

# Cultural Enterprises Conference

13-14 March 2024 | ICC Wales



## Programme

### Wednesday 13 March

- 08.15 Registration and Trade Show Open
- 08.45-09.00 **Showcase Stage**  
Newcomers Welcome
- 09.00-09.30 **Showcase Stage**  
**Cultural Enterprises Retail Trend Report 2024**  
Fi Anderson, Creative Development Manager,  
Association for Cultural Enterprises
- 09.35-10.05 **Showcase Stage**  
**Creating Bespoke: Spotting Trends and Working with Makers**  
Allison Everett, Buying & Retail Manager, Fruitmarket Gallery
- 10.10-10.40 **Showcase Stage**  
**Regenerative Retail: Creating a Healthy Business Model**  
Yolande Sep, Consultant
- 10.40-11.00 Refreshments and Trade Show
- 11.00-11.30 **Showcase Stage**  
**Sustainability on Track: Eco Friendly Clothing at North Yorkshire Moors Railway**  
Nigel Frost, Commercial Director, Kingfisher Giftwear
- 12.00-12.30 **Showcase Stage**  
**Your Online Shop and Physical Shop: Why They Need Each Other More Than Ever**  
Rod Barlow, CEO, Rod Barlow Digital Consultancy
- 12.30-13.30 Lunch and Trade Show
- 13.30-14.00 **Main Stage**  
**Welcome to Conference 2024**  
Gordon Morrison, Chief Executive, and Caroline Brown,  
Chair of Trustees, Association for Cultural Enterprises



## Wednesday 13 March

### 14.00-14.45 **Main Stage**

#### **Keynote Address**

Ann Morrow Johnson, Executive Portfolio Producer,  
Walt Disney Imagineering

### 14.55-15.40 **Main Stage**

#### **Selling Your Space: How to Maximise Your Website to Support Commercial Hires**

Hayley Avron, Project Manager &  
James Coleman, MD, Supercool

#### **Breakout 2**

#### **Using Smart Phones to Increase Revenue and Engagement**

Simon Turtle, Chief Product &  
Sales Officer, Dapper Labs Ltd

### **Breakout 1**

#### **Finding Hidden Treasure: Reinventing Retail at Russborough**

Teresa Crowley, Head of Strategic Planning  
& Development, Alfred Beit Foundation

### **Showcase Stage**

#### **Practical Neuroeconomics and Visitor Behaviour**

Mike Lever, Founder & Principal Trainer,  
Lever Development

15.40-16.10 Refreshments and Trade Show

### 16.10-16.55 **Main Stage**

#### **The Hurdles of Creating the World's First Amazement Park**

Graham MacVoy, Founder,  
Wake the Tiger

#### **Breakout 2**

#### **The Role of the Sustainable Stately Home in the 21st Century**

Sarah McLeod, CEO,  
Wentworth Woodhouse

### **Breakout 1**

#### **Building an Audience-Led Book Range in Retail**

Genevieve Sioka, Publishing & Book  
Manager, National Trust

### **Showcase Stage**

#### **Think BIG: How Giant Welsh Cakes Saved Our Site!**

Rosie Eastwood, Commercial Marketing  
Officer, Amguedda Cymru – Museum Wales

### 17.00-17.45 **Main Stage**

#### **In Conversation with Grace Chan, Chief Operating Officer, English National Ballet**

With Julie Molloy, The Revels Office

#### **Breakout 2**

#### **Is the Price Right? Ticketing at Cultural Institutions**

Panel chaired by Sarah Marfleet,  
The Revels Office

### **Breakout 1**

#### **Creative People in Commercial Teams**

Conall Borowski, Head of Commercial  
Development, Little Angel Theatre

### **Showcase Stage**

#### **Big Summer or Big Risk? Planning an All New Events Programme**

Katie Mitchell, Interim Head of Operations,  
Tullie House Museum & Art Gallery

18.00-19.30 Welcome Drinks, Trade Show Hall

19.30-22.00 Street Food Party, Trade Show Hall



## Thursday 14 March

### 09.00–09.10 **Main Stage**

#### **Recap of Day 1 and Welcome to Day 2**

Gordon Morrison, Chief Executive, Association for Cultural Enterprises

### 09.10–10.00 **Main Stage**

#### **Sector Leadership Panel**

Caroline Brown, Director of Commercial Services, British Library; Bob Downie, Chief Executive, Royal Yacht Britannia Trust; Catherine Flanagan, CEO, AVEA; Zak Mensah, Co-CEO, Birmingham Museums Trust

