

**Liquid Gold: realising the potential of your business archive collections**  
**BACS and BAC Conference 2024, Thursday 7th November**

**Social morning (9:30 to 10:30)**

The venue will be open from 9:30 for a social breakfast session with tea, coffee & pastries. Registration and formal conference welcome from 10:15.

**Session A 'anniversaries' (10:40 - 12:00)**

This session will feature the following talks:

- *The Macallan*. Felipe Ferrari, Senior Marketing Manager, The Macallan
- *Unfinