From Factory to FaceBook: new ways to engage with business archives

Monday 14 April

9.00 – 9.45  Registration

9.45 – 10.00  Welcome by Jeannette Strickland, Unilever plc
Introduction by Bruce Smith, Chair of SBL

10.00 – 11.00  How business archives are perceived externally
Session chair – Bruce Smith, Chair of SBL

Keynote speaker – Clem Brohier, The National Archives, UK
An academic view, Roy Edwards, University of Southampton, UK
A Journalist’s view – To be confirmed

11.00 – 11.30  REFRESHMENT BREAK

11.30 – 13.00  National strategies for England, Scotland and Wales
Session chair – Alex Ritchie, Business Archives Advice Manager, The National Archives

“Cold-calling and empty offices: a review of English business archives in crisis”, Richard Wiltshire, London Metropolitan Archives, UK
“Forging ahead: a collaborative approach to business archives in Wales”, Stacy Capner, Archives and Records Council of Wales, UK

13.00 – 14.00  BUFFET LUNCH
14.00 – 15.30 **Marketing the heritage**  
Session chair – Alex Bieri, F Hoffmann-La Roche Ltd

Keynote speaker – “The Unilever Brand”, Marc Mathieu, SVP Marketing, Unilever plc, UK  
“From Fountain to Facebook”, Ted Ryan, Coca Cola, USA  
“Activating Heritage through a Corporate Divorce”, Becky Haglund Tousey, Mondelez International, USA  
“History as a Huge USP: the Role of the Past in the Present and Future at Fortnum & Mason”, Andrea Tanner, Fortnum & Mason, UK

15.30 – 16.00 REFRESHMENT BREAK

16.00 – 17.00 **Marketing the corporate museum in the 21st century**  
Session chair – Jeannette Strickland, Unilever plc

“Marketing Guinness Heritage: from Toucans to Tweets”, Eibhlin Roche, Diageo, Ireland  
“Social media versus social responsibility: the Alliance Boots vision for a corporate museum”, Sophie Clapp, Alliance Boots, UK  
Melanie Rozencwajg, Archivium, France

Evening **Reception at The Rothschild Archive**
Tuesday 15 April

9.00 – 9.10  Introduction and welcome

9.10 – 10.45  The brave new world of social media
Session chair – Paul Lasewicz, McKinsey & Company, USA

Understanding the tone of voice in social media, how to plan and implement your communication – to be confirmed
“The On-going Dialogue: results from an attempt to communicate via various channels”, Henning Morgen, A.P.Moller-Maersk, Denmark
“MAST © – Mobile Archives Standardisation Tool”, Milovan Misic, World Intellectual Property Organisation, Switzerland

10.45 – 11.15  REFRESHMENT BREAK

11.15 – 13.00  New developments and best practice case studies (part 1)
Session chair – Mike Anson, Bank of England

Keynote speaker – “Is Social Risky?”, Marc Fresko, Inforesight, UK
“H-app-y anniversary: creating Unilever Archives’ first app”, Jeannette Strickland, Unilever plc, UK
“Access by virtual means alone”, Vicky Stretch, Network Rail, UK
“So why do we want a blog? – the question to answer before getting started”, Justine Winstanley-Brown, York City Archives, UK
“140 characters of joy: West Yorkshire Archive Service and Social Media”, Gary Brannan, West Yorkshire Archive Service, UK

13.00 – 14.00  BUFFET LUNCH
Section for Business & Labour Archives

14.00 – 15.30 **New developments and best practice case studies (part 2)**

Session chair – to be confirmed

“What’s all that ‘Chatter’ at the back?”, Claire Tunstall, Unilever plc, UK

“Crowdsourcing: is the cultural sector ready for the power of digital participation”, Rebecca Atkinson, Museums Association, UK

“Using Flickr to set your photo collections free – the PRONI experience, Joy Carey, PRONI

“Being social: Levelling the playing field”, Paul Lasewicz, McKinsey & Company, USA

15.45 – 16.00 Concluding remarks