Westminster Media Forum Keynote Seminar
Digital transformation in the UK cultural sector: opportunities, business models and developing new expertise
Timing: Morning, Thursday, 15th March 2018
Venue: Sixty One Whitehall, London SW1A 2ET

Agenda subject to change

8.30 - 9.00	Registration and coffee

9.00 - 9.05   Chair's opening remarks
Rt Hon Edward Vaizey MP

9.05 - 9.15   'Culture is Digital': latest progress and next steps
Helen Williams, Head of Digital Culture, DCMS

9.15 - 9.25   Opportunities for digital transformation in the UK cultural sector
Richard Ellis, Co-Founder and Managing Partner, MTM London

9.25 - 9.40   Questions and comments from the floor

9.40 - 10.35   Developing digitally-driven business models: strategy, partnerships and funding
How effectively are cultural organisations using digital technology for content creation and curation, marketing and distribution? With increasing activity in areas such as offering performances and exhibitions online and in multiple venues, and developing interactive and immersive experiences, what are the most promising emerging opportunities to monetise assets, extend services and widen audiences? How should the cultural sector approach forging deeper partnerships with tech and education, and with other sectors such as financial services, retail, hospitality and tourism, and local government; what are the most promising models for these relationships? How might the sector develop new ways of accessing funding and investment through new partnerships, approaches that build on crowd funding, deeper use of data analytics, and advances in contactless and other payments technologies? How might the sector address key concerns around increasing the availability of online content and new ways of exploiting IP digitally - including issues around the quality of experiences, access to free publicly available content, and digital rights framework for commercial reuse of content; what might be the implications for policy and regulation?
Chris Michaels, Digital Director, National Gallery
Drew Wilkins, Co-Founder and Head of Educational Content, Fish in a bottle
Kathryn Geels, Policy, Strategy & Research Lead (Creative Industries), Digital Catapult
Toby Coffey, Head of Digital Development, National Theatre
Questions and comments from the floor

10.35 - 10.50   Opportunities and challenges for developing international content and expertise
Andrew Horton, Director Digital, Partnership and Innovation, British Council
Questions and comments from the floor

10.50 - 10.55   Chair's closing remarks
Rt Hon Edward Vaizey MP

10.55 - 11.25   Coffee

11.25 - 11.30   Chair's opening remarks
Rosie Millard, Chair, Hull, City of Culture 2017 and Chair, BBC Children in Need

11.30 - 11.40   Case study: developing digital capability and reaching new audiences
Fiona Morris, Chief Executive and Creative Director, The Space

11.40 - 12.30   Supporting a digitally enabled cultural sector: expertise, infrastructure and utilising data
With the cultural sector encompassing organisations of differing scales and at varying stages of development, where is support most needed, how best can it be provided, and where should responsibilities lie? To what extent could collaborative approaches to physical enablers, such as the development of shared digital infrastructure, address funding pressures within the cultural sector and enable smaller organisations to digitise collections, and what further policy support could be offered in terms of investment and resources in this area? What skills are needed by leaders and trustees to enable them to develop effective digital strategies, and how might policy and industry work together in the development of wider digital expertise to address challenges around access to training, investment and potential skilled labour shortages in light of Brexit? What are the latest ways the sector is using data to understand and engage audiences - such as predicting visitor flow to improve operational performance, tracking on-site and off-site behaviours and offering personalised services - and how might the sector share data to tap into new audiences and promote further collaboration opportunities? What are the key challenges around data collection - including the incoming GDPR (General Data Protection Regulation), consent, and access to resources?
Dr Ceri Gorton, Co-Director, Bird & Gorton
Andrew Ellis, Director, Art UK
Guy Turton, Director, Morris Hargreaves McIntyre
Frank Hyman, Managing Director, Digital Theatre
Questions and comments from the floor with **Fiona Morris**, Chief Executive and Creative Director, The Space

12.30 - 12.55   Investment priorities for digital development in the UK arts and culture sector
Francis Runacres, Executive Director, Enterprise & Innovation, Arts Council England
Questions and comments from the floor

12.55 - 13.00   Chair's and Westminster Media Forum closing remarks
Rosie Millard, Chair, Hull, City of Culture 2017 and Chair, BBC Children in Need
Michael Ryan, Deputy Editor, Westminster Media Forum