



Culture Comms 2019 - Friday 11 October

The Royal Academy of Arts, London

09:15 - 09:45

Registration and refreshments

Preludes and dances from J. S. Bach's Suites for unaccompanied cello, played on Baroque cello by Poppy Walshaw in the Lecture Theatre

09:45 – 10:00

Welcome

The Culture Comms Committee

Yasmeen Khan, 2019 Conference Chair and award-winning radio presenter, playwright, performer and PR consultant

Tim Marlow, Artistic Director, Royal Academy of Arts

10:00 - 11:15

Meet the Print Journalists

Leading journalists from across print and online share their insights into what makes a perfect culture story, how to stand out from the crowd, and where the arts fit in to their coverage. Chaired by Yasmeen Khan.

- Neville Hawcock, Deputy Arts Editor, Financial Times
- Gary Jones, Editor-in-Chief, Daily and Sunday Express
- Sherna Noah, Senior Entertainment Correspondent, PA Media
- Ciaran Sneddon, The Week Junior and Science + Nature

11:15 – 11:30

Coffee/tea break

11:30 - 12:15

Podcast Culture

With listenership growing year on year, it feels like podcasts have finally hit the mainstream. You might not have a true crime hit hidden in your archives, but what opportunities does this relatively new medium offer for telling compelling stories and reaching different audiences? Chaired by Jenny Stewart, communications consultant and publicist

- Ferren Gipson, art historian and host of the Art Matters podcast
- Rachel Mapplebeck, Director of Communications, Art Fund
- David Prest, Managing Director, Whistledown

12:15 - 13:00

Working with Influencers

Have you ever used the word 'influencer' in a meeting without being 100% sure exactly what one is? Beyond tweenaged YouTubers and Fyre Festival level chaos, this practical discussion looks at how cultural organisations can usefully partner with influencers and what kind of results you can expect. Chaired by Yasmeen Khan.

- Vyki Sparkes, Museum Mum
- Kayleigh Toyra, Co-Founder, Seeker Digital
- Katie Wignall, Founder, Look Up London

13:00 – 14:00

Lunch

14:00 - 14:45

Unpacking Media Evaluation

You did the work, pitched your heart out and now the show is closed and it's time to write that report... AVE is no longer the industry standard for evaluating coverage – but what metrics can we use in its place? Monique Kent, Head of Communications and Stakeholder Relations at Imperial War Museums explains their new process for measuring outcomes that matter to them. Chaired by Hannah Boulton, Head of Press and Marketing at the British Museum, who will also share the results of Culture Comms' delegate survey (spoiler: you are not alone).

14:45 – 15:30

Decolonising Culture

The movement to decolonize our museums, galleries, historic houses and places of education and entertainment is gaining increasing traction and working its way into the public consciousness. It's an important conversation that can also be emotional and challenging. What can communications professionals do to aid constructive dialogue? Chaired by Emily Philippou, Senior Media Coordinator, MONA, Tasmania.

- Sanjit Chudha, Marketing and Communications Manager, Talawa Theatre
- Yosola Olorunshola, Website and Digital Officer, Museums Association

15:30 – 15:45

Coffee/tea break

15:45 – 16:45

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.

- Negotiating with Funders - Samantha Bagchi, Director of Development, Royal Academy of Engineering
- Displaying the extinction crisis - Isla Gladstone, Senior Curator for the Natural Sciences Collections, Bristol Museums

16:45 – 17:00

Closing remarks by Chair