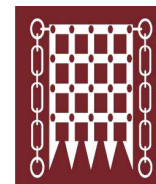


**Westminster Media Forum Keynote Seminar:
Improving the use of digital technology and data in the UK cultural sector - skills, support
and best practice**

Timing: Morning, Tuesday, 30th April 2019

Venue: Central London



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Rt Hon the Lord Bassam of Brighton
- 9.05 - 9.30 **Culture is Digital: progress and next steps**
George Stanley, Head of Digital Culture and Arts Philanthropy, DCMS
Questions and comments from the floor
- 9.30 - 10.40 **Latest thinking and best practice in digital transformation in the UK cultural sector**
- Outcomes and lessons learnt from a digital engagement strategy: evidence-based practice, knowledge sharing and diversifying audiences*
Tony Butler, Executive Director, Derby Museums
- Putting the UK at the forefront of cultural digitisation: experimentation, creative collaboration and distribution channels*
Freya Murray, Creative Lead, Google Arts & Culture Lab
- Changing how audiences access, explore and experience art using interactive media*
Thomas Gray, Founder and Director, The Gray Circle
- Providing a sustainable model for supporting artistic and cultural innovation*
Diana Spiegelberg, Deputy Director, Somerset House Trust
- Using digital technologies to diversify revenue streams and attract investment*
Deborah Shaw, Chief Executive, Marlowe Theatre
- Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**
Rt Hon the Lord Bassam of Brighton
- 10.45 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**
Senior Parliamentarian
- 11.20 - 11.30 **Identifying current and future challenges to a digitally-fluent sector**
Richard Ellis, Co-Founder and Managing Partner, MTM London
- 11.30 - 12.30 **Priorities for supporting and widening the use of technology across the sector: leadership, monetisation and skills**
Tom Steinberg, Digital Lead, Heritage Lottery Fund
- Senior representative, leadership
- Senior representative, visual arts
- Senior representative, performing arts
- Questions and comments from the floor with **Richard Ellis**, Co-Founder and Managing Partner, MTM London
- 12.30 - 12.55 **Supporting cultural organisations to better understand and benchmark their digital capability and set plans to improve**
Owen Hopkin, Director, Audience Insight & Innovation, Arts Council England
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum