

2018 ASDC Marketing Conference

Re-imagining Science Visitor Attractions

Friday 12th January 2018

The National Space Centre, Leicester : 9:30 am – 5:00 pm

09:30 – 10:00	Registration, Coffee, Networking and Pastries
	Chaired by Malika Andress, ASDC Marketing Chair
10:00 – 10:15	Welcome and introductions to all participants
10:15 – 10:30	Chas Bishop CEO, National Space Centre and ASDC Chair The National Space Centre: The next millennium
10:30 – 11:15	Gary Moss Senior Advisor, Merlin and Chairman of Brand Vista Hot Cx: Customer experience is the new advertising
11:15 – 11:45	Coffee Break and Networking
11:45 – 12:05	Keith Errington Marketing, Content, Social & Training Consultant Social Media for 2018 and beyond
12:05 – 12:15	Paul Mowbray Director of NSC Creative How immersive technology can drive audience engagement on and off site
12:15 – 1:00	Rowenna Fielding Data Protection Lead, Protecture A GDPR masterclass: What does it mean and what really matters for your marketing?
1:00 – 2:00	Lunch with exhibitors NSC Creative: Drop-in session on using immersive tech to enhance and extend the visitor experience. A chance to tour the galleries of the National Space Centre
	Chaired by Shaaron Leverment, Deputy CEO of ASDC
2:00 – 3:00	The Delegate Showcase! A series of short talks from our own experts in marketing, exploring recent campaigns, special events, branding and changes in practice: Those that worked well, and those that didn't!
3:00 – 3:30	Jacqui Fortnum Consultant, The Audience Agency Strategic audience development: Reaching new and under-represented audiences
3:30 – 3:45	Coffee break
3:45 – 4:10	A panel discussion Chaired by Rosie Street Marketing Manager, Glasgow Science Centre Same, same but different: How we marry thinking between Science Learning and Marketing to create enticing programmes
4:10 – 4:55	Johannah Dyer Executive Producer, BBC Learning Engaging schools and families with science: How can we best work together to promote science education
4:55 – 5:00	Closing Thoughts and Thanks