



Culture Comms 2015

MONDAY 15 JUNE 2015

Little Angel Theatre, Islington

Wi-fi password: @Hello_Puppet2015

CONFERENCE PROGRAMME

09:30—10:00

Registration and coffee

Ronnie Le Drew, Little Angel Theatre - a brief history of the theatre

10:00—10:05

Welcome from the Culture Comms team

10:05—10:15

Opening remarks from conference chair Roberta Doyle, Director of External Affairs, National Theatre of Scotland

10:20—11:20

'Meet the Journalists'

Ever wondered just what you need to do to secure that double-page spread? Dea Birkett, journalist/writer and Director of Kids in Museums, chairs an in-depth panel discussing features and story ideas with some of the industry's most topical cultural writers.

- Emily Beament, Environment and Heritage Correspondent, Press Association
- Rebecca Atkinson, Online Publications Editor, Museums Journal
- Tom Rowley, Special Correspondent, The Daily Telegraph and The Sunday Telegraph

11:20—11:35

Break

11:35 – 12:30

'The Power of Networking' - Julia Hobsbawn, Professor of Networking at Cass Business School and Founder of editorial intelligence (ei)

Doing what it says on the tin, this is a chance to get thinking and talking about the power of networking for communications professionals. Julia Hobsbawn is Professor of Networking at Cass Business School, and founder of editorial intelligence (ei).

12:35 – 13:45

Lunch

13:45—14:45

'Demystifying BBC Arts'

Director of BBC Arts, Jonty Claypole, Editor of *Front Row*, Philip Sellars, and Editor of the *Culture Show* and *Artsnight* Janet Lee, take us through the inner workings of the BBC's Arts department and gives some insights into the different ways to get your story to the right person. Also on the panel is freelance arts writer and broadcaster, Roya Nikkhah. Chair: Roberta Doyle

14:50—15:35

'PR Success Stories'

Get inspired by some honest case studies sharing PR success stories within the sector - how they got there, why it worked and what you might consider for next time. Chair: Catherine Braithwaite.

Case study 1: The Hepworth Wakefield's 1 millionth visitor campaign - Naomi Roberts, PR and Media Manager

There are times when it can be difficult to think creatively within a limited budget. Find out how The Hepworth Wakefield worked with Frances Quinn, Winner of the British Bake Off 2013 to help celebrate their 1 Millionth Visitor (without breaking the bank).

Case study 2: FACT (Foundation for Art & Creative Technology) - Jen Chapman, Head of Marketing & Communications

Media partnerships are brilliant, but how can they become more than a well-placed feature and become fully embedded in your overall marketing and comms strategy? From mental health to science fiction and fracking to typography - FACT's exhibitions explore wide-ranging themes and need to be shared with new and diverse audiences. FACT will present two successful exhibition media partnerships with carefully chosen publications (Little White Lies & Grafik) that helped them not only achieve their PR goals, but also enhanced their overall marketing campaign, benefited partners and even generated dynamic new exhibition content.

15:35—15:50

Break

15:50—16:50

'Digital Crisis Management'

Responding to a communications crisis has never been harder as the 'digital by default' age brings a whole new dimension and time pressure to managing reputational comms. In this session we look at how you can tackle digital crisis management through two culture sector case studies. Chair: Roberta Doyle.

Case study 1: Barbican Centre - Lorna Gemmell – Head of Communications

The Barbican is a major multi-arts centre, its vision is 'arts without boundaries', and it aims to inspire more people to discover and love the arts through its international, cross-arts programme and extensive creative learning work. With a programme of over 2,000 events every year – many of which are controversial, have political or religious contexts or are generally newsworthy – it is perhaps unsurprising that the Barbican is adept at a bit of crisis comms management. Lorna looks at several case studies that have kept the Barbican busy, and shares her top-tips for crisis management in the digital age.

Case study 2: British Museum, Elgin Marbles - Kate Carter, Marketing Manager and Olivia Rickman, Head of Press

In December the British Museum lent a Parthenon sculpture for the very first time to mark the 250th anniversary of the Hermitage. Kate and Olivia will describe how the press and marketing teams worked closely together to manage the story and co-ordinate online, broadcast and print coverage. Being on the front foot helped to manage the tide of opinion online on a controversial topic.

16:50—17:00

Closing remarks by Roberta Doyle

**Please join us at The New Rose pub round the corner for post-conference drinks.
(84-86 Essex Road, London N1 8LU)**

SPEAKERS

Dea Birkett— Journalist, writer, Director of Kids in Museums, @DeaBirkett



As Director of Kids in Museums, Dea is passionate about advocating the importance of museums in providing experiences, opportunities and ambitions to young people. Dea is also an award-winning writer, journalist and author of seven books including *Serpent in Paradise*, *Off the Beaten Track* and *Three Centuries of Women Travellers*. She is a contributor to the Guardian, Mail on Sunday and a wide range of national publications, as well as a regular commentator for the BBC. She is also co-Director of TextWorkshop, and separately Creative Director of Many Rivers Films, a BAFTA-winning film company. In 2011, she featured in the Independent's 100 Happy List.

