

CULTURE COMMS

2019 Speaker Biographies



Conference Chair: Yasmeen Khan is a writer, radio presenter, performer and PR consultant. Her current work includes writing for BBC EastEnders and a new stage play. She has previously written plays both at national touring and fringe production levels and written and performed several sketch comedy shows. She has presented thirteen documentaries for BBC Radio 4 covering a wide range of issues, from mental health to comedy to fried chicken shops. Over sixteen years, she has presented thousands of hours of live radio, working at both the BBC and commercial radio, doing shows from Drivetime to late night phone ins, covering everything from breaking news, powerful one-to-one interviews about personal stories to arts and culture features. She recently made a two part special for the BBC World Service, following film-maker Richard Curtis over two years as he wrote and developed his new film 'Yesterday'. For the past five years she has presented a weekly show on BBC Three Counties radio where she champions diversity, mental health issues and challenges stigmas in Asian communities. Prior to her creative career, Yasmeen worked for over a decade in corporate PR in the City, working in-house to a senior level in international media relations, where she designed and executed media campaigns and trained over three hundred people as company spokespeople for tv and radio. www.yasmeenkhan.co.uk @yasmeenkhan1

Poppy Walshaw performs as a chamber musician, soloist and continuo player throughout Europe, specialising on baroque cello and viola da gamba. She is continuo cellist with The Hanover Band, a frequent concerto soloist with Arte dei Suonatori (Poland) and Fiori Musicali. She plays regularly with the Orchestra of the Age of Enlightenment, English Baroque Soloists and Dunedin Consort. Poppy also teaches the Alexander Technique, one-to-one in Islington & Sevenoaks and in groups. She has given AT workshops for the Gulbenkian Orchestra in Lisbon and several London music services, and next year for Cambridge University Music Faculty. poppywalshaw.com



Meet the Journalists



Neville Hawcock is a commissioning editor for FT Weekend. He is currently deputy editor on the arts desk, but in his 20 years at the FT has also worked on the paper's books pages, comment pages and on FT Weekend Magazine.

Gary Jones, Editor-in Chief of the Daily and Sunday Express. Formerly Editor of the Sunday Mirror and Sunday People. A journalist for 39 years, Gary worked for Mirror titles for 22 years before moving to the Express group in 2018. In a varied career Gary spent time as a war correspondent in Afghanistan and Iraq, and has campaigned on a number of social issues.

Gary is a trustee of the charity St Giles Trust, which helps rehabilitate criminal offenders. He is also a trustee of the Tall Ships Youth Trust, which gives disadvantaged youths the opportunity of adventure on ocean-going vessels.

A father-of-two, Gary lives in south west London. He recently purchased a small higgledy-piggledy fruit farm in central Spain as something of a hobby.



Sherna Noah is senior entertainment correspondent at PA Media, the UK's national news agency. Sherna cut her teeth in general news and has been covering arts, entertainment and media for 14 years. Formerly known as the Press Association, PA Media sends words, images and video around the globe.

Ciaran Sneddon graduated from the University of Sunderland with a BA (Hons) in Journalism in 2015, with a particular passion for writing about politics and the arts. His first two roles were in this field, doing PR work for a Scottish youth arts agency and the European Parliament, but he returned to journalism when he joined The Courier in Dundee as a reporter. After a year at this regional paper, Ciaran moved to London to do some media work for Restless Development, an international youth charity, before joining The Week Junior in 2018. His role today is equally split between news and features and he also coordinates their newly-launched weekly podcast, The Week Junior Show.
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Podcast Culture



Ferren Gipson is an art historian researching modern Chinese art and pop culture in art. She's the Social Media Manager for Art UK and host of the Art Matters podcast exploring the interesting ways art intersects with everyday life. She recently contributed to Phaidon's new Great Women Artists volume and has taken part in talks with Tate, Esquire Magazine, the Association for Art History and more.

Rachel Mapplebeck is a cultural communications specialist focused on building audiences, brand and profile for arts organisations. She leads the communications team at Art Fund, which inspires everyone to access art and culture, and also drives awareness of their charitable programme nationwide. The team oversees digital, content, media relations, public affairs and Art Quarterly magazine. She was previously head of communications at the Whitechapel Gallery, where she helped double visitor figures, develop the brand and expand the gallery, and has also led campaigns for the Jerwood Painting Prize, Jerwood Sculpture Prize, the Affordable Art Fair and the Chelsea Art & Antiques Fair. Rachel is a trustee for Gasworks Gallery and Studios, a public arts organisation with a global network. rmapplebeck@artfund.org



David Prest is the Managing Director of Whistledown, the audio production company behind many programmes on BBC Radio 4 (*The Reunion*) and the World Service (*Media Front*, *My Perfect Country*), as well as podcasts such as *Meet Me At The Museum*, *Deep Mind*, *Ruby Wax's No Brainer* and Spotify's *We Need To Talk About*.

Working with Influencers

Vyki Sparkes, Museum Mum. Museum Mum helps parents find great cultural days out so they can enjoy family time more, at home and away. The blog is written by London mum and museum curator Vyki Sparkes. Finalist Best of Reviews #BiBS2019 Britmums Brilliance in Blogging Awards. Winner Arts & Culture UK Blog Awards 2019. Find Vyki at museummum.com/ IG: @museummum / TW: @museum_mum



Kayleigh Töyrä is the Co-Founder of Seeker Digital, an independent marketing agency based in Bristol. Formerly a MA Literature student turned Digital Copywriter, she is the agency's current Creative Director, managing content, outreach, and search strategies across the board. Working with influencers and arts organisations on a regular basis, she is passionate about both grassroots and enterprise digital strategies. Originally from Finland, she speaks regularly at industry events and volunteers as a group leader at the mental health charity, Rethink. Kayleigh is author of the Art Marketing Association's publication: How to do influencer marketing for the arts.

Katie Wignall, Founder of Look Up London. Look Up London is a walking tour company specialising in quirky history walks across London. Katie is a qualified Blue Badge Tourist Guide, a career which sprung from her award-winning blog Look Up London. Katie's blog focusses on the city's historic details hiding above your eyeline as well as the more unusual museums and galleries. Find Katie at <https://lookup.london/> IG: @LOOK_UPLONDON



Unpacking Media Evaluation



Monique Kent has worked in cultural communications for the past 7 years. She has been Head of Communications and Stakeholder Relations at Imperial War Museums since 2017 where she is responsible for leading internal and external communications and stakeholder relations for IWM's 5 branches as well as corporately. Prior to this she worked as IWM's Corporate Communications Manager, as Senior Press Officer at the Royal Academy of Arts and as Press Manager for Turner Contemporary in Margate. Before starting a career in comms Monique worked on the other side of the fence in journalism for Apollo Magazine. MKent@IWM.org.uk

Hannah Boulton is Head of Press and Marketing at the British Museum, the UK's leading visitor attraction, where she oversees the strategic direction and delivery of all aspects of Communications: press; marketing; social media; crisis communications; visual brand and advocacy. She has worked on all the Museum's major activities from the opening of the Great Court and the World Conservation and Exhibitions Centre to hugely successful exhibitions as well as ground-breaking projects around the permanent collection such as A History of the World in 100 objects, in partnership with the BBC.



Decolonising Culture



Sanjit Chudha leads the Marketing and Communications for Talawa Theatre Company. Sanjit has previously worked for TalkTalk, Telegraph Media Group, The Millennium Commission and DCMS. He handles all aspects of the way Talawa communicates its work, its Audience Development, and its digital projects. @SanjitChudha

Yosola Olorunshola is a London-based writer. She currently works as website and digital officer for the Museums Association and is on the executive committee of Museum Detox, a network of BAME workers in the museum and heritage sector.



Case Studies



Samantha Bagchi, Director of Development, Royal Academy of Engineering. Samantha joined the Academy in May 2017. As part of the senior leadership team, she works closely with all areas of the Academy's activity and is responsible for putting in place a long-term sustainable funding strategy. She also has responsibility for the development strategy of the Queen Elizabeth Prize for Engineering. Previously, Samantha lived in Australia where she was most recently Development Director for Sydney Opera House and before that was Head of Sponsorship and Stakeholder Engagement at AMP, Australia's largest financial services company. Prior to leaving the UK in 1999, Samantha led the strategy to establish Development at the Victoria & Albert Museum where she was Deputy Development Director.

