

# Cultural Enterprises Conference

12-13 March 2025 | ACC Liverpool



## Programme

### Wednesday 12 March

08.30

Registration and Trade Show Open

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09.30-09.45

Showcase Stage **Leadership**

**Upskilling for the Future: How to Drive the Right Skills for the Heritage Workforce**

*Lizzie Glithero-West, Chief Executive Officer, Heritage Alliance*

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09.45-10.00

Showcase Stage **Retail**

**A Last Minute Headache with Long Term Implications: Navigating GPSR**

*Kieran Whitworth, Manager of Book Buying, Merchandising & Trade Sales, Imperial War Museums*

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10.15-10.45

Showcase Stage **Retail**

**What we Learnt by Appointing a Dedicated Commercial Photographer for our Business**

*Jonathan Vines, Senior Imaging Technician & Sandra Powlette, Image & Brand Licensing Manager, The British Library*

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11.00-11.30

Showcase Stage **Insights**

**Insights from BVA BDRC's 2024 Mystery Visitor Benchmarking Programme**

*Diana Meterna, Associate Director, BVA BDRC*

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12.00-12.15

Showcase Stage **Digital**

**Saddling Up for Success: Your Guide to Harnessing Useful Data**

*James Akers, Tech Champion for Data Analytics & Insight, Digital Culture Network*

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12.15-12.30

Showcase Stage **Filming & Venue Hire**

**Filming and the National Trust**

*Harvey Edgington, Senior Filming & Locations Manager, National Trust*

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12.30-13.30

Lunch



## Wednesday 12 March (continued)

13.30-14.00

Main Stage

Welcome to Conference 2025

Melanie Lewis, Chair and Gordon Morrison, CEO, Association for Cultural Enterprises

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14.00-14.45

Main Stage **Strategy**

Driving Commercial Income and Visitor Numbers Through Product Diversification

Tom Cassidy, Director of Tourism, Liverpool Football Club

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14.45-15.15

Main Stage

TXGB

Details to follow

15.30-16.30

Main Stage **Partnerships**

Beyond the Walls:

Expanding Impact Together

Harriet Wilson, Operations Manager, Arts for Recovery in the Community & Bronwen Simpson, The Hat Museum

Caring for your Corporates

Joseph Galliano-Doig, Director Emeritus, Queer Britain

Growing Corporate Partnerships Through Collaborative Storytelling

Lauren St Hilaire, Senior Partnerships Manager, The Alnwick Garden

15.30-16.30

Stage Two **Catering**

V&A Dundee: Where

Design Meets Food

Sandy Robson, Executive Director, Heritage Portfolio

Happy New Year: Your Caterer's Gone Bust!

Charlotte Pascoe, Commercial Manager & Kate Farmery, Head of Business, The Box

15.20-15.50

Showcase Stage **Insights**

The Magic of Insights: How Data Drives Great Visitor Experiences

Robbie Jones, Insights Director & Kelly Herrick, Creative Strategy Director, Katapult

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15.50-16.20

Showcase Stage **Licensing**

Building the Blocks for a Commercial Licensing Strategy

Naomi Korn, CEO, Naomi Korn Associates, & Julie Molloy, Consultant, The Revels Office

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16.45-17.15

Main Stage **Visitor Experience**

The Value of Play in Visitor Attractions

Abbi Ollive, Visitor Attraction Director, Castle Howard; Beth Cooper, Creative Play Consultant, Timberplay; Dirk Mischendahl, Founder & Director, Northern Bloc

16.45-17.15

Stage Two **Digital**

Empowering Cultural Enterprises through Data and AI

Paul Jackson, Principal Lecturer & Tawhid Shahrior, AI Developer, Oxford Brookes University with David Green, Head of Innovation, Blenheim Palace

16.30-17.00

Showcase Stage **Strategy**

Sweat the Small Stuff: How Optimising Minor Income Streams Can Make a Big Difference

Lloyd Glanville, CEO, Insole Court Trust

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17.00-17.30

Showcase Stage **Filming & Venue Hire**

Risky Business? Managing Large Scale Filming and Events

Claire Fry, Preventive & Filming Conservator, Spencer & Fry

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19.30-00.00

Museum of Liverpool

Awards Party



# Thursday 13 March

09.00-09.10

Main Stage

Welcome to Conference Day 2

Gordon Morrison, CEO, Association for Cultural Enterprises

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09.10-09.40

Main Stage

International Panel

Speakers tbc

09.45-10.15

Main Stage **Digital**

Culture in the Digital Age: Innovation, Growth and Community

Anthony Rawlins, CEO, Navigate

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10.20-10.50

Main Stage **Strategy**

What Can We Learn From Outside Our Sector?

