



| Time | Title/speaker | Location |
|--|---|--------------------|
| 9.15 - 9.45 | Registration for Morning Briefing | Garden room foyer |
| 9.45 - 10.30 | Ben Portnoi Dewynters Building awareness and driving sales through content in Arts and Entertainment marketing | Frobisher 1 |
| 10.00 - 10.45 | Registration for remaining delegates | Garden room foyer |
| 9.45 - 10.00 10.00 - 10.15 10.15 - 10.30 | Canvas 121 session's | Frobisher Corridor |
| 10.45 - 11.25 | Will Saunders Is Culture Digital? | Auditorium 1 |
| 11.30 - 12.20 | Glenn Miller Facebook and Instagram – engaging local and global communities | Auditorium 1 |
| 11.30 - 12.20 | Sarah Coward National Holocaust Centre and Museum Forever Project – a case study | Frobisher 1 |
| 11.30 - 12.20 | Martin Gammeltoft Activity Stream The great (marketing) value of a customer moment | Frobisher 2 |
| 12.20 - 13.20 | Lunch | Garden Room Foyer |
| 12.20 - 12.35 12.35 - 12.50 12.50 - 1.05 | Canvas 121 sessions | Frobisher Corridor |
| 13.20 - 14.10 | Selma Wilcocks & Patrick Towell ArtsAdmin / Golant Media Ventures Ones and Zeros – from data to people | Auditorium 1 |
| 13.20 - 14.10 | Pecha Kucha Session Digital adventures in meaningful relationships | Frobisher 1 |
| 13.20 - 14.10 | Katie Moffat & Eileen Evans The Audience Agency From Digital Strategy to Audience Reality – getting actual results from your best laid digital plans | Frobisher 2 |
| 14.20 - 15.10 | Kate Carter & Coline Cuau British Museum Digital Customer Service – How the British Museum is getting to know you | Auditorium 1 |

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|--------------------------------|---|--------------------|
| 14.20 - 15.10 | Ian Forrester BBC Hyper Reality Experiences – what the BBC did next. | Frobisher 1 |
| 14.20 - 15.10 | Chris Stevens Extensis Using AI to get your digital house in order | Frobisher 2 |
| 15.10 - 15.40 | Break | Garden Room Foyer |
| 15.10 - 15.25 15.25 - 15.40 | Canvas 121 sessions | Frobisher Corridor |
| 15.40 - 16.30 | Jo Hunter Beyond the Consumer – rethinking online participation | Auditorium 1 |
| 16.30 - 17.00 | AGM | Auditorium 1 |

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