### 10.00–10.30 **Main Stage**

#### **Commercial Evolution: How to Grow & Diversify Revenue in Uncertain Times**

Anthony Rawlins, CEO, Navigate

### **Showcase Stage**

#### **Cultural Enterprises Retail Trend Report 2024**

Fi Anderson, Creative Development Manager, Cultural Enterprises

### 10.30–11.00 Refreshments and Trade Show

### 11.00–11.45 **Main Stage**

#### **Banishing the Boring: A Front of House Case Study**

Amy Akino-Wittering, Head of Operations & Commercial, and Kirsty Thomson, Senior Operations & Commercial Manager, Young V&A

### **Breakout 1**

#### **Entry Product Ladders: Why They Should Go Down as Well as Up**

Toby Batchelor, Head of Commerce, British Motor Museum

### **Breakout 2**

#### **Influencing from the Front Line**

Colleen Higginbotham, Deputy Director for Visitor Experience, Chrysler Museum of Art

### **Showcase Stage**

#### **Working with Neurodivergence in Retail**

Holly Burrows, Commercial Manager, The Cartoon Museum  
**eCommerce 101: Five Simple Questions to Grow Your Online Sales**  
Katherine Brown, Tech Champion for eCommerce, Digital Culture Network

### 12.00–12.45 **Main Stage**

#### **Flying Scotsman: How Commercial Can Lead a Museum Project**

Amy Harbour, Head of Licensing & Commercial Partnerships and Sarah Ottewill, Head of B&M, Science Museum Group

### **Breakout 1**

#### **Time is of the Essence: Why You Should Transform Your Guest Experience in 2024**

Julie Molloy, Consultant, The Revels Office

### **Breakout 2**

#### **Back to Basics: Making a Profit from In-house Catering**

Emma Allen, Head of Commercial Services, National Museum of the Royal Navy

### **Showcase Stage**

#### **Putting Product Design at the Centre of Small Run, Sustainable Product Development**

Rob Lees, Director, Heritage Digital

### 12.45–14.00 Lunch and Trade Show



**Thursday 14 March**

**14.00-14.45 Main Stage**

**AI: From Time Management to Time Travel**

Dean Johnson, Design, Technology & Innovation Consultant, Activrightbrain

**Breakout 2**

**Working Towards a Self Sustainable Business Model**

Olivia Horner, Director of Commercial Operations, Chatham Historic Dockyard

**Breakout 1**

**Taking Venue Sales Back In House: Learnings and Future Plans**

Kari Coghill, Director – Innovation Projects, and Clare Short, Head of Enterprise, Royal Botanic Garden Edinburgh

**Showcase Stage**

**Reinterpreting an Icon: New Public Tours at Big Ben**

Abbie Fox-Smith, Director of Visitor Experience, and Thalia Webster, Visitor Operations Manager, UK Parliament

**15.00** Trade Show Closes

**14.55-15.40 Main Stage**

**Content into Commerce: Tanks, YouTube and the Creator Economy**

Nik Wyness, Head of Marketing, The Tank Museum

**Breakout 2**

**Living Our Values: Creating the Team for National Portrait Gallery**

Jack Brill, Head of Visitor Operations, Royal Collection Trust and Bala McAlinn, Director, Complete Works

**Breakout 1**

**Sharing the Spotlight: Learnings for Heritage Venues from the Arts**

Corey Bullock, Group Commercial Hire Manager, Amgueddfa Cymru-National Museum Wales

**15.50-16.35 Main Stage**

**The 'Lodgical' Next Step: Diversifying Income Generation Through Accommodation**

Lucy Hutchings, Commercial Operations Director, Leeds Castle Enterprises

**Breakout 1**

**Value and the Volunteer: Enhancing Visitor Experience**

Samantha Potts, Head of Visitor Experience, and Georgia Sinclair, Volunteer Programme Manager, Royal Opera House

**Breakout 2**

**Lilidorei – A Magical, Mysterious Village Full of Play**

Ian McAllister, Strategic Head of Marketing & Communications, The Alnwick Garden & Lilidorei; and Matthew Henderson, Freelancer/Trustee

**16.45-17.30 Main Stage**

**The Importance of Embedding Sustainability into Your Organisation**

Andrea Nicholas, Chief Executive, Green Tourism; Flo Carr, Associate Director, Indigo Ltd; Nia Elias, Director of Business Development, Museum Wales; Ben Supple, Director of Engagement & Business Development, Royal Zoological Society of Scotland

**18.30-00.00 Awards Dinner**