Panel chaired by Sarah Bagg, ReWork Consulting with Tom Cassidy, Director of Tourism, Liverpool Football Club; George Follett, Managing Director, Ticket Tailor; Susan Russell, Head of Marketing, Communications & Sponsorship, Edinburgh Festival Fringe Society

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10.00-11.00

Stage Two **Innovation**

The Purpose-Led and Audience Informed Approach to Income Generation

Caroline McCormick, Director & Deborah Larwood, Director of Income Generation, Achates

Experiences That Sell

Jessica Hardy, Head of Visitor Operations & Sustainability, Royal Armouries

Full Steam Ahead: Museum Development on a Budget

Lindsey Bavin, Museum Enterprise Manager, Cambridge Museum of Technology

11.05-11.35

Stage Two **Retail**

DEI in Museum Store Merchandising: Collaborating with Local Artists to Reflect Diversity and Legacy

Sophia Cosper, Museum Shop Manager, Birmingham Museum of Art, Alabama

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10.15-10.30

Showcase Stage **Visitor Experience**

Transforming Commercial Spaces through Storytelling  
James Dwyer, Creative Director, Lumsden Design

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10.35-10.50

Showcase Stage **Leadership**

What's Stopping You? Approaches to Diverse Recruitment

David Hingley, Head of Arts Heritage & Culture, Peridot Partners with Duro Oye, CEO, 20/20 Levels

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10.55-11.10

Showcase Stage **Leadership**

Trialling the Four Day Week  
Peta Swindall, Executive Director & Samantha Lane, Artistic Director, Little Angel Theatre

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11.30-12.00

Main Stage **Visitor Experience**

How to Design a Visitor Experience

Will Desmond, Deputy Visitor Experience Manager, The Design Museum

11.45-12.15

Stage Two **Strategy**

An Integrated Approach to Maximising Earned Income

David Reece, Deputy CEO, Baker Richards & Simon Yule, Visitor Commercial Manager, Canterbury Cathedral



## Thursday 13 March (continued)

12.00-12.30

Main Stage **Strategy**

**Income Generation at Glasgow Life Museums**

*Lauren Rhodes, Commercial Development & Programming Manager, Glasgow Life*

12.15-12.45

Stage Two **Innovation**

**How to Make a Museum Your Visitors Will Be Devoted To**

*Florence Schechter, Consultant*

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12.30-13.30

**Lunch**

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13.30-14.00

Main Stage **Strategy**

**Generating Commercial Income is Easy... Right?**

*Susan Russell, Head of Marketing, Communications & Sponsorship, Edinburgh Festival Fringe Society*

13.45-14.15

Stage Two **Filming & Venue Hire**

**Building your Venue Hire and Filming Business**

*Christina Pascoe, National Venue Hire Manager, English Heritage*

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14.00-14.30

Main Stage **Visitor Experience**

**Redesigning Volunteering at Young V&A**

*Rachel Cutress, Volunteer Manager, Stephen Hill, Head of Volunteering & Amy Akino-Wittering, Head of Operations & Commercial, Young V&A*

14.15-14.45

Stage Two **Strategy**

**Building a Sustainable Commercial Strategy in Cultural Institutions**

*Georgina Hallett, Commercial Manager, Old Royal Naval College*

14.00-14.30

Showcase Stage

**Beyond Sustainable, Become Regenerative**

*Panel session hosted by Visit England*

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14.50-15.50

Main Stage **Innovation**

**Diversifying Your Story: Grow Your Audiences and Strengthen Your Brand**

*Ashley Alexander, Vice President – Film, Hasbro Entertainment*

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15.50

**Close**

*Please note Programme is subject to minor changes.*