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Interpretation



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Croeso i Gaerdydd.
Welcome to Cardiff.

Croeso/Welcome to the AHI50 Conference!

50 years ago a group of heritage professionals came together in Cardiff to form what would become the Association for Heritage Interpretation.

So we are thrilled to return to Wales' capital in our anniversary year! Prepare to be inspired, engaged and connected — celebrate the past, present and look forward to the future.

Jackie Lee, AHI Chair, Trustees and Conference Team

It's an awards year!

Engaging People Awards 2025

Thursday 9 October, From 6pm

Reception and Gala Dinner

Enjoy a 3 course dinner with announcements of main categories, personal categories and overall winner between courses.

Image: National Famine Museum, Strokestown Estate, County Roscommon. Irish Heritage Trust/ Tandem Design. Winner, Indoor Category 2023



Be social!

Share your photos and thoughts



@AHI_Social



@Association for Heritage Interpretation



Into the Garden: Inclusive Heritage for Sight Impaired Visitors

Dr Karis Jade Petty
Assistant Professor
of Anthropology,
University of Sussex

**Wednesday 8 October
1.15pm**

Welcoming sight impaired visitors to outdoor spaces poses specific opportunities and challenges. Sharing lessons learnt in over a decade's experience, we explore these and demonstrate the benefits to all.

Whose Wales? Reclaiming the Past, Rewriting the Future

Gaynor Legall
Chair of The Heritage
& Cultural Exchange

**Wednesday 8 October
3.45pm**

A journey through the heart of Wales' most iconic multicultural and multi-ethnic community, Tiger Bay, and opening a broader conversation about how heritage interpretation can help shape a more inclusive and just national narrative.

Working together to tell the story of a nation

Victoria Rogers
Head of Museums
and Collections –
Culture Division
Welsh Government

**Friday 10 October
9.15am**

Wales has a unique approach to museum support. Responsibility for sector development sits within Welsh Government, and the impact of legislation and strategies sets Wales apart from the rest of the UK.

This talks shows how the sector is helping deliver a national goal of “a Wales of vibrant culture.”

Keynote speakers

Programme

Wednesday 8 October

Room: Brecon Suite

12:00-12:55 Registration & lunch

13:00 Chair's welcome

13:15-14:05 Keynote: Dr Karis Jade Petty

Room: Brecon Suite

Room: Rhossili Suite

14:10-14:35

Parallel sessions

Steve Slack

Interpretation Consultant

LGBTQ+ interpretation:
AHI50 Best Practice Guide

Bill Bevan

AHI Journal Editor

Lyndsey Clark

AHI Gold Project Manager

Have your Say: The AHI
Journal and new website

14:40-15:05

Parallel sessions

Pete Roch & Jason Davidson

Squeaky Pedal

Beyond the Label: Unlocking
Hidden Stories through
Film Interpretation

Yunseo Joung

Postgraduate MSc

Interpreting Conservation:
Presenting Historic Building
Conservation Across Eight
Welsh Heritage Sites

15:10-15:40

Break & check-in

15:45-16:10

Keynote: Gaynor Legall

OS

Open Session

Do you have a burning question you want answered on an interpretive subject, or need some advice from fellow professionals on a project? Come to our Open Session on **Thursday at 5.15pm.**




ws Workshop

= Parallel sessions

→ Site visit





Wednesday 8 October

	Room: Brecon Suite	Room: Rhossili Suite
16:15-16:45 Parallel sessions 	Eric Langham AHI (Trustee) Barker Langham (Founder) A circular economy for exhibitions: AHI Best Practice Guide	Sarah Oswald The Authentic Spark 'Addressing the whole rather than a part' An experiment in interpretive writing 
16:50 – 17:15 	Open Session	
17:15 – 18:00	Networking/Free time	
Room: Brecon Suite		
18:00 -19:00	Dinner	
19:10 – 20:50	Museums Association meet up, Museum of Cardiff	
Callaghan's Bar, Hotel		
21:00 – 23:30	Golden Groove on! AHI 50 disco	



Thursday 9 October

07:15-09:45	A Sunrise Slow Ways Walk to St Fagans (4.6 miles, max 7 walkers)
Join Beth Môrafon from VisitMôr for a morning walk to St Fagans and help verify a route on the Slow Ways UK network, which links cities, towns, and villages. The walk offers an opportunity to connect with each other and the landscape creatively.	
Room: Brecon Suite	
08:30-09:15	AHI Annual General Meeting
09:30	Site Visit coach departs hotel for St Fagans
	
