

CULTURE COMMS

Culture Comms 2017 at Wellcome Trust

Speaker biographies



Conference chair: Roberta Doyle

Roberta Doyle has held director-level roles in marketing, communications, digital, learning and fundraising within Scotland's largest cultural organisations, including as Director of External Affairs with the National Theatre of Scotland, the same role for Scottish Opera and the post of Director of Public Affairs with the National Galleries of Scotland. She has worked in the dance and drama sectors as Director of Marketing with Scottish Ballet, Marketing and Press Manager with the Citizens' Theatre in Glasgow and as Head of Marketing and Press for Glasgow City Council's Department of Arts and Venues in the run-up to Glasgow's reign as European City of Culture. She currently lectures widely and serves on multiple boards across the arts and charity sectors.

Meet the Journalists

Chair: Shirley Mann, Freelance Film Maker and Journalist

Shirley Mann is an experienced journalist and broadcaster and the owner of Harvest Creative, a media company specialising in environmental clients. She has worked across newspapers, radio and television and spent many years as a producer, director, and presenter for the BBC's World Service, Radio 4 and TV programmes such as Countryfile. She was Environment Producer with the BBC for several years when she set up Harvest Creative, to concentrate on working for organisations that reflected her ethos. She produces films for organisations such as Natural England and the Heritage Lottery Fund, does media training and communications training, lecturing, copy writing and PR. @shirleymann07



Amy Hitchcock, Arts and Entertainment Television Producer, Sky News

Amy Hitchcock has led the Arts & Entertainment unit at Sky News for six years. She exec-produces special reports and documentaries on stories from Hollywood Child Abuse, Vincent Van Gogh, the Oscars, Prince and the Rolling Stones - including commissions for Sky Arts & Sky1. Experienced at breaking news live in a multi platform environment and programme launch, she also produced Kay Burley during the 2010 Election Campaign and the Royal Wedding. Before joining Sky she was Associate Producer on Michael Parkinson at ITV, and started out as a producer/reporter in BBC Radio News. Fave perks include taking her children along to the odd premiere and being asked to vote on industry awards such as BAFTA TV and the Brits.

Kirsty Wark, Journalist, Broadcaster and Writer

Kirsty Wark is one of Britain's most experienced television journalists. She has presented a wide range of programmes over the past thirty years - from the ground breaking Late Show to Election specials, live stadium events and, since 1993, the BBC's flagship nightly current affairs show *Newsnight*. She also hosted the weekly Arts and Cultural review and comment show, *The Review Show* (formerly *Newsnight Review*) for over a decade. She has conducted long form interviews with everyone from Margaret Thatcher to Madonna. Kirsty has won several major awards for her work including BAFTA Awards for Outstanding Contribution to Broadcasting, Journalist of the Year and Best Television Presenter.



@KirstyWark



Nina Nannar, Arts Editor, ITV News

Nina Nannar has worked at ITV since 2002 and at the BBC prior to that. She specialises in the Arts and Media, is a regularly contributor to programmes on entertainment and culture and is a reporter on ITV's On Assignment. She is an Ambassador for both the Prince's Trust and for the British Asian Trust and is a Governor of Norwich University of the Arts. Nina is a Trustee of Young Norfolk Arts and Patron of BooksEast literature festival. She has been a judge for the Ruses London Short Film Festival, and a Patron of South Asian dance company Akademi for more than a decade.

Steven Wright, Senior Broadcast Journalist, BBC News

Steven Wright is a senior broadcast journalist at BBC News, in the Arts and Entertainment specialist unit. He works with the team's correspondents to produce live and recorded news reports for TV, online and particularly radio. Previously he was a producer on The World at One and PM programmes. His career has included commercial radio, a dotcom start-up, teaching news-writing, and a business newspaper in Romania.



Managing a Crisis



Alison Dalby, Senior Press Officer, National Trust

Alison is Senior Press Officer for the National Trust and focuses on the charity's historic houses and collections, archaeology and exhibitions. Prior to joining the Trust she was a freelance writer specialising in interiors and architecture, and before this she held PR roles in management education, retail and the pharmaceutical industry. She is the author of *'Design Ideas for your Home, Inspired by the National Trust.'*

Jeremy Hollow, Founder and MD, Listen & Learn Research

Listen & Learn Research is an insights agency that uses social data to help brands and their agencies find new opportunities for growth. An entrepreneur without an idea for 20 years, Jeremy was eventually struck by the notion that what we say on social could be a great new source of ideas and feedback. Letting people speak without the constraints of surveys or focus groups could give us a new, more natural perspective on life. He's helped organisations to step out of their ivory towers, diagnose PR disasters, discover new products and creative ideas and answered the age old question, "Do people still like cake?"

