

Amgueddfa Cymru - National Museum Wales



Telling the story of Wales at Amgueddfa Cymru

A resource to support the Community Challenge

SOCIAL/WELFARE
CREATING AN EXHIBITION OR DISPLAY

Creating an Exhibition or Display

We have a team of people at Amgueddfa Cymru who help to create our exhibitions and displays. Each person in the team has a specific role. All members of the team work together to fulfil their tasks.

If a display is small, the team may only be made up of a few people. But a large exhibition requires a large team of people. Depending on the type of exhibition, you might need to change or add new roles. For example, a hands-on exhibition may require an interactive developer (someone who creates displays that can be manipulated).

An exhibition team is generally made up of the following roles:

[Project Manager](#)

[Content & Research](#)

[Interpretation](#)

[Activities](#)

[Design](#)

[Development \(income\)](#)

[Communications](#)

Each role has a list of tasks that need to be done in order to ensure the exhibition or display achieves its aims and objectives. All members of the team help each other to ensure the tasks are completed.

Use the **Exhibition team table** to explore the different roles within the exhibition team and create your own roles within your group.
Which role would you feel more comfortable doing?

Name	Role	Responsibility
e.g. John Smith	Project Manager	<ul style="list-style-type: none">• managing the exhibition project on a day-today basis• working with the team to agree the exhibition's key message (what it's all about) and target audience (who it's for)• making sure the exhibition opens on time and we haven't over-spent!• checking that all team members have completed their tasks on time

What makes a good team?

- The team is focused on a common goal
- Good communication is vital
- Everyone participates actively and positively in meetings
- Individual members have thought hard about creative solutions to the problem
- Members are carefully listened to and receive thoughtful feedback
- Everyone takes initiative to get things done
- Each teammate trusts the judgement of the others
- The team is willing to take risks, and everyone is supportive of the project and of others
- Team goals are understood by all and given realistic time frames





I'm the **Project Manager** for this exhibition team. My responsibilities include

- managing the exhibition project on a day-to-day basis
- working with the team to agree the exhibition's key message (what it's all about) and target audience (who it's for)
- making sure the exhibition opens on time and we haven't over-spent!
- checking that all team members have completed their tasks on time



I'm responsible for developing the **Events** to support the exhibition. This involves

- researching and developing a programme of activities and resources that targets the audience for the exhibition (for example an exhibition targeted at families with children aged 7-11 would feature weekend family activities, holiday activities and a schools programme for key stage 2)
- delivering the programme
- providing detail of time required to undertake the work



I'm the **Designer**. My role is to

- produce an overall design for the exhibition
- arrange the design of 2D graphics and/or 3D elements
- arrange the production and installation of the design (depending on the design this would be the graphics, cases and building work, not the objects)
- provide detail of time required to undertake the work



I'm responsible for **Content & Research**.
I have to

- develop the content of the exhibition
- provide a list of objects, specimens, and any other material to feature in the exhibition, including their requirements for display
- manage any loans of material if required
- provide detail of time required to undertake the work



Hi. I'm responsible for **Interpretation**. I have to

- produce an interpretation plan for the exhibition
- write the text for any graphics, handouts, guides and/or multi-media in collaboration with other team members
- produce a plan to evaluate visitor feedback and consult with target audience
- provide detail of time required to undertake the work



I'm responsible for **Development**.

My role includes

- working with the exhibition team to consider the best ways to generate money for and from the exhibition – this could be working out whether to charge for entry, or looking for funding to cover exhibition costs
- provide detail of time required to undertake the work



I'm responsible for **Communications**. I have to

- consider the best way to publicise the exhibition and provide guidance to the team
- produce a marketing plan to include leaflets, guides and/or online information, depending on the audience
- promote the exhibition via press and social media
- provide detail of time required to undertake the work