Emily Beament—Environment and Heritage Correspondent, Press Association, @paenvironment



Emily has been a PA journalist for 12 years, and has been the Environment and Heritage Correspondent for the last 7. She covers topics ranging from climate change and wildlife to natural and cultural heritage. Emily is also writing a book based on the unpublished letters and diaries of a Victorian lady traveller, who was the first Englishwoman to journey up the Amazon and over the Andes, and whose other adventures included travelling by elephant through the forests of Thailand and delivering plum puddings to British officials in remote outposts of Burma.

Janet Lee—Editor, BBC Two's Artsnight and The Culture Show



Janet Lee is Editor of BBC2's *Artsnight* and *The Culture Show*. Prior to editing *The Culture Show* Janet was the Executive Producer of BBC1's flagship Arts Strand *Imagine* presented by Alan Yentob. Janet began her broadcasting career as a trainee on Radio 4 producing programmes such as *Womans Hour*, *Consuming Passions*, *Loose Ends* and *Desert Island Discs*. She moved to BBC2's *The Late Show* in the early 90's and worked there as a Director and Producer before moving on to Series, producing Simon Schama's *History of Britain*. She left the BBC and worked at Channel 4 as Commissioning Editor for Arts for 4 years. Before starting at the BBC Janet worked as a freelance journalist writing articles on feminism for academic books and also did a range of high profile interviews for the style magazine i-D.

Jen Chapman, Head of Marketing & Communications at FACT (Foundation for Art & Creative Technology)



Jen heads up a small but ambitious team of staff dedicated to promoting the organisation. In her eight years at the organisation she has commissioned a refreshed brand, a new website (recently nominated for an award), an extensive audience research project and grown several successful social media channels.

Jonty Claypole, Director, BBC Arts, @JontyClaypole



Jonty is Director of Arts at the BBC. He works across television, radio and online, ensuring the BBC succeeds in its mission of 'Arts for Everyone'. As a director then executive producer, he has made over 100 television documentaries for BBC Television, including landmark series like *Seven Ages of Britain*, *A History of Art in Three Colours*, *A Very British Renaissance* and *Andrew Marr's Great Scots*. He has also created strands like *What Do Artists Do All Day*, *Secret Knowledge* and *In Their Own Words*.

Julia Hobsbawn, Professor of Networking at Cass Business School and Founder of editorial intelligence (ei),
@juliahobsbawn



Julia is a businesswoman who founded the 'knowledge networking' business editorial intelligence, she also writes, teaches, and gives speeches on a number of topics including entrepreneurship, networking, women in business, work-life balance, and business productivity. Having authored several books and articles on communication, business, the media and the future of the workplace, Julia has also written and presented the 5-part BBC Radio 4 series *Networking Nation*, and is currently writing a new book on social health for release in 2017.

Kate Carter, Marketing Manager, British Museum



Having completed a history degree at the University of St Andrews, Kate undertook an MA in Arts Administration & Cultural Policy at Goldsmiths College. She has gone on to specialise in marketing in roles for The Corner Shop PR, Disney Theatricals (for Disney's *The Lion King*), The Audience Agency and DreamWorks Theatricals (for *Shrek The Musical*). She has been Marketing Manager at the British Museum since March 2013, working on marketing campaigns for major exhibitions and special projects, and overseeing social media strategy.

Lorna Gemmell – Head of Communications, Barbican



Lorna is Head of Communications at the Barbican, and has worked at the Centre since 2008. Overseeing the day-to-day management of the press office her role also encompasses communications strategy, risk management, events and stakeholder management. With over 10 years' experience in media and communications, Lorna has a broad arts background having held roles at The Art Fund, Royal Institute of British Architects and Milton Keynes Gallery. She is also Chair of the Board of Auto Italia South East, an artist-run organisation that commissions and produces new work.

Naomi Roberts, PR and Media Manager at The Hepworth Wakefield in West Yorkshire.

Now approaching her fifth year at the gallery, Naomi is still recovering from the opening back in 2011 (and 'that' failed balloon launch). Fifteen years ago Naomi arrived 'up north' and has never left. She studied History of Art at Leeds University and no, she never quite made it into curating! Following roles in adult education and lifelong learning, Naomi realised that her talent for talking and dreaming up ideas could lead somewhere, and 8 years ago moved into PR, working firstly for a Plc then a PR agency.

