



Culture Comms 2018 Tuesday 2 October
Sainsbury Wing, National Gallery, London

- 09:15 - 09:45** **Registration and refreshments**
- 09:45 - 09:50** **Welcome from the Culture Comms Committee**
- 09:50 - 09:55** **Performance from Reuben Braithwaite – ‘Benna’ - spoken word artist**
- 09:55 - 10:10** **Welcome from Conference Chair and National Gallery Strategic Communications Adviser Tracy Jones and National Gallery Director Dr Gabriele Finaldi**
- 10:15 - 11:15** **Meet the Print Journalists**
Their words might appear on paper or online but these are the people we go to when we want an in-depth feature, a tempting preview or an attention-grabbing news story. How can we get our carefully crafted culture stories to defeat the mountain of press releases they get every day about Brexit and Love Island spin offs? Chaired by Tracy Jones.
- Lisa Grainger, Deputy Editor and Travel Editor, Sunday Times LUXX magazine
 - Matilda Battersby, freelancer and representing N - Norwegian air magazine
 - Jenny Coad, Deputy Travel Editor and Property and Interiors Editor at the Daily Mail
 - Maeve Kennedy, freelance writer and broadcaster (previously Guardian Arts and Heritage Correspondent)
- 11:15 – 11:30** **Coffee/tea break**
- 11:30 - 12:30** **Beyond the press release? Finding new ways to tell the story**
The death of the press release has been declared more times than we can count (we’re too busy getting our press releases signed off) but no one working in PR can have missed the fact that there are more platforms and channels to get the message out than ever before. How can we box smart and create the right content, campaigns, hashtags and whatever else is needed to break through? Chaired by Gareth Beedie, National Theatre Wales.
- Jesse Ringham, Digital Director, Sutton PR
 - Adam Koszary, Programme Manager and Digital Lead, Museums Partnership Reading. Case study: social media for The Museum of English Rural Life (aka ‘Museum of Rural Units’)
 - Jenny Mabbott, Head of Collections and Engagement, People’s History Museum. Case study: crowd funding for the acquisition of a Suffragette banner
- 12:30 - 13:30** **Lunch**
- 13:30 - 14:30** **Meet the BBC**
The BBC is still the home of the national conversation, and its documentaries, news and discussion programmes are the apple of many a PR’s eye. But it can be hard to know who to pitch to, when, and how. What are their priorities, how can smaller organisations get a look in, and what opportunities are coming down the track? Hear from commissioners and editors from across BBC TV and radio in a discussion chaired by Jenny Stewart, communications consultant and publicist.
- Mark Bell, Commissioning Editor, Arts for BBC Vision and BBC Arts Co-Ordinator
 - Amanda Lewis, Duty Editor, World at One/PM, BBC Radio 4
 - Simon Pitts, Arts Commissioning Editor, BBC World Service
 - Matthew Dodd, Head of Speech, BBC Radio 3
- 14:30 - 14:45** **Coffee/tea break**

14:45 - 15:35

Cultural sector case studies

Honest insights and down-to-earth advice from people who have been there. Chaired by Sagar Shah, Press and Communications Manager, Battersea Arts Centre.

- Will Dallimore, Director of Public Engagement, Royal Academy on the 'dos and don'ts' of working on a fly-on-the wall TV documentary.
- Hannah Wright, Digital and Marketing Officer, Glasgow Women's Library on how to leverage tight budgets to develop a distinctive voice and a values-led approach to comms

15:35 - 15:50

Cake break

15:50 - 16:15

Call to action – 'Class and the arts'

The arts are too important to become a middle (or indeed upper) class ghetto. Neil John Griffiths, Co-Founder and Director of Arts Emergency, shares some research and ideas for how cultural communicators can play their part in making sure the arts are for all in a session chaired by Tracy Jones.

16:15 – 16:25

Closing remarks by Chair