

CULTURE COMMS

Culture Comms 2016 at Wellcome Collection 7 October 2016

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Bios of all speakers can be viewed at www.culturecomms.org

Conference programme:

- 09:30 – 10:00** Registration and coffee, plus the chance to handle some of Wellcome Collection's objects
- 10:00 – 10:05** Welcome from the Culture Comms team
- 10:05 – 10:15** Welcome from Clare Ryan, Head of Press, Wellcome Trust
- 10:15 – 10:20** Welcome from conference Chair Sara Wajid, Museum Detox and the National Maritime Museum
- 10:20 – 11:20** **Meet the Journalists**
Meet some of the brightest and smartest journalists from new and traditional media and find out what makes a perfect cultural story for their outlet, and how you can stand out amongst all the noise.
- Anna Russell, Culture Reporter, Wall Street Journal
 - Emily Gosling, freelance cultural writer
 - Marisa Bate, Senior Editor, The Pool
 - Laura Gallant, Photographer and Assistant Photo Editor, BuzzFeed
 - Chaired by Sara Wajid
- 11:20 – 11:35** Tea and coffee break
- 11:35 – 12:35** **Leading from the Press Office**
As the conduit between their organisation and the outside world, communication professionals are often the first to pick up on new trends and shifts in thinking. We are acutely aware of what will play well with the public, and what could reflect poorly. It is ironic then, that major strategic and programming decisions are often given to us as a done deal, rather than discussed with the Comms team in advance. How can communications staff advocate from the press office, and use their skills to steer their organisation in a successful direction?
- Sharon Atkinson, Director of Communications, York Minster
 - Josephine Chanter, Head of Communications and External Affairs, Design Museum
 - Will White, Head of External Affairs, National Media Museum
 - Chaired by David Bryan, National Council Member, Arts Council England

PLEASE TURN OVER

- 12:35 – 13:40** Lunch
- 13:40 – 14:40** **Bonding with Broadcasters**
Broadcast coverage is the holy grail for many Comms teams – reach a huge audience, many of whom may not already be aware of your organisation, present the best possible version of your work, impress senior staff and trustees, and then there is the vastly inflated AVE for your media report... But it can also be high pressure, labour-intensive to arrange, and difficult to secure. What do broadcast journalists need to bring a story to life on TV or radio? What unexpected avenues of potential broadcast can you pursue? How can you ensure they come back to you for your next big launch?
- Bill Hobbins, Commissioning Editor, Sky 1 & Sky Arts
 - John Mullen, Series Producer, BBC Arts
 - Shirley Mann, film maker and journalist
 - Eleanor Garland, Producer, Late Night Woman's Hour
 - Chaired by Sara Wajid
- 14:40 – 15:40** **Reaching new audiences**
Increase visitor numbers, better represent your community, revitalise your practice, become more attractive to funding bodies – there are as many reasons for targeting new audiences as there are new audiences to target. But it can be difficult to work out how to get the word out to groups that you have not tried to reach before. How can you build new relationships with long term benefits?
- Tony Heaton, Chief Executive, SHAPE Arts
 - Bethan Jenkinson, Digital Editor, BBC World Service
 - Penny Mills, Area Director London, The Audience Agency
 - Holly Conneely, Head of Marketing, Royal Court Theatre
 - Chaired by Sara Wajid
- 15:40 – 16:00** Tea and coffee break
- 16:00 – 16:45** **PR success stories from real people**
- How to get the most out of working with an external PR resource with consultant and publicist Liz Barrett
 - An Idiots guide to new social media, Pokemon to Periscope with Wellcome Collection's Russell Dornan
 - Chaired by Jude Habib, Founder and Director, sounddelivery
- 16:45 – 17.00** Closing remarks by Chair

**Please feel free to join us for a drink at The Somers Town Coffee House
60 Charlton Street, NW1 1HS**