

Growing, Not Going

29 February 2012, 9.30am – 5pm

#ArtsBusiness12



Programme

09.30 – 10.00 Refreshments, Registration and Networking

10.00 **Welcome**

Alistair Spalding
Chief Executive, Sadler's Wells

The Future is....

Will Gompertz
BBC Arts Editor

10.30

Creative, Competitive, Connected – Engaging With Businesses

What do businesses really want from their relationships with culture? How different is this from their relationships with other charities – is there room for both? How important is digital presence in terms of reaching new audience demographics and amplification through social media?

Confirmed Panellists:

Stephen Howard	CEO Business in the Community (Chair)
Stephen Bourne	CEO, Cambridge University Press
Sally Hill	Marketing Manager, Bruntwood
Des Violaris	Director, UK Arts & Culture, BP

11.30

Tea/Coffee Break

12.00

Individuals – From Ticket Buyer to Donor

Confirmed Speakers:

Farah Nayeri	Arts Correspondent, Bloomberg (Chair)
Martin Barden	Head of Membership and Ticketing, TATE
Johnny Langridge	Head of Partnerships & Development, English Touring Opera
Clare Norburn	Development Director, Orchestra of the Age of Enlightenment
Georgie Shields	Development Director, Sadler's Wells
Dorothy Wilson	Artistic Director and Chief Executive, mac

13:00

Lunch



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14:00

The Future of Arts Financing?

Alternatives to public subsidy and traditional models of fundraising.
It has never been more important than now to consider all different sources and approaches to income generation in the arts.

Speakers:

- John Newbigin** Free-lance cultural entrepreneur and writer, Chair of Creative England (**Chair**)
- Anna Harding** Chief Executive, SPACE
- Colin Tweedy** Vice President, Arts & Business
- Dr. Tiffany Jenkins** Director of the Arts & Society Programme, Institute of Ideas

14:45

Digital Audiences – Digital Advocates - Digital Assets

What do you do between asking for money? Does digital media provide a richer approach to marketing? The change from 'hierarchy to networks', from 'marketing to content' – what is the impact?

Speakers:

- Martin Smith** Special Adviser, Ingenious Media; and Managing Director, West Bridge Consulting (**Chair**)
- Matthew Cock** Head of Web, British Museum
- The multiple purposes of the British Museum's online projects – audience development, community engagement, marketing, educational – with particular reference to A History of the World, the Wikipedia collaboration, and their current exhibition, Hajj: Journey to the heart of Islam.*
- Sarah Gee** Founder, Indigo and www.angelshares.com.
The growth and impact of Crowdfunding.

15:30

Break

16:00

**The Individuals who Give to the Arts – What Makes Them Tick,
What Makes them Stick?**

Speakers:

Dame Stephanie Shirley (Chair)

Jerry Cowhig MBE

More speakers to be confirmed

17:00

Drinks reception



All photos from Symposium 2011
By **Rodrigo Orrantia**



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