@LALResearch



Nick Foley, Head of Communications, National Trust

Nick leads on external communications for one of Britain's biggest and best loved charities, which now has 5m members. Since joining in 2015, his team has won multiple industry awards for digital, crisis communications and campaigns. Nick joined the Trust from EDF Energy where he led on consumer PR and the company's efforts to rebuild customer trust. He led on company's high profile campaigns around its sponsorship of London 2012 and the London Eye. Nick previously led on media relations for the National Housing Federation and worked as a national journalist at the Press Association for seven years.

Zaiba Malik, Director of Issues and Crisis, Hill+Knowlton Strategies

Zaiba is a former award-winning news and current affairs journalist who, over 20 years, has reported for and produced on-the-day news stories and long-term investigations for BBC News, Panorama, Radio 4, Channel 4 News and Dispatches. Her journalism has been nominated for BAFTA and Royal Television Society awards and she has received the Women in Film and Television award.

As a corporate communications consultant, Zaiba has worked with UK-based and global clients, including Sotheby's, Bauer Media and Ryder Cup Europe. She has extensive experience of working on high-profile and sensitive client matters, such as litigation, regulation and sustainability across numerous industry sectors.



Keynote speaker



Richard Watts

Richard runs people make it work – (www.peoplemakeitwork.com) who work with cultural sector organisations to help them change and develop. The team focuses on Change Management, Leadership Development, Culture development and employee/stakeholder engagement.

The company has also developed and is delivering the change creation programme (www.changecreation.org) for Arts Council England – a development programme for 25 organisations to collectively create change and become more resilient. Richard is currently helping deliver Arts Council Wales' Resilience programme and the people make it work team is presently working with around 50 cultural organisations across the UK.

His approach is innovative, energetic and engaged. Richard uses excellent consulting and facilitation skills to build approaches that engage executive teams and the wider organisation in their business improvement and development challenges.

Meet the Journalists part two

Alastair Smart

Alastair Smart is Associate Editor of christies.com, having previously served as Arts Editor of both The Daily Telegraph and The Sunday Telegraph newspapers. He also works as a freelance art critic for a number of publications, including The Spectator and Mail on Sunday.
@alastairsmart1



Hettie Judah

Writer, art critic for The I, art critic for Artnet, London correspondent for Numéro Art, culture correspondent for New York Times, regular contributor to The Guardian, ArtReview, Frieze, Garage, The Telegraph.

Kate Leaver

Kate Leaver is a freelance journalist for Glamour, The Pool, Vice, Broadly, The Debrief, Refinery29, The Independent and Pottermore. She comes from Sydney, Australia, where she worked as features editor of Cosmo and other women's media. Her first book, The Friendship Cure, is out in March 2018. She runs a weekly newletter called Just Quickly, about current affairs, books, culture and dogs.
@kateleaver



Matthew Anderson, European Culture Editor, The New York Times

Matthew Anderson is European Culture Editor of The New York Times. Prior to that he worked at the BBC as a reporter and producer for digital stories, radio and television. He edited the BBC.com homepage from 2010 to 2013, and was the inaugural editor of BBC Culture, an arts and entertainment site aimed at digital users outside the UK. Under Matt's guidance, BBC Culture grew to reach an international audience of 4.3 million monthly users and earlier in 2017 the site won a Webby Award for Best Cultural Website.

Internal Comms: What's Important and What Gives?

Chair: Sharon Atkinson, Director of Communications, York Minster

Sharon Atkinson is Director of Communications for York Minster where she oversees media relations, marketing and stakeholder engagement. Sharon started her career in media and marketing in the civil service as a government press officer. She moved into commercial PR, working for global communications company Fleishman-Hillard UK before taking up a post as Head of Communications for the National Care Standards Commission, forerunner to the Healthcare Commission. In 2004 she was appointed Director of Communications at the Nursing and Midwifery Council, a post she held until July 2013. @York_Minster



Kate Ironside, Interim Head of Internal Communications, Heritage Lottery Fund

Currently interim Head of Internal Communications at the Heritage Lottery Fund, Kate has been working in internal communications since 2004 and specialises in communicating strategy, vision and values through corporate storytelling. Previous clients include: BBC, BP, GlaxoSmithKline, Ernst & Young, Gatwick Airport and Domino's Pizza Group. Kate is a member of the Institute of Internal Communications (IoIC) and currently finishing an MA in Strategic Communications at University of Lancashire.

Rowan Freshwater-Turner, Internal Communication Manager, Tate

Rowan Freshwater-Turner is Internal Communication Manager for Tate. The role aims to improve the flow of information and strengthen dialogue across the organisation, with the ultimate aim of improving employee engagement across Tate's diverse and dispersed workforce. Before joining Tate, Rowan worked for a number of years in communication and employee engagement roles across the private and public sectors.



Case Studies: Making a Difference and Aiming High



Ben McKnight, Director of Communications, Government and Stakeholder Relations, Hull UK City of Culture 2017

Ben McKnight is Director of Communications, Government and Stakeholder Relations at Hull UK City of Culture 2017. Since joining the team in May 2016, he has overseen national launches in Hull and London for the 365 day programme of events and managed communications across dozens of major events, from the opener Made in Hull to Radio One's Big Weekend and the Royal Ballet to Turner Prize 2017. Before Hull 2017, Ben was at the Greater London Authority for 16 years, at the British Red Cross and at London Lighthouse. Ben is a trustee of London based arts organisation Emergency Exit Arts. @benmcknight61

Gareth Beedie, Head of Communications, National Theatre Wales

Gareth Beedie is Head of Communications at National Theatre Wales (Wales' English language national theatre), having joined the Company in May of this year. Prior to that, he spent a decade working for National Theatre of Scotland and has also held comms posts at Scottish Opera, Scottish Youth Theatre and Scottish Ballet. Any rumours that he - very slowly - collects national companies are entirely true.

@Gareth_ntw



Committee bios



Chair: Clea Relly

Clea Relly is the Chair of Culture Comms and is primarily motivated by opportunities to purchase large quantities of chocolate and notebooks. Her years spent at Westminster, The National Archives and the Museum of London give her a solid understanding of the sector, but Culture Comms keeps her on her toes between school runs.

She can't face pretending to check Twitter anymore so call if you need to reach her @ 07932 732 396 / info@culturecomms.org

Charlotte Sluter

Charlotte is an Account Director at SUTTON, a global arts and culture communications agency with offices in London, Hong Kong and New York. She works with the Whitworth, Leighton House Museum, National Army Museum, The Bruntwood Prize for Playwriting and the Art Fund. Before joining the agency worked at IWM (Imperial War Museums) on the First World War Centenary and reopening of IWM London. With over six 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.

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Emily Philippou

Emily is Media Manager for Wellcome Collection, where every day has been a school day for over four years. This represents one of the longest commitments of her life, but with exhibitions and projects varying from Indian medicine to the power of graphic design or the ways we relate to (other) animals, it hasn't gotten old yet. Recent career highlights include Chris Packham's antlers and a visit from a Lord.

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Jenny Stewart

Jenny is an independent publicist and general communication-minded person with an interest in all things cultural. After years in London and stints in museums, television and live performance, her move to freelancing from Belfast has many great advantages (AGMs with the dog, commute of 3.5 seconds), but she is eternally grateful to her lovely clients like Peckham Platform, 100% Design, muf art/architecture and the Glasgow International Comedy Festival who give her an excuse to put on proper clothes and throw herself into everything from the Edinburgh Fringe to the London Design Festival.

jenny@jstewartpr.com / @jennystewartpr



Katie Owen

Katie Owen recently marked her 20th year working in the Heritage Lottery Fund's Media Team. Despite this and turning 50, she has managed to fend off an over-due midlife crisis despite the occasional day-dream of running an artisan coffee/flapjack stall in the Outer Hebrides. A highlight for Katie this year was meeting her PR 'guru', Siobhan Sharpe of BBC2 W1A fame at the National Lottery Awards. KatieO@hlf.org.uk



Sagar Shah

Sagar 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.

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