10:00-10:30	St Fagans Curator talk & refreshments
10:30-12:00	Free time to explore St Fagans
12:00-13:00	Lunch
13:00-15:00	Free time to explore St Fagans
15:00-15:45	Talk and Q&A with Bethan Lewis, Head of St Fagans
15:45-16:10	Wrap up
16:15	Coach departs for hotel
Room: Conference Lounge	
16:45-17:15	Dr. Norma Gregory, Audience Engagement Consultant and Mary Olszewska, Interpretation Gold Project Evaluator AHI50 Evaluation– have your say on the future of the AHI
 Come and share your thoughts, ideas and comments about the AHI with. All welcome.	
17:15-18:00	Networking/Free time
Room: Brecon Suite	
18:00	Engaging People Awards 2025 Reception and Gala Dinner



**Engaging People
Awards 2025**

Friday 10 October

Room: Brecon Suite			
09:00-09:10	Chair's Welcome		
09:15-09.40	Keynote: Victoria Rogers		
Room	Brecon Suite	Rhossili Suite	Outdoor session
09:45-10:10 Parallel sessions =	Miriam Yeo Sze En National Museum of Singapore From Modern Colony to Modern Women: Reinterpreting Women's History in the National Museum of Singapore	Dr Norma Gregory Audience Research Development Consultant, AHI50 Diverse Audiences: AHI Best Practice Guide	
10:15-10:40	Break & check-out		
10:45-11:10 Parallel sessions =	Ruth McKew, Headland Design Victoria Rogers Head of Museums & Collections Welsh Government Reflections from Wales on the challenges and solutions to improving interpretation and displays WS	Connor Emmerson Beamish, The Living Museum of the North Scenario Based Engagement at Beamish Stuart Frost British Museum Enhancing the experience? Two experimental pilot projects at the British Museum	Jim Mitchell, Jenny Dockett, Andrea Simpson and Emily Summers AHI nature and landscape interpretation group The roots of what we do: a natural interpretation workshop WS
11:15-11:40			

Friday continued →



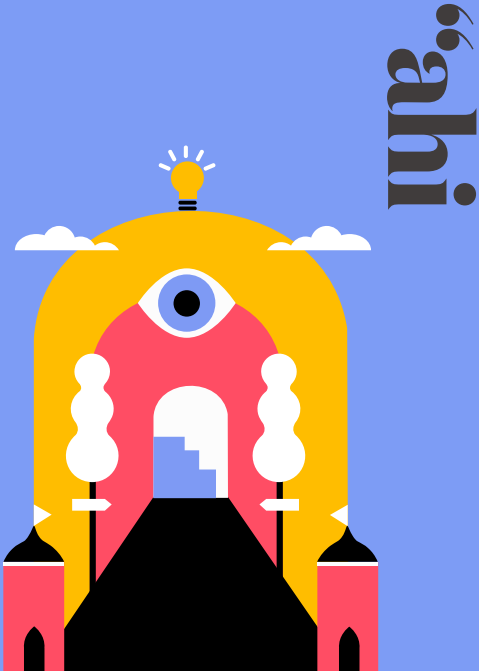
Friday 10 October

11:45-12:10 Parallel sessions	Indigo Dunphy-Smith Independent Heritage Professional Breaking the House Rules: A Toolkit for Queering Heritage Spaces	Nigel Mills Nigel Mills Heritage Time Trails – three valleys, 7,000 years: people, landscape and storytelling in Landkreis Landshut, Bavaria
12:15-12:45	Interpretation – looking to the future Panel discussion with inspiring voices from across the association.	
12:45-13:00	Conference closing thoughts	
13:00 -14:00	Buffet lunch & departure	

Want more heritage inspiration?

Sign up to our monthly newsletter for events, career and tender opportunities and more.

Sign up



Parallel sessions/Wednesday 8 October

14:10-14:35

LGBTQ+ interpretation: AHI50 Best Practice Guide

Steve Slack
Interpretation Consultant

Find out how we created this queer interpretation guidance, meet the collective of LGBTQ+ interpreters and allies who created it and hear some of our favourite case studies. 3D reconstructions, and innovative opportunities to bring stories and archival assets to life.

Have your Say: The AHI Journal and new website

Bill Bevan,
AHI Journal Editor
Lyndsey Clark
AHI Gold Project Manager

The AHI Journal shares ideas, inspires and supports good practice. Our new website will feature more member content. We want both to work for early career and experienced members from all aspects of interpretation. Join us in this informal discussion to help shape them both.

14:40-15:05

Beyond the Label: Unlocking Hidden Stories through Film Interpretation

Pete Roch & Jason Davidson
Squeaky Pedal

Squeaky Pedal are award-winning heritage filmmakers. This talk reveals how we turn complex or overlooked stories into powerful, accessible films—offering practical tips for anyone using film in interpretation.

Interpreting Conservation: Presenting Historic Building Conservation Across Eight Welsh Heritage Sites

Yunseo Joun
Postgraduate MSc

An analysis of how eight Welsh heritage sites interpret their historic buildings reveals how conservation remains underrepresented and explores ways to communicate better building care to the public.



