

Museum-University Partnerships

Guidance for Match Event Applicants



National
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Centre for
Public Engagement

MUPI Match Event: Guidance for Applicants

What is a Match Event?

Developed as part of The Museum-University Partnership Initiative (MUPI), this event format was developed as a model of matchmaking potential partners together, and funding them to develop their partnership ideas. These one day events bring museum and university staff together to build connections and explore ideas. At the end of the events teams are invited to bid for small amounts of 'thinking funding' so that they can take some time after the event to develop their thinking and potentially build bigger project ideas. This provides an opportunity to develop mutually beneficial partnerships that could then seek funding to develop their approach.

Top tips for getting the most out of a match event

- **Come with an open mind.** You may already have ideas that you want to explore, but be ready to consider other options. It is much more likely you will find a potential match if you are prepared to consider things you had not considered before.
- **Lean in.** Try to take the opportunity to explore ideas with others, and be prepared to get involved in discussions.
- **Don't be afraid to walk away.** There will be lots of opportunities to have interesting conversations, but sometimes the group you join end up talking about something that isn't directly relevant to you. It's ok to leave the discussion and join another group, without feeling you are being rude
- **Share your ideas – don't be shy!** There are lots of opportunities to share your ideas, so make sure you make the most of them
- **Think carefully about the topic you choose for the triologue session.** You will have the opportunity to share something you want to discuss with others, and it's a wonderful chance to talk about something you want help with, so try to be specific, and make sure you are getting the things you care about aired.
- **Manage your expectations.** Not everyone will get funding to support their partnership, and not everyone will find someone they want to work with. However, consistently people found that they learnt new things, made useful contacts, and had helpful conversations. Sometimes a partnership takes much longer to develop, so don't be disappointed if you don't get funding at the event, and do keep in contact with the people you have met
- **Listen to others,** even when you think their ideas aren't immediately relevant to you – who knows there could be a potential partnership to be uncovered
- **Take responsibility.** Be proactive about making use of the event to meet others
- **If you bid for funding** – try to remember that the funding can support partnership development, and provides time to plan and think about how you might work together – it isn't for project delivery – therefore you don't need to have figured everything out at the event



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The NCCPE is supported by the UK Higher Education Councils, Research Councils UK and Wellcome, and has been hosted by the University of Bristol and the University of the West of England since it was established in 2008.

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The Museum-University Partnership Initiative (MUPI) was supported by public funding from Arts Council England. It sought to enable museums and universities to meet together and develop mutually beneficial partnerships. A range of resources have been created, drawing on the learning from the MUPI project. You can find all these resources on the NCCPE website.



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