

Cultural Enterprises Conference

12-13 March 2025 | ACC Liverpool



Programme

Wednesday 12 March

08.30

Registration and Trade Show Open

09.15-09.45

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

10.00-10.30

Showcase Stage **Retail**

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

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

10.45-11.15

Showcase Stage **Insights**

Insights from BVA BDRC's 2024 Mystery Visitor Benchmarking Programme

Diana Meterna, Associate Director, BVA BDRC

11.15-11.30

Showcase Stage **Digital**

Saddling Up for Success: Your Guide to Harnessing Useful Data

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

11.45-12.15

Showcase Stage **Filming & Venue Hire**

Risky Business? Managing Large Scale Filming and Events

Claire Fry, Preventive & Filming Conservator, Spencer & Fry

12.15-12.30

Showcase Stage **Filming & Venue Hire**

Filming and the National Trust

Harvey Edgington, Senior Filming & Locations Manager, National Trust

12.30-13.30

Lunch



Wednesday 12 March (continued)

13.30-14.00

Main Stage

Welcome to Conference 2025

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

14.00-14.45

Main Stage **Strategy**

Driving Commercial Income and Visitor Numbers Through Product Diversification

Tom Cassidy, Director of Tourism, Liverpool Football Club

14.45-15.15

Main Stage

Culture in the Digital Age:
Innovation, Growth and
Community

Anthony Rawlins, CEO,
Navigate

14.45-15.15

Stage Two

Representing Diverse
Communities in NML's
Commercial Offer

Karen O'Connor, Director of
Commercial Enterprises,
National Museums Liverpool

15.30-16.30

Main Stage **Partnerships**

Beyond the Walls:
Expanding Impact Together
Harriet Wilson, Operations
Manager, Arts for Recovery in
the Community

Caring for your Corporates
Joseph Galliano-Doig, Director
Emeritus, Queer Britain

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, The Box

15.20-15.50

Showcase Stage **Insights**

The Magic of Insights: How Data
Drives Great Visitor Experiences
Robbie Jones, Insights Director &
Andy Gilmore, Art Director, Katapult

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

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 Shahrir,
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

17.00-17.30

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



Thursday 13 March

09.00-09.10

Main Stage

Welcome to Conference Day 2

Melanie Lewis, Chair, Association for Cultural Enterprises

09.10-09.40

Main Stage

Cultural Commerce: A Global Viewpoint

Elizabeth Price, Executive Director, Museum Store Association; Ann Morrow Johnson, Global Experiential Design Leader, Gensler; Claire de Longeaux, Director, Museum Connections

09.45-10.15

Main Stage **Digital**

TXGB

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

10.15-10.30

Showcase Stage **Visitor Experience**

Transforming Commercial Spaces through Storytelling

James Dwyer, Creative Director, Lumsden Design

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

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

11.05-11.35

Stage Two **Retail**

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

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

10.55-11.10

Showcase Stage **Leadership**

Trialling the Four Day Week

Peta Swindall, Executive Director & Samantha Lane, Artistic Director, Little Angel Theatre

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

11.30-12.00

Showcase Stage

Silver Linings Soapbox: Growth and Engagement Opportunities from the 2025 Immersive Industry Report

Ann Morrow Johnson, Global Experiential Design Leader, Gensler



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

12.30-13.30

Lunch

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

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

14.50-15.50

Main Stage **Innovation**

Diversifying Your Story: Grow Your Audiences and Strengthen Your Brand

Ashley Alexander, Vice President – Film, Hasbro Entertainment

15.50

Close

Please note Programme is subject to minor changes.