Wednesday

Parallel sessions/Wednesday 8 October

16:15-16:45pm

A circular economy for exhibitions: AHI Best Practice Guide

Eric Langham

AHI Trustee and founder.
Barker Langham

Can we transform the way we create and reuse interpretive materials? AHI50 has been developing an initiative to do just that. Join us to spark real change, deepen collaboration, and redefine the life cycle of exhibitions. and archival assets to life.

“Addressing the whole rather than a part” An experiment in interpretive writing

Sarah Oswald

The Authentic Spark

Both Tilden’s Principles and Gestalt theory in psychology emphasise person-centred approaches and a focus on the whole not parts. Can using Gestalt-based tools take interpretive writing beyond information-giving, to meaning-making?



19:10-20:50

MA meet up, Museum of Cardiff

A golden opportunity to network with Museums Association conference delegates at their closing party at the Museum of Cardiff.



21:00-23:30

Golden Groove on! AHI50 Disco

Back at the hotel, boogie and banter in the private bar, terrace and garden as we celebrate AHI50, with hits from 1975-2025!

Evening events

Wednesday

Site visit/Thursday 9 October



09:30-16:30

St Fagans National Museum of History

Explore the stories of the people of Wales and take a walk through history at one of Europe’s leading open-air museums.

There are over 50 historic buildings from all over Wales, which have been rebuilt at the site. Visit Llys Llywelyn – a medieval prince’s hall, see the Victorian school or pick up some Welsh food from 1920s Gwalia Stores.

Visit the animals on Llwyn-yr-eos Farm or call in to see our craftspeople at work in the smithy, the clogmaker’s workshop and the corn and woollen mills.



Thursday

Parallel sessions/Friday 10 October

09:45-10:10

From Modern Colony to Modern Women: Reinterpreting Women's History in the National Museum of Singapore

Miriam Yeo Sze En
National Museum of Singapore

Learn how NMS is reinterpreting a permanent gallery to highlight women's stories from Singapore's interwar years. This involves new approaches to interactives, mannequins, and text style.

Diverse Audiences: AHI Best Practice Guide

Dr Norma Gregory
AHI Audience Research
Development Consultant

A conversation style, interactive presentation, sharing simple tips and strategies for richer diverse audience engagement. Explore methods to utilise voice and representation, and strengthen dialogue, conversations and community outreach.



10:45-11:10

Reflections from Wales: Improving interpretation and displays

Ruth McKew
Headland Design
Victoria Rogers
Head of Museums &
Collections Welsh Government

Using research in Wales we will share learning about interpretation in museums and working together we will consider how we can improve interpretation and make an action plan.

Scenario Based Engagement at Beamish

Connor Emmerson
Beamish, The Living
Museum of the North

In 2024 Beamish completed its 'Remaking' project. Learn about our work with communities, as well as introducing new stories and ways of engaging our visitors as active participants in them.

Friday

Parallel sessions/Friday 10 October

10:45-11:10

The roots of what we do: a natural interpretation workshop

Jim Mitchell, Jenny Dockett, Andrea Simpson and Emily Summers
AHI nature and landscape interpretation group

A reflective outdoor session marking AHI's 50th anniversary, inviting interpreters to connect with nature, explore our motivations, and share why we interpret.

11:15 – 11:40

Enhancing the experience? Two experimental pilot projects at the British Museum

Stuart Frost
British Museum

This presentation focuses on two pilot projects, one in the Assyrian displays and the other in the Roman Britain gallery, undertaken to inform an ambitious long-term masterplan.

11:45 – 12:10

Breaking the House Rules: A Toolkit for Queering Heritage Spaces

Indigo Dunphy-Smith
Independent Heritage Professional

Explore a creative, budget-friendly toolkit that helps heritage professionals use everyday objects to spark inclusive storytelling, uncover hidden queer histories, and challenge dominant narratives—even in spaces without known LGBTQ+ connections.

Time Trails – three valleys, 7,000 years: people, landscape and storytelling in Landkreis Landshut, Bavaria

Nigel Mills
Nigel Mills Heritage

A co-created, strategic, storytelling approach is revitalising a group of 10 community heritage museums, creating a partnership network and driving sustainable tourism in a rural District in Bavaria, Germany.



Friday

Sponsors & supporters

A big thank you to this years conference supporters and sponsors

Our 2025 conference is supported by the National Lottery Heritage Fund and sponsored by ATS Digital, who create award winning on-site and online visitor experiences via audio guides, multimedia guides, digital and film. Wednesday evening drinks sponsored by The Way Design.



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Not yet a member?

Whether you're just starting out or into your career, work freelance or in policy, design museums or community gardens, your perspective and voice matters.

Joining AHI connects you to a supportive network of interpreters, plus access to exclusive resources, events, and opportunities.

Become an AHI member today.

[Join today](#)

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