Olivia Rickman, Head of Press, British Museum

Olivia graduated from the University of Glasgow with an MA in History of Art and went on to specialise in press and marketing in museums. She is lucky enough to have worked in a wide range of collections including the Peggy Guggenheim Collection in Venice; the Fleming Collection in Mayfair; Dulwich Picture Gallery in South London; and the Foundling Museum in Bloomsbury. Since 2010 she has worked at the British Museum, first as Press and PR Manager and since September 2014 as Head of Press. She was seconded in the London 2012 Festival press office during the Olympic Games and in 2013 did a Knowledge Exchange Placement in the Communications Office of the National Galleries of Scotland.

Earlier this year she attended the Clore Leadership Short Course for arts professionals.

Philip Sellars, Editor, BBC Radio Four's Front Row, @philipsellars



Philip has worked in radio production at the BBC for 20 years. He has made award-winning documentaries, working with a wide range of talent such as Ian Hislop, Jarvis Cocker and Bettany Hughes. He was the Editor of Neil Macgregor's *A History of the World in 100 Objects*. He is currently the Editor of BBC Radio Arts programmes, including Radio 4's *Front Row*, with an audience of 3 million per week, as well as running *The Film Programme* and *Saturday Review* on the network. He is also in charge of the BBC's World Service *Arts Hour*.

Rebecca Atkinson, Online Publications Editor, Museums Journal, @rebecca_ma



exhibition.

Rebecca has worked as a journalist for over 10 years, and has spent the majority of her career specialising in online journalism. She has worked as the Museums Association's Online Publications Editor since 2010. She is also the Editor of *Museum Practice* and writes features, news and reviews for *Museums Journal*. Alongside editing, Rebecca is also involved with organising several conferences a year, including *Moving On Up*, aimed at early career professionals, and the Museums Association's annual conference and

Roberta Doyle, Conference Chair and Director of External Affairs, National Theatre of Scotland



Roberta Doyle is a graduate in Business Administration and has held senior management roles in marketing, communications, education and fundraising within Scotland's largest cultural organisations. She is currently Director of External Affairs with the National Theatre of Scotland, having previously held the same role for Scottish Opera and Scottish Ballet and the post of Director of Public Affairs with the National Galleries of Scotland. Roberta is a former Governor of Glasgow School of Art, and has held many board positions in performing arts organisations. Roberta has lectured and taught widely on courses worldwide relating to arts management and is a frequent speaker at conferences and seminars. She is a member of the Scotland Committee of the Board of the National Autistic Society.

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Ronnie Le Drew, Puppeteer, The Little Angel Theatre, @Punchand



Ronnie Le Drew, has been a professional puppeteer for 51 years, beginning at age 15 at The Little Angel Theatre. Working with founding director John Wright as an apprentice, he learnt how to manipulate Marionettes, Rod, Glove and Shadow puppets. Over the years he has performed in over half of all of the theatre's productions, and has toured with the company to Europe, America, and Israel. He has also directed five Little Angel productions. Ronnie began with his one-man glove puppet shows, and later moved onto freelance work in television on shows such as *Rainbow*, *The Sooty Show* and the iconic *Muffin the Mule*. His film career also working with the late Jim Henson on *Two Muppet* films and the feature film *Labyrinth*, as well the film *Little Shop of Horrors*. For the last 20 years he has taught his craft at The Little Angel Theatre, The Norwich Puppet Theatre, The Royal Central School of Speech and Drama, and The London School of Puppetry of which he is a Patron and co-founder.

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Roya Nikkhah, Arts and Royal Correspondent, @RoyaNikkhah



Roya Nikkhah is a freelance journalist, working in broadcasting and newspapers covering the Royal Family and the Arts. Roya began her journalism career in 2002, starting out on Building magazine where she covered architecture news and features, before joining The Daily Telegraph as a trainee reporter in 2003. She completed her training on The Sunday Telegraph where she spent 10 years, first as a general reporter, and then as the newspaper's Arts and Royal Correspondent and feature writer. In 2013, Roya left the Telegraph to pursue a freelance career. She works in television, radio and newspapers, for a range of organisations including the BBC, Sky News, ITV, Channel 5 News, CNN, ABC News, CBS, NBC, ZDF, LBC Radio, The Times, The Sunday Times, The Telegraph and The Wall Street Journal.

Tom Rowley, Special Correspondent, The Daily Telegraph and The Sunday Telegraph, @tomjrowley



Tom Rowley is Special Correspondent for The Daily Telegraph and The Sunday Telegraph. Based in London, he writes colour reports from set piece news events such as centenary commemorations and big royal or sporting events, as well as news features for the Saturday and Sunday papers and online. He is always on the lookout for exclusive feature ideas with a good news hook, especially with a fascinating historical or quirky angle.

THE CULTURE COMMS TEAM

Let us re-introduce ourselves...

A lot has changed for us as conference organisers since we last saw you, not only the name, so here is a bit about our new team...