Isla Gladstone is Senior Curator for the Natural Sciences collections at Bristol Museums (Bristol Culture team). She has worked as a curator in museums across the UK. Isla led intervention 'Extinction Voices', shrouding extinct and endangered animals to inspire action against the biodiversity crisis. @isla_gladstone



Culture Comms Committee



Chair - Clea Relly leads the lovely team of volunteers who deliver Culture Comms. She spent over a decade working at The National Archives and Museum of London. Now Culture Comms keeps her in touch with the world of cultural PR, when she's not creating outdoor play and learning spaces in her local school. She delights in talking to people, so you can reach her on 079 327 323 96

Katie Owen At risk of being labelled a National Lottery Heritage Fund 'lifer', Katie left a year ago and is currently working as Interim Press Relations Manager at Art Fund in London's King's Cross. Whilst no longer obsessed with telling random strangers about the benefits of buying a National Lottery ticket, Katie still hunts down fingers crossed Heritage logos at cultural sites. She accepts she may never be fully rehabilitated but is grateful not to be asked for winning Lottery numbers anymore. ktonlond@hotmail.com



Olivia Rickman, freelance arts communications. Olivia has worked in museum communication departments for over 13 years, including as Head of Press at the British Museum and Head of Press and Corporate Communications at the V&A. Going freelance in 2018 to experience new PR challenges and balance family life, projects include the new Islamic World Gallery at British Museum, opening of V&A Dundee, D-Day 75th anniversary at the Imperial War Museum and Pre-Raphaelite Sisters at the National Portrait Gallery. olivia@oliviarickman.com

Kate Rosser Frost has spent 15 years in communications across charity, arts and higher education both in-house and agency in London and Shanghai before embarking on a new adventure this year into major donor relationship management and fundraising communications at the British Academy. In between breaks at work she can be found ferrying children around and at PTA meetings. Kate doesn't really understand what 'no' means, especially when it comes to media, major donors and her husband.



Ellie Fry lives in Bristol and is currently Senior Partnerships and Stakeholder Engagement Manager at the Arts & Humanities Research Council. Prior to moving to the South West, Ellie worked as the London branches PR Manager at Imperial War Museums (IWM), working on a variety of comms campaigns for the Churchill War Rooms, HMS Belfast and IWM London. Ellie is the newest member of the culture comms team, joining the committee this year.

Sagar Shah is Press and Communications Manager at Battersea Arts Centre. Prior to that he spent five years in the comms team at the Barbican and worked at the PRS for Music Foundation. He took a circuitous route into arts communications, having previously managed a record label, promoted concerts and worked in live television. He currently juggles working at Battersea Arts Centre with occasionally pretending to DJ. sagars@bac.org.uk / [@bloodyawfulsaga](https://twitter.com/bloodyawfulsaga)



Charlotte Sluter is an Account Director at Sutton, a global arts and culture communications agency with offices in London, Hong Kong and New York. At Sutton, she has worked with a wide range of inspiring organisations, including the Whitworth, Westminster Abbey, Leighton House Museum, the National Army Museum and many more. Before joining the agency, Charlotte was Press Officer at IWM (Imperial War Museums), where she was part of the in-house team that reopened IWM London in 2014. With over seven years of in-house and agency experience Charlotte has collected a wealth of memories, travelled the world and been given a thank you in a children's book. charlottes@suttonpr.com / [@Sutton](https://twitter.com/Sutton) twitter / [@sutton](https://www.instagram.com/sutton) Instagram

Jenny Stewart is a freelance communications consultant and publicist specialising in culture and design with an emphasis on socially-engaged work. She lives on the west coast of Donegal where she spends far too much time listening to podcasts about politics and (not coincidentally) screaming at the mountains. If it wasn't for brilliant clients like the Glasgow International Comedy Festival, muf architecture / art and We are here Venice she would be forced to admit that the time she spends on Twitter is not in fact "research". Jenny travels to London for work so often that she is now a self-appointed expert on where to find the capital's cheapest hotel rooms - get her top tips: [@jennystewartpr](https://twitter.com/jennystewartpr) / jenny@jstewartpr.com



Emily Philippou is upside down and back to front, having relocated to Tasmania last year to work in the media and PR team at Mona (the Museum of Old and New Art). Previously at London's Wellcome Collection, Emily is responsible for publicising Mona's cultural programme, plus food & drink, books and summer arts and music festival, with recent projects including an epic feral feast and an underground extension that takes visitors through heaven, hell and purgatory. The on-site winery, commute by ferry and mountain views have helped with the homesickness. Email: emily.philippou@mona.net.au / Twitter: [@emily_philippou](https://twitter.com/emily_philippou)

Johanna Bennett is the Head of Communications at the Royal Academy of Arts. Jo has worked at the RA for the past 13 years on exhibitions including Anish Kapoor, David Hockney and Ai Weiwei through to Painting the Modern Garden: Monet to Matisse, Abstract Expressionism and Charles I: King and Collector. Prior to the RA, Jo worked at Sotheby's in Melbourne and London whilst writing her Ph.D. in fourteenth-century Italian Art.

