NAMES 2018 NAMES 2018 Pre-conference Masterclass: Activating Museums and Science Centers Noth filice and Middle East Science centers network Trainers' Bios

Anthony Richards

Anthony Richards has 30 years' experience in the museums and cultural heritage sector. He has recruited and managed delivery teams at national museums, and overseen cultural change at small and large tourist destinations. Anthony has a background in learning and child development, and has been a mentor for the Museum's Association and a board member for the Association of Science and Discovery Centres.



As Head of the Science Museum London's learning operations

team, he oversaw the management of the most popular hands-on gallery in the world, and steered the team towards customer service awards and national charter marks. He set up the recruitment and training function for the "explainer" teams, which became the most highly rated service by independent evaluation and via visitor feedback.

He was a senior visitor service manager onsite, fully in charge of all operations for daily openings that could reach over 20,000 people. He has consulted and spoken internationally on education, teams, and service for many years; he now heads up the operations and learning side of KCA London, a company that connects people to culture all over the world.

Owain Davies

Owain Davies has 20 years' experience in creating interactive exhibitions, educational materials, and programs for museums, science centers, visitor attractions, cultural institutions, and corporate organizations around the world.

After graduating with Masters degrees in both Chemistry and the History of Science at the University of Oxford, Owain began his career as a curator at the Science Museum, London. This included producing exhibits for its most ambitious extension, which increased and broadened the audience



significantly. In 2005, Owain joined the Life Science Centre, then later moved to Techniquest, the UK's longest established science center, as Creative Director.

During his time at Techniquest, Owain became experienced in tailoring budgets and resources to ensure that outcomes were cost effective, drawing on an organization's internal resources efficiently to achieve maximum results. He developed new income streams, and produced frameworks to creatively engage with Techniquest's audiences generating broader and more useful visitor feedback.



Owain led Techniquest's international commercial projects for 11 years, collaborating with a worldwide network of science centers, contractors, and consultants. He was responsible for projects valued at over \pounds 6m—including master-planning and consultancy projects for visitor attractions, museums, and science centers, and around the world—as well as the conceptual development, design, and build of over 700 original and replica exhibits. This international experience has led to an approach that is inclusive across cultures and sensitive to local and cultural variations, creating exhibitions and programs that are both universal and local in flavor and design.