Clea Relly—Chair

Clea is the Chair of the Culture Comms Committee, recovering perfectionist and full-time mum. Originally from South Africa, her childhood crush on London took her to Westminster, The National Archives and the Museum of London. Clea still enjoys being involved in the professional side of the cultural sector, and is determined to make you network. Resistance is futile. clea.relly@gmail.com, [@CleaRelly](https://twitter.com/CleaRelly)

Asha Budhu

Asha joined Arts Council England as Press Assistant in 2010 before moving to Southwark Council press office 2 years ago as Press Officer. Despite the move into local government she is still working on arts and culture for Southwark and is likely to continue (not) spotting celebrities that live in the capital and moving along the PR train for some time yet! asha.budhu@southwark.gov.uk

Catharine Braithwaite

After being told by teachers that talking in class was never going to deliver her dream job, it was her destiny that Catharine would find her way into PR. After 20-plus years this is still her ideal career. Roles at the Manchester Art Gallery and Tate Liverpool gave her the confidence to go on to Manchester International Festival, Liverpool Biennial, Manchester Museums Consortium, to name a few. cat@we-r-lethal.com, [@catharinebee](https://twitter.com/catharinebee)

Charlotte Sluter

Charlotte is Press Officer at Imperial War Museums where she works on corporate projects including the First World War Centenary, major anniversaries, along with the redevelopment of IWM London, which opened in July 2014. Prior to IWM Charlotte worked at PR agencies in the Arts & Culture sector, and has also worked with many luxury lifestyle and fashion brands on events and PR campaigns. csluter@iwm.org.uk

Claire Coveney

Claire began her working life as a Press Assistant at the Manchester Art Gallery more years ago than she cares to remember. She has since worked in press and media at the British Museum and the Arts Council, to name a few. She can currently be found in the gutter trying to carve out a freelance career for herself, but is still very much looking up at the stars! clairecoveney710@hotmail.com, [@Coveney500](https://twitter.com/Coveney500)

Hanae Tsuji

Hanae has been working at Royal Collection Trust for nearly 5 years (with a brief hiatus at the Harrods Corporate Press Office). Part of her job includes wandering around Buckingham Palace at 3am with a live broadcast crew looking for hidden light switches, or putting vanity to one side and posing at photo-calls for the opening of exhibitions. hanae.tsuji@royalcollection.org.uk

Jenny Stewart

Jenny is Press and PR Manager at the Design Museum, where she pretends to understand words like 'parametric' and struggles to find synonyms for the word 'design'. This is a huge change from her previous Press Officer role at the National Maritime Museum where she pretended to understand words like 'horological' and struggled to find synonyms for the word 'maritime'. jenny@designmuseum.org

Kate Rosser Frost

Kate is currently Head of Press & Communications at the British Academy, but has many strings to her bow. Previous experience includes working in press at the Museum of London, the British Red Cross, as well as a stint in commercial PR for organisations such as Neal's Yard, Lush and Patrick Cox. Kate doesn't like the word 'no' - and refuses to acknowledge its existence. k.rosserfrost@britac.ac.uk

Katie Owen

Katie has worked at the Heritage Lottery Fund for the past 18 years where she is currently a Senior Media Manager in the Communications team. She is also a Trustee of the Little Angel Theatre. Her childhood love of Sweep (of 'Sooty & Sweep' fame) means that Ronnie Le Drew's upcoming appearance at the conference has made Katie's year. KatieO@hlf.org.uk

Rosie Linton

Rosie decided she wanted to work in museums aged 7, after purchasing a Roman centurion from the British Museum shop and realising museum shops are the best places in the world. She worked in Press at the National Maritime Museum for 4 years, and recently left the IWM London to move to Birmingham to discover if there is a world outside of museums (apparently there is but she's not sure she likes it). @Rosie_Linton

Sagar Shah

Sagar is Communications Assistant at the Barbican Centre. He took a circuitous route into arts communications, having previously managed a record label, promoted live music, produced videos and dressed his friends as giant rabbits on live television. He currently juggles working on the Barbican music programme with occasionally pretending to DJ. Sagar.shah@barbican.org.uk

Sarah Carr

Sarah is the Communications Officer for the project to deliver The Postal Museum and Mail Rail, a new national attraction opening in central London in 2016. Here she spends her time convincing people that the post is about more than just stamps. This is her first foray into the cultural sector having started her career in engineering, and wouldn't change it for the world. sarah.carr@postalheritage.org.uk, @BPMASarahC

VENUE INFORMATION

The Little Angel Theatre is located at 14 Dagmar Passage, London, N1 2DN

Tube

Both Angel (Northern line) and Highbury and Islington (Victoria line) are a 10 min walk from the theatre.

Bus

Closest stops include St Mary's Church served by 19, 30, 4, 43, 812 buses.

The New Rose pub (round the corner from The Little Angel Theatre for post-conference drinks)

84-86 Essex Road, London N1 8LU