

CULTURE COMMS

Culture Comms 2017 at Wellcome
10 November 2017

Wifi info: select the network "Wellcome-WiFi" and choose "Guest Access"

@culturalprconf
#culturecomms17

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

Conference programme:

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| 09:30-10:00 | Registration and coffee |
| 10:00-10:05 | Welcome from Culture Comms team |
| 10:05-10:10 | Welcome from Clare Ryan, Head of Press, Wellcome |
| 10:10-10:20 | Welcome from conference chair Roberta Doyle |
| 10:20-11:20 | <p>Meet the Journalists: Broadcast</p> <p>It could be a 30-second news item or an in-depth studio discussion – there's nothing quite like a well-placed piece of broadcast coverage to expand your audience and make your organisation feel like part of the national conversation. Some of the country's top broadcast journalists tell us what makes a great story and how you can grab their attention with your next announcement.</p> <ul style="list-style-type: none">• Amy Hitchcock, Arts and Entertainment Television Producer, Sky News• Kirsty Wark, Journalist, Broadcaster and Writer• Nina Nannar, Arts Editor, ITV News• Steven Wright, Senior Broadcast Journalist, BBC News• Chaired by Shirley Mann, Freelance Film Maker and Journalist |
| 11:20-11:35 | Tea and coffee break |
| 11:35-12:35 | <p>Managing a Crisis</p> <p>When the going gets tough, it's all eyes on the press office. How to handle a crisis in the digital age, from Twitter spats to press relations, and how to stop a minor drama from turning into a massive headache.</p> <ul style="list-style-type: none">• Nick Foley, Head of Communications, National Trust• Alison Dalby, Senior Press Officer, National Trust• Jeremy Hollow, Founder and MD, Listen & Learn Research• Zaiba Malik, Director of Issues and Crisis, Hill+Knowlton Strategies• Chaired by Roberta Doyle |

- 12:35–13:10** **Keynote speaker**
- Richard Watts, Director of people make it work, Change Partners, Everyone Foundation and Chair of Peckham Platform
- 13:10-14:00** Lunch
- 14:00-15:00** **Meet the Journalists: Print and Online**
- Let’s assume that you don’t have a never-before-seen Picasso on display and Beyoncé isn’t lined up for opening night – what can you do to give your next project a fighting chance when it comes to column inches, whether it’s in paper or online? Hear from leading writers who are covering arts and culture everywhere from the New York Times to Vice and find out how to make your organisation the topic of their next pitch.
- Alastair Smart, Associate Editor of christies.com and freelance writer
 - Hettie Judah, writer and art critic (The I, Artnet, New York Times, The Guardian)
 - Kate Leaver, freelance journalist (Glamour, The Pool, Vice, Broadly)
 - Matthew Anderson, European Culture Editor, The New York Times
 - Chaired by Jenny Stewart, freelance publicist and PR advisor
- 15:00-15:15** Tea and coffee break
- 15:15-16:15** **Internal Communications: What’s Important and What Gives?**
- Everyone agrees that internal communications are hugely important, but unless you already have a team and a strategy in place it can be very difficult to work out where to make a start and what might be the most valuable first steps to improve it in your organisation. This session goes beyond the intranet to establish some working principles and top tips.
- Kate Ironside, Interim Head of Internal Communications, Heritage Lottery Fund
 - Rowan Freshwater-Turner, Internal Communications Manager, Tate
 - Chaired by Sharon Atkinson, Director of Communications, York Minster
- 16:15-16:30** Chocolate tasting break with Pump Street Bakery
- 16:30-17:30** **Case Studies: Making a Difference and Aiming High**
- Ben McKnight, Director of Communications, Government and Stakeholder Relations, Hull UK City of Culture 2017
 - Gareth Beedie, Head of Communications, National Theatre Wales
 - Chaired by Roberta Doyle
- 17.30 – 18.30** Join us for a post-conference drink! (included in your ticket price)