

Cultural Enterprises Conference

9-11 February 2026 | ICC Birmingham



Monday 9 February

14.30-17.20 Jewellery Quarter Station

Jewellery Quarter Walking Tour

19.00-20.30 Trade Show Hall, ICC Birmingham

Welcome Drinks

Tuesday 10 February

08.15 Trade Show Hall, ICC Birmingham

Registration and Trade Show Open with Refreshments

09.00-09.20 Showcase Stage Retail

Cultural Enterprises Retail Trend Report 2026

Fi Anderson, Creative Development Manager, Association for Cultural Enterprises

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

09.50-10.10 Showcase Stage Retail Sustainability

BBC Earth Experience - Sustainable Retail

Jeremy Ensor, Managing Director, Wild Republic UK

09.50-10.10 Balcony Stage Leadership & Strategy

Arts & Culture Podcast LIVE:

In Conversation with Judith Owens MBE

Tom Dawson, Interim COO, Cultural Enterprises & Judith Owens MBE, Chief Executive, TBL International

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

11.00-11.15 Main Stage

Welcome to Conference

Melanie Lewis MBE, Chair, Association for Cultural Enterprises

Paul Griffiths, CEO, Association for Cultural Enterprises



Tuesday 10 February (continued)

11.15-11.35 Main Stage

Trustee Panel

Melanie Lewis MBE, Chair, Association for Cultural Enterprises

Zak Mensah, Co-CEO, Birmingham Museums Trust

Caroline Reid, Director of Commercial Enterprises, National Trust for Scotland

Laura Wright, CEO, Postal Museum

11.35-12.30 Main Stage

Cultural Enterprises Awards 2026

12.30-13.30 Trade Show Hall

Lunch

13.30-14.15 Main Stage

Keynote: Dame Emma Bridgewater DBE

14.30-15.15 Main Stage Leadership & Strategy

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

David Hingley, Peridot Partners with Holly Burrows, Cartoon Museum; Katherine McAlpine, Brunel Museum; Carl Newbold, Leeds Museums & Galleries

14.40-15.10 Stage Two Digital

Lessons Learned from an Epic Voyage of Digital Transformation

Denise Kennedy, Associate Director of Operations, Titanic Belfast & Rod Barlow, CEO, Rod Barlow Digital Consultancy

14.30-14.50 Showcase Stage Retail Sustainability

Decarbonising Retail Supply Chains: Lessons from The Roman Baths

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

14.50-15.20 Balcony Stage Digital

Smarter Finance Solutions for Visitor Attractions

Catherine Thompson, implicit Solutions Consultant, implicit

15.00-15.20 Showcase Stage Events & Venue Hire

The Highs and Lows of Seasonal Events: What to Do When Father Christmas is on the Naughty List...

George McLean, Operations Director & Gus Gordon, Quality Assurance Manager, Complete Works



Tuesday 10 February (continued)

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

15.30-15.50 Showcase Stage Events & Venue Hire

Cut the Faff: Making Venue Hire Simple and Successful
James Duckworth, Visitor Experience Manager, Shakespeare North Playhouse

15.20-15.50 Stage Two Ticketing

Five Ways to Influence Clicks: The Psychology of Online Buying for Visitor Attractions
Andy Povey, Co-CEO, Crowd Convert & Olly Reed, Marketing Director, Navigate

15.30-15.50 Balcony Stage Leadership & Strategy

Current Trends and What's on the Horizon in Employment Law
Lucy McLynn, Employment Partner, Bates Wells

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
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, Director of Business Development & Abigail Brockwell, Head of Marketing, Heritage Portfolio

19.30 till late Birmingham Museum & Art Gallery

Night at the Museum



Wednesday 11 February

09.00-09.10 Main Stage

Welcome to Day Two

Melanie Lewis MBE, Chair, Association for Cultural Enterprises

09.10-09.30 Main Stage Digital

Six Challenges Cultural Enterprise Finance Leaders are Facing (and How AI Can Solve One)

Ben Crow, VP of Partnerships, implicit

09.30-10.15 Main Stage Leadership & Strategy

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

Tom Dawson, Interim COO, Association for Cultural Enterprises (Panel Chair)

Jon Young, Audience Research Director, Decision House

Penny Jenkins, Commercial Director, Bath & North East Somerset Council

Caroline Reid, Director of Commercial Enterprises, National Trust for Scotland

Ewa Socha, Head of Commercial Development, Museum of the Home

10.30-11.00 Main Stage Retail

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

James Dwyer, Creative Director & Owner, Lumsden

10.20-10.50 Showcase Stage Visitor Experience

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

James Etherington, Director, Kiplin Hall & Gardens

10.45-11.15 Stage Two Retail

How to Develop a Book Range for Commercial Impact

Lewis Dawson & Angus Reid, Bookspeed, Claire Bevan, Head of Retail, Natural History Museum & Genevieve Sioka, Head of Commercial, Federation of Women's Institutes

10.20-10.40 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 Leadership & Strategy

How Culture Grows - Proving Value for the Next Decade

Anthony Rawlins, Founder & CEO, Navigate

11.00-11.20 Showcase Stage Events & Venue Hire

Drinking Champagne for Fundraising

Alexander Goodger, Director, Stourbridge Glass Museum

11.25-11.55 Stage Two Visitor Experience

Testing! Testing! 1, 2, Play!

Beth Cooper, Founder Partner, Make It Playful & Mark Grimshaw, Associate Director, Timberplay

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 MBE, All In, & Kirsty Alexander, CRM & Data Manager, Amgueddfa Cymru

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

12.00-12.30 Showcase Stage Events & Venue Hire

Reimagining Space: Approaching Venue Hire Through a Workspace Lens

Carolyn Ehman, Head of Business Development, The Albany

12.30-14.00 Trade Show Hall

Lunch

14.00-14.40 Main Stage

Keynote: Karl Durrant, SVP & General Manager, Global Retail Experiences, Warner Bros. Discovery

14.50-15.20 Main Stage Digital

Using Culture Segments in the Digital Space

Simon Jones, Managing Director, Navigate & Joss Luckin, Senior Consultant, MHM

14.50-15.10 Showcase Stage Catering

From Scones to Strategy: Food Trends & Their Power in Visitor Attractions

David Edgar, Food & Beverage Development Manager, National Trust for Scotland

15.30-16.15 Main Stage

Skip the Queue Live Podcast Recording

Andy Povey, Founder, Merac & Richard Paterson, Chief Operating Officer, Shakespeare Birthplace Trust.

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

11.30-11.50 Balcony Stage Retail

Making It! A Guide to Finding & Working with Makers

Allison Everett, Trading Operations Manager, National Galleries Scotland

12.10-12.40 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 DevTrust

12.00-12.20 Balcony Stage Retail

Unlocking Profit Potential: The Power of Own Label Food and Drink

Nick Clark-Hine, Founder & Managing Director, & Eleanor O'Connor, Business Development, 93FT

15.00-15.30 Stage Two Leadership & Strategy

The Income is in the Insight

Lucy Woodbridge, Consultant, The Income Curator

15.00-15.20 Balcony Stage Ticketing

To Charge or Not to Charge? A Fresh Look at the Question Many Museums Are Asking

Kate Rolfe, Director, The Revels Office & Andy Batson, Deputy Director, Nottingham Contemporary

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 & Katherine White, Visitor Experience Officer, Historic Royal Palaces

15.30-15.50 Balcony Stage Digital

Shopify Insights: Expert Input on Transforming and Improving Cultural Retail

Yael Weiss, Shopify & Rod Barlow Consulting