ve never seen such a chaotic presentation organized so well”
- Very little dialogue after presentations for or with presenters
- For the conference to be more valuable, think about what museums aren’t doing/should be doing - BE MORE PROVOCATIVE
- The chairman for the award ceremony was boring. Just because something is official, doesn’t mean that it has to be boring.
- NEMO presentation was boring
- Liked the Rembrandthuis very much.
- Isolde was very nice.
- The panel with Roosegaarde and Wim Pijbes didn’t seem very relevant to children in museums or the hands on theme
- Panel - “Sometimes when you have too many men answering questions, they just tell stories”
- Would like to see/hear from someone who is making change inspired by the museum
- All theoretical/not practical
- Would have been nice to have longer lectures rather than a panel (Roosegaarde & Pijbes)
- “Good, relaxed atmosphere”
- Buses were confusing
- Food is really good
- There are so many people involved, you can easily find someone associated with the conference
- Parolado sessions were very helpful because they were very practical; especially going out to certain groups like football groups, etc.