



Association
for Cultural
Enterprises

Convention Guide

The 13th Annual Convention & Exhibition

Corn Exchange,
Brighton Dome

Thursday 8 &
Friday 9 March 2012



Supported by

FARRER & Co

Chairman's Welcome

Dear Colleagues

This time last year I recall writing to you all after a really testing twelve months and being pretty bullish not just about our capacity to survive but also to flourish during the time that lay so uncertainly ahead of us. Some have undoubtedly struggled to negotiate those choppy and unfamiliar waters, whilst others have clearly prospered and their verve, flair and creativity have enabled them to blossom during this turbulent period.

Quite recently, I was present at an 'eve of Agincourt' speech by Minister for Culture, Ed Vaizey, during which he spoke with passion and enthusiasm about all that is good within the world of cultural heritage and about the pressing need to be entrepreneurial. Interestingly enough whilst extolling the virtues of the sector at no stage did he even allude to the significance of our various income generating activities which conservatively (with a small 'c', of course...) render a turnover of in excess of £1 billion a year. Rarely can there have been such a significant series of businesses which has thrived on neglect, and which whilst in so many ways the poor relation of its fellow disciplines within the museum, gallery and visitor attraction arena does so much to be a beacon of light

But I believe that our time has finally come, and this is evidenced by the growing support for the activities of ACE. As we head into this exciting Convention in Brighton, support for our work is at an all-time high. Our membership (both amongst Full members and Associates) has grown enormously, and most pleasing is the fact that more of our members are actively participating in our events and in our on-line dialogues. We're becoming more visible and more prominent in our field, and I'll talk further at the Convention about some of the really important alliances that we've entered into.

ACE has had a fabulous year, with a succession of the best attended Study Days in our history and consistently good feedback from our members, whose support and



encouragement we value enormously. We're therefore looking forward to our forthcoming Convention in Brighton with enormous anticipation. Brighton promises to be our best event yet, with an extraordinarily strong programme of speakers, including some prominent keynotes, and first rate venues for the Convention and Trade Show, the reception and for the dinner and Best Product Awards.

I would urge you to examine closely our outline programme, and to see for yourself whether this is an event that you can afford to miss. We've maintained or even reduced our prices and put together what I believe will be an exciting and highly stimulating two day programme.

I very much look forward to welcoming you to Brighton in March.

John Stachiewicz
Chairman, Association for Cultural Enterprises

Convention Highlights

As well as a first class line up of speakers and a topical and packed session programme, the 2012 ACE Convention offers free legal surgeries with top law company Farrer & Co together with an unsurpassed opportunity to network with colleagues and suppliers from the sector. Source new product and services at this year's bustling Trade Show; submit products to the Prodir Best Product Awards, judged by panel of experts Emma Bridgewater, Laura Wright (CEO Tate Enterprises) and John Barford (Head of Commercial Development B2C, NMSI) culminating in the awards ceremony following the Annual Dinner – the social highlight of the heritage retail calendar.

Trade Show

Featuring 70 suppliers, the 2012 Trade Show is the most extensive yet, with almost one third of our exhibitors here for their first show. The programme, this year, has been designed to provide a mix of new suppliers, regular suppliers, new products and services and an altogether terrific show tailored to your venues.

Welcome Drinks Reception

This will be the fourth year running we have hosted a pre-Convention drinks reception as both delegates and suppliers tell us that this is a great networking and social opportunity. Taking place this year in the splendid setting of the Chinese Drawing Room, in the Royal Pavilion, and generously sponsored by Associate members King & McGaw, the drinks reception is to be held on Wednesday 7 March and we hope as many as possible will join us. Starting at 7pm and ending at 9pm, it gives everyone an opportunity to mingle before moving on to eat in this vibrant part of the town. We have reserved seating at the Italian restaurant, Al Duomo, next door to the Pavilion and samples of their menus can be found at www.alduomo.co.uk. For those who would like to continue socialising this is a great Pizzeria with very reasonable prices and a good atmosphere. Please book directly with the restaurant on 01273 326741. As last year, a 'freshers' contact will help with advice and introductions for those attending for the first time.

Annual Awards Dinner

Quite simply the highlight of the ACE social calendar, the Annual Awards Dinner in 2012 will be held in the elegant Paganini Ballroom in the Old Ship Hotel. Pre-dinner drinks (sponsor?) will be at 7 pm and the dinner will be followed by the sector's, increasingly prestigious, Prodir Best Product Awards. We are delighted that our panel of judges will be presenting the awards which are, once again, very kindly sponsored by ACE Associate members, Prodir. Places are limited for the dinner and awards ceremony, so please be sure to book your place when completing your online booking .

Dress code is black tie or lounge suit.

Who should attend?

ACE represents all aspects of the cultural and heritage sector including historic houses, royal palaces, gardens, castles, cathedrals, museums and galleries, visitor centres and universities. The Convention is ideal for anyone involved in commercial activities within the cultural or heritage sectors including retail, publishing, IPR, licensing, catering, venue hire and filming.

The Facts

Dates

Thursday and Friday 8 & 9 March 2012

Venue

Brighton Dome Brighton

FREE Trade Show in 2012

Did you know buyers can browse the biggest heritage retail trade show in the UK absolutely free? Send your team along – but be sure to register them first on the Convention page of the ACE website at www.acementprises.org.uk

Accommodation

We have taken all rooms at the Barcelo 4* Old Ship Hotel in Brighton which is conveniently situated for the Dome and the Pavilion and many restaurants and shops in the centre of town. A special rate of £65 per room has been secured. Contact details and a booking reference for bookings can be found on the Convention pages of the ACE website as above.

When that hotel is full, other hotels in the vicinity with a spread of accommodation are

The following hotels are situated between the Old Ship and the Brighton Dome along the seafront and are very convenient for the event. Prices are simply a guide and delegates should contact the hotel directly or via the website to make a booking. No reference applies to these hotels.

| | |
|------------------------|----------------|
| Thistle Hotel Brighton | rooms from £84 |
| Holiday Inn Brighton | rooms from £73 |
| The Granville Hotel | rooms from £90 |
| The Beach Hotel | rooms from £35 |
| The Queens Hotel | rooms from £65 |

Other useful hotel booking websites:

www.lastminute.com
www.venere.com
www.expedia.com
www.booking.com
www.tripadvisor.com

What next

- 1 Book online and pay by card or by invoice at www.acenterprises.org.uk
- 2 Book your hotel accommodation
- 3 Confirmation of your place will be sent automatically when you book online. If you request an invoice, that will follow and a receipt will be issued for card payments.

Please note that it is very important that delegates pre-register as we are unable to guarantee admission on the day. Visitors to the Trade Show should pre-register also although admission will be managed at the registration desk if necessary.



Prodir Best Product Awards

Everyone has a product of which they are justifiably proud and this is a great opportunity to become the envy of your industry, while impressing colleagues in your own organisation!

Submit your best product in the following categories:

1. Best New Product or Range in 2011 – t/o under £650K
2. Best New Product or Range in 2011 – t/o over £650K
3. Best Publication in 2011 – t/o under £650K
4. Best Publication in 2011 – t/o over £650K
5. Best Children's Product in 2011 – t/o under £650K
6. Best Children's Product in 2011 – t/o over £650K
7. Best Licensed Product in 2011
8. Best overall Product in 2011
9. **New!** Best Product: Online vote 2012*

* for details see ACE website Convention pages

**Best Overall Product
winner in 2010 –
Historic Scotland range**



Please note:

- Products entered must have been produced/published since 1 March 2011 and been on sale in the submitting venue for at least two months of 2011.
- Licensed products can only be submitted in the 'Best Licensed Product' category.

Details of how to submit your entry will become available on the ACE website from January 2012.

The Prodir Best Product Awards are wholly sponsored by Prodir, Associate Members of ACE

Convention Programme

Wednesday 7 March

Times

1700–1745

ACE exhibitor 'freshers' meeting

Corn Exchange, Brighton Dome

A chance for new exhibitors to hear tips from, and ask questions of, seasoned exhibitors and ACE Trustees on how to get the best out of the Trade Show

1900–2100

Welcome to Convention 2012 Drinks Reception

The Chinese Dining Room, The Royal Pavilion, Brighton

Sponsored by King & McGaw

Thursday 8 March

0830–1000

Registration and Trade Show viewing

0930–1000

ACE delegate 'freshers' meeting

Mezzanine

New to the Convention? Join us for tips and hints on how to get the most out of your two days.

0930–1000

Benchmarking

Founders Room

At the 2011 Convention, Chris Needham, ACE Deputy Chairman, announced the building of a benchmarking facility for the sector which could be accessed through the ACE website. That has now been launched and this is an introduction and 'how to use' session.

Chris Needham, Deputy Chairman of ACE

1000–1020

Welcome

Pavilion Theatre

John Stachiewicz, Chairman of ACE and Publisher and Head of Media Group, National Trust

1020–1050

Opening keynote address

Pavilion Theatre

Janita Bagshawe, Head of Museums and Director Royal Pavilion

1055–1125

The Big Picture

Pavilion Theatre

Ken Robinson CBE

Ken Robinson is the immediate past Chair of the Tourism Alliance, and Chair of the Tourism Society Think Tank. He is independent, and his unique place in the industry means that he sees the big picture, the real understanding of the value of tourism today and of its contribution to the cultural and heritage sector. Ken will share with us his experience, his understanding of how and where the two sectors cross and update delegates on strategic issues and key data to help us understand the prospects for 2012 and beyond.

1125–1200

Mark Taylor: Director, Museums Association

Mark Taylor has an unrivalled view of the sector, its overall shape and feel, the changes that are taking place as a result of the recession and the effects of the withdrawal of financial support as a result of recent government policy and its consequences. From this perspective, Mark will assess the importance of income generation in our sector and its place in today's organisations.

1200–1245

Trade Show viewing

1245–1330

Trade Show and lunch

Convention Programme

Thursday 8 March 2012

| Times | Pavilion Theatre | Founders room | Mezzanine |
|-----------|---|---|---|
| 1330–1430 | <p>New galleries 2011... six months on Case studies from two new, leading gallery spaces which opened in 2011. How are they faring six months or so into their first year of trading? Turner Contemporary opened in April 2011 and has gone from strength to strength. Richard Morsley (Deputy Director), will share with us some of the considerations from the years of planning as well as the successes and challenges experienced since opening. The new Museum of Liverpool opened to great acclaim in July 2011. Julie Ehlen (Director of Trading, National Museums, Liverpool) will take us on a whistle stop review of how the retail and catering offers were planned and how they are performing against forecasts.</p> | <p>Location filming as an income stream Michelle & Harvey will address a variety of aspects of filming at venues... why you should dip your toe in at all, how to get started, who can help you and how to boost filming requests and income from this area of commercial operations. Harvey will look, in particular, at how filming can boost tourism if marketing is cleverly employed and illustrate this with the Trust's experiences following the filming of Alice and of Miss Potter. Michelle Jenkins, Business Development Manager, The Royal Parks and Harvey Edgington, Broadcast & Media Liaison Officer, National Trust</p> | <p>The digital market today This session will look at emerging trends in 2012 and at how you can participate in the digital market. Has the time arrived for illustrated publishers to create ebooks? Simon Blacklock will leave delegates with ideas for creating a digital toolkit. Simon Blacklock, Head of Factory Sales, Faber Factory</p> |
| 1445–1545 | <p>Developing killer ranges There is an art to planning a range – whether the lines are bought in or specially developed. Nuala will draw on her extensive experience to talk about some of the factors to consider in planning successful ranges from margins to price points, category mix, suppliers and how the range will be visually merchandised as well as the customers buying the ranges – whether on line or in the shop Nuala McGourty: Retail Director, Royal Collection</p> | <p>E commerce – If I'd known then what I know now... After years of offering an out-dated static online shop, The University of Oxford's Bodleian Library joined the 21st-century last year with major investment in retail systems and infrastructure. Hear how the retail team tamed the mysterious e-commerce beast: Roddy will share the lessons learned, point out pitfalls to dodge and explain how she plans to grow the retail business. Roddy Bedford, Head of Retail, Bodleian Library</p> | <p>Publishing the Van Gogh letters In 2009 the Van Gogh Museum in Amsterdam published the complete, illustrated and annotated Van Gogh Letters edition with Thames and Hudson as co-publisher. Six volumes in a box, more than 2,000 pages and 4,000 illustrations. At the same time a digital edition was released. How was this landmark publication prepared and what happened afterwards. Suzanne Bogman, Head of Publications, Van Gogh Museum</p> |
| 1445–1545 | <p>LinkedIn for Associate Members How ACE Members are using LinkedIn to develop contacts and their business. David Pearce, Director Commercial and Visitor Services, Wales Millennium Centre</p> | | |
| 1545–1630 | <p>Tea and Trade Show Viewing</p> | | |
| 1630–1730 | <p>VM at Van Gogh Visual Merchandiser at the Van Gogh Museum in Amsterdam, Grant Slingo has worked with leading high street brands as a window dresser, stylist and merchandiser. Drawing on his wide experience he takes us through the core principles of VM on which to build striking and impactful displays. Grant Slingo, Visual Merchandiser, Van Gogh Museum</p> | <p>Building a successful venue hire business Discover the best ways to maximise profit margins for corporate events. What type of customer represents the best financial deal? What type of client should you avoid? A practical session covering all the essential facts and figures of venue hire as an income stream. Helen Field, General Manager, The Fusilier Museum</p> | <p>The digital marketplace Where buyers and sellers meet in the digital marketplace - overcoming hurdles and finding common ground. Angela Murphy, Consultant.</p> |
| 1930–2400 | <p>Drinks Reception, Dinner and Prodir Best Product Awards in the Paganini Ballroom, Old Ship Hotel, Brighton</p> | | |

Convention Programme

Friday 9 March 2012

Times

0845–0930 **Wake-up Coffee and Trade Show Viewing**

| | Pavilion Theatre | Founders room | Mezzanine |
|-----------|--|---|--|
| 0930–1030 | <p>Licensing to the High Street The V&A has developed one of the most successful museum licensing programmes and Lauren will talk through some of the issues in achieving this in the domestic and international markets. She will also highlight some of the key considerations to make when embarking upon a licensing programme, including intellectual property and copyright issues and other resources that may be needed.</p> <p>Lauren Sizeland, Director of Business Development & Licensing, V&A</p> | <p>Internet marketing – the future of search Internet search engines are incredibly sophisticated, almost sinister some might say, in their accuracy of analysis and identification of the searcher and their perceived needs. We will look at recent changes in both searcher and search engine behaviour and discover why it's no longer enough for you, as the search subject, to simply want your website on Google search page 1 when you can dominate Google by opening multiple doorways to your online content and assets.</p> <p>Jon Earnshaw, Head of Search, Intelligent Positioning</p> | <p>Exhibition Catalogues – publish & be damned For many of us in the museums and heritage sector, exhibition catalogues are critical to the success of our programmes. But they can pose huge challenges, in terms of both business models and practical resourcing. This session will look at different approaches to catalogue publishing; range and types, using budgets to best effect, and selling catalogues alongside other visitor offerings.</p> <p>Gina Fullerlove, Head of Publishing, Royal Botanic Gardens, Kew</p> |
| 1030–1115 | Trade Show Viewing and refreshments | | |
| 1115–1215 | <p>Objects of desire The organisations we work for are extraordinary places, and many are also the custodians of unique and wonderful objects. Our retailing must reflect that, so this session will look at what product commissioning can contribute, the benefits and the pitfalls, and where to begin.</p> <p>Rosey Blackmore, Head of Merchandise, Tate Enterprises</p> | <p>Managing your public relations Tony Mulliken, Chairman of Midas PR, a top 150 PR company, explains how you can be economical with your PR but still get something for nothing – where to start and knowing where you want to finish. An insider's guide to working with the media and the digital arena to maximise your opportunities without damaging your purse or your reputation. Creating your own opportunities and not waiting for them to jump out at you.</p> <p>Tony Mulliken, Chairman, Midas Public Relations</p> | <p>Museums' copyright workshop Topical issues from the recent Museums Copyright Group/ACE collaborative London sessions in 2011 for further debate.</p> <p>Anthony Misquitta, Partner, Farrer & Co</p> |
| 1130–1200 | <p>Exhibitor Feedback Session with ACE Trustee Panel Corn Exchange An opportunity for exhibitors to feed back their experience of the Trade Show to ACE Trustees.</p> | | |
| 1215–1300 | Trade Show Viewing | | |

Convention Programme

Friday 9 March 2012

Times

1300–1340 **Trade Show Viewing and lunch**

Pavilion Theatre

1345–1445

The Guinness customer service experience

With a culture of customer service embedded at its heart, Guinness Storehouse is one of the world's leading brand experiences. The team at Guinness Storehouse are known for generating a high standard of customer satisfaction for all visitors. Jennifer Kennedy will share how the concept of world class customer service translates to daily operations at Ireland's Number One fee paying attraction.

Jennifer Kennedy, Retail Manager, Guinness Storehouse

Founders room

Developing the commercial voice – making yourself heard in your organisation

Although many commercial teams in the sector are supported, respected and aligned to their organisation, it is not always the case. The National Gallery Company is in that fortunate position, but not by accident. Julie will explain their particular circumstances and will also suggest means by which any commercial team, large or small, can raise their profile and succeed within their organisation.

Julie Molloy, Managing Director, National Gallery Company Ltd

Mezzanine

Making the most of our assets

Is it a book or a blog?!

We all want to make most of our publishable assets. Liz will explore the opportunities and pitfalls of trading the intellectual property rights our institutions own and create and will have a look at some of the new (and tempting?) ways in which this is becoming possible.

Liz Horne, Managing Director, Royal Academy Enterprises

1445–1515

Closing keynote address

Baroness Andrews,
Chairman English Heritage

1515–1530

Closing summary

John Stachiewicz, Chairman of ACE
and Publisher and Head of Media
Group, National Trust

1545–1700

Tours of The Royal Pavilion

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