

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

Event to be held in Central London (venue TBC) | Wednesday 27th June 2018

10.15	<b>Registration &amp; Morning Refreshments</b>
11.00	<b>Chair's Introduction</b> ⇒ <i>Dr Ross Parry, Associate Professor &amp; Deputy Pro-Vice-Chancellor (Digital), University of Leicester</i>
11.05	<b>Embracing Digital within the Cultural Sector</b> <ul style="list-style-type: none"><li>• The Government's <i>Culture is Digital</i> initiative</li><li>• Benefits of embracing digital technology</li><li>• Funding and support available to improve the use of digital within the cultural sector</li><li>• The creation of a <i>Digital Culture Code</i> by Arts Council England and the Heritage Lottery Fund to provide guidelines for using digital in the sector</li><li>• The new "Innovation Lab" at the National Gallery and "Audience Lab" at The Royal Opera House</li><li>• Collaboration between the cultural sector and tech companies</li><li>• Addressing skills gaps relating to intellectual property and data analysis</li></ul> ⇒ <i>Will Saunders, Seconded, Digital Culture Project, Department for Digital, Culture, Media &amp; Sport (DCMS); Independent Consultant, WPS Ltd</i> ⇒ <i>Lucy Sollitt, Creative Media Relationship Manager, Arts Council England</i> ⇒ <i>Jane Finnis, Chief Executive, Culture24</i>
13.00	<b>Networking Lunch</b>
13.45	<b>Good Practice Session: Using Digital Effectively within the Cultural Sector</b> <ul style="list-style-type: none"><li>• Ensuring digital activity is embedded across your organisation</li><li>• Using digital technology to engage audiences and make culture more accessible to underrepresented groups</li><li>• Case study examples of best practice in using digital within the sector</li></ul> ⇒ <i>Paul Teasdale, Digital Content Manager, Natural History Museum</i> ⇒ <i>Annette Mees, Head of Audience Labs, Royal Opera House</i> ⇒ <i>Kevin Bacon, Digital Manager, Royal Pavilion &amp; Museums, Brighton &amp; Hove</i>
15.30	<b>Event Close</b>

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