

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

09.50-10.50 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, iplicit Solutions Consultant, iplicit

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, iplicit

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

10.45–11.15 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

10.20–10.50 Showcase Stage Visitor Experience

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

James Etherington, Director,

Kiplin Hall & Gardens

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

11.25–11.55 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 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 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