

# Cultural Enterprises Conference

9-11 February 2026 | ICC Birmingham



## Monday 9 February

**14.30-17.20 Jewellery Quarter Station**

**Jewellery Quarter Walking Tour**

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**19.00-20.30 Trade Show Hall, ICC Birmingham**

**Welcome Drinks**

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## Tuesday 10 February

**08.15 Trade Show Hall, ICC Birmingham**

**Registration and Trade Show Open with Refreshments**

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**09.00-09.20 Showcase Stage** Retail

**Cultural Enterprises Retail Trend Report 2026**

Fi Anderson, Creative Development Manager,  
Association for Cultural Enterprises

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**09.25-09.45 Showcase Stage** Retail

**Big Changes at Big Pit - How Can Commercial  
Become the Visitor Experience?**

Catherine Pinkerton, Group Retail Manager,  
Amgueddfa Cymru & Anya Kirkby, Consultant

**09.25-09.45 Balcony Stage** Retail Sustainability

**Beyond the Greenwash: Building Truly  
Transparent Supply Chains in Cultural Retail**

Natalie Manning, Brand & Marketing  
Director, Hold Everything

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**09.50-10.10 Showcase Stage** Retail Sustainability

**BBC Earth Experience - Sustainable Retail**

Jeremy Ensor, Managing Director,  
Wild Republic UK

**09.50-10.50 Balcony Stage**

**Arts & Culture Live Podcast Recording**

Tom Dawson, Interim COO,  
Association for Cultural Enterprises

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**10.15-10.35 Showcase Stage** Retail

**Developing a Bespoke Collectable Retail  
Range Across Multiple Sites**

Alex Miller, Product Manager Retail,  
National Trust for Scotland

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**10.45-11.00 Trade Show Hall**

**Refreshments**



## Tuesday 10 February (continued)

### 11.00-11.30 Main Stage

#### Welcome to Conference

Melanie Lewis MBE, Chair, Association for Cultural Enterprises

Paul Griffiths, CEO, Association for Cultural Enterprises

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### 11.30-12.30 Main Stage

#### Cultural Enterprises Awards 2026

Melanie Lewis MBE, Chair, Association for Cultural Enterprises

Paul Griffiths, CEO, Association for Cultural Enterprises

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### 12.30-13.30 Trade Show Hall

#### Lunch

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### 13.30-14.15 Main Stage

#### Session tbc

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### 14.30-15.15 Main Stage Leadership & Strategy

#### Culture Add, Not Culture Fit: Hiring for the Future of Arts & Heritage

David Hingley, Head of Arts, Heritage & Culture, Peridot Partners

### 14.40-15.10 Stage Two Digital

#### Lessons Learned from an Epic Voyage of Digital Transformation

Eimear Kearney, Commercial Director & Denise Kennedy, Head of Operations, Titanic Belfast with Rod Barlow, CEO, Rod Barlow Digital Consultancy

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### 14.30-14.50 Showcase Stage Retail

#### The Roman Baths Supplier Engagement Journey

Amber Rochette, Sustainability Manager & Rachel Chivers, Retail Manager, Roman Baths

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### 15.30-16.00 Main Stage Visitor Experience

#### Order, Order! The Vote's In - We're Bringing Frontline Services Back In-House

Gabriela Gandolfini, Director of Customer Strategy & Retail, & Sarah Tucker, Customer Services Team Leader, UK Parliament

### 15.20-15.50 Stage Two Ticketing

#### Five Ways to Influence Clicks: The Psychology of Online Buying for Visitor Attractions

Andy Povey & Paul Marden, Crowd Convert with Olly Reed, Marketing Director, Navigate & Steven Mills, Director, Decision House

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### 15.30-15.50 Showcase Stage Events & Venue Hire

#### Cut the Faff: Making Venue Hire

#### Simple and Successful

James Duckworth, Visitor Experience Manager, Shakespeare North Playhouse



## Tuesday 10 February (continued)

**16.15-16.45 Main Stage** Retail

### **Reflections on a Year: Lessons & Takeaways from Launching a Brand New Museum Shop**

Julia Jordan, Retail Experience Manager, Edelman Fossil Park & Museum, New Jersey

**16.00-16.30 Stage Two** Publishing

### **Publishing For All Shapes and Sizes**

Lydia White, Head of Publishing, Royal Botanic Gardens, Kew & Claudia Bloch, Head of Publishing, British Museum

**16.20-16.40 Showcase Stage** Licensing & IP

### **Maximising the Value of Your Collection and Creative Objects**

Elizabeth Walley, Copyright Licensing Manager & Amberley Jamieson, Senior Account Executive, DACS

**16.30-16.50 Balcony Stage** Retail

### **From Kitchen Table to Museum Shop Shelves: The Spice Kitchen Story**

Sanjay Aggarwal, Co-Founder & Chief Spice Officer, Spice Kitchen

**17.00-17.30 Main Stage** Visitor Experience

### **Crooked Creativity: The Secret to Award Winning Visitor Experiences**

Alex & Oli Khalil-Martin, The Crooked House

**16.40-17.10 Stage Two** Events & Venue Hire

### **We Wish It Could Be Christmas Every Day**

Abbi Ollive, Visitor Attraction Director & Georgie Sykes, Marketing & PR Manager, Castle Howard

**16.50-17.10 Showcase Stage** Digital

### **Big Tech, Little Budget - Mixing and Matching Technology to Power Growth**

Kingston Myles, Director of Enterprise & Innovation, Birmingham Museums Trust

**17.00-17.20 Balcony Stage** Catering

### **How Catering Can Go Beyond Feeding Visitors to Become a Driver of Engagement, Sustainability and Income**

Nicola Quinn & Abigail Brockwell, Head of Marketing, Heritage Portfolio

**19.30 till late Birmingham Museum & Art Gallery**

**Night at the Museum**



## Wednesday 11 February

### 09.00-09.30 Main Stage

#### Welcome to Day 2

Melanie Lewis MBE, Chair, Association for Cultural Enterprises

Paul Griffiths, CEO, Association for Cultural Enterprises

### 09.30-10.15 Main Stage Leadership & Strategy

#### State of the Sector: Audience & Commercial Performance 2025 & Beyond

Jon Young, Audience Research Director, Decision House

Tom Dawson, Interim COO, Association for Cultural Enterprises

### 10.30-11.00 Main Stage Retail

#### Retail That Works: How Experience, Design & Product Drive Commercial Success

James Dwyer, Creative Director & Owner, Lumsden

### 10.45-11.15 Stage Two Retail

#### How to Develop a Book Range for Commercial Impact

Lewis Dawson, Managing Director, Bookspeed,

Claire Bevan, Head of Retail, Natural History

Museum & Genevieve Sioka, Head of Commercial, Federation of Women's Institutes

### 10.20-10.40 Showcase Stage Visitor Experience

#### New Visitor Centre - Double the Café, Quadruple the Shop Take

James Etherington, Director, Kiplin Hall & Gardens

### 10.20-10.50 Balcony Stage Catering

#### Simplicity That Transforms: Rethinking Museum Food

Kate Kirkpatrick, Head of Cultural Enterprises, Black Country Living Museum

### 11.10-11.40 Main Stage

Session tbc

### 11.25-11.55 Stage Two Visitor Experience

#### Visitor Experience at Cultural Venues

Northern Bloc / Timberplay / Playshapes

### 11.00-11.20 Showcase Stage Events & Venue Hire

#### Drinking Champagne for Fundraising

Alexander Goodger, Director, Stourbridge Glass Museum

### 11.00-11.20 Balcony Stage Visitor Experience

#### Reading the Room: Creating Cultural Experiences People Love

Perry Bushell, Commercial Director & Jake Firth, Head of Visitor Experience, Bodleian Libraries

### 11.50-12.20 Main Stage Licensing & IP

#### Reinventing Your IP Business for an AI World

Adam Lumb, Head of Commercial & IP, Royal Armouries



## Wednesday 11 February (continued)

### 11.30-11.50 Showcase Stage Diversity, Equity & Inclusion

#### All In: Accessibility as a Growth Strategy

Andrew Miller, UK Arts Access Champion, All In (Arts Council England)

### 11.30-11.50 Balcony Stage Retail

#### Making It A Guide to Finding & Working with Makers

Allison Everett, Trading Operations Manager, National Galleries Scotland

### 12.30-13.00 Main Stage Ticketing

#### A Tale of Two Cities - Ticketing Strategies to Unlock Audience Growth and Income

Rosie Baker, Director of Commercial & Operations, Foundling Museum & Edward Appleyard, Chief Executive, Thackray Museum of Medicine

### 12.10-12.40 Stage Two Retail

#### Birmingham - World Craft City for Jewellery & Allied Trades

Rebecca Skeels, Course Director, Birmingham City University, Dept of Fashion & Jewellery & Matthew Bott, Chair, Jewellery Quarter Development Trust

### 12.00-12.30 Showcase Stage Events & Venue Hire

#### Reimagining Space: Approaching Venue

#### Hire Through a Workspace Lens

Carolyn Ehman, Head of Business Development, The Albany

### 12.30-12.50 Balcony Stage Licensing & IP

#### Funding Blessings & Blights

Susan Pacitti, Publishing & Licensing Manager, Glasgow Life Museums

### 12.30-14.00 Trade Show Hall

#### Lunch

### 14.00-14.40 Main Stage

#### Session tbc

### 14.50-15.20 Main Stage Leadership & Strategy

#### Using Culture Segments in the Digital Space

Simon Jones, Managing Director, Navigate

### 15.00-15.30 Stage Two Leadership & Strategy

#### The Income is in the Insight

Lucy Woodbridge, Consultant, The Income Curator

### 15.30-16.15 Main Stage

#### Skip the Queue Live Podcast Recording

Paul Marden, CEO, Rubber Cheese / Crowd Convert

### 15.40-16.10 Stage Two Visitor Experience

#### Staying Open, Staying Profitable: Navigating Major Works Without Losing Visitors

Rachel Mackay, Head of Hampton Court Palace, Historic Royal Palaces

### 15.20-15.50 Showcase Stage Ticketing

#### Donations: Reacting and Growing Revenue

#### Through Ticketing

Charlie Calthrop, Senior Product Manager eCommerce & Kate Adams, UX Designer, Natural History Museum