

Culture is Digital: Unleashing the Creative Potential of Digital Technology within the Cultural Sector

[Etc Venues, Bishopsgate Court, 4-12 Norton Folgate, London E1 6DQ](#) | Wednesday 27th June 2018

10.15	Registration & Morning Refreshments
11.00	Chair's Introduction ⇒ <i>Dr Ross Parry, Associate Professor & Deputy Pro-Vice-Chancellor (Digital), University of Leicester</i>
11.05	Embracing Digital within the Cultural Sector <ul style="list-style-type: none">• Background and context of the Government's <i>Culture is Digital</i> report• Benefits and challenges of embracing digital technology• The importance of digital literacies in leadership• Understanding digital skills gaps and improving digital understanding within the sector• Improving audience access and participation through more effective use of digital• Producing engaging digital content ⇒ <i>Will Saunders, Independent Consultant, WPS Ltd; former Creative Director, Digital, BBC Television</i> ⇒ <i>Jane Finnis, Chief Executive, Culture24</i>
13.00	Networking Lunch
13.45	Good Practice Session: Using Digital Effectively within the Cultural Sector <ul style="list-style-type: none">• Case study examples of best practice in using digital within the sector• Ensuring digital activity is embedded across your organisation• Using digital technology to engage audiences and make culture more accessible to underrepresented groups ⇒ <i>Paul Teasdale, Digital Content Manager, Natural History Museum</i> ⇒ <i>Kevin Bacon, Digital Manager, Royal Pavilion & Museums, Brighton & Hove</i>
15.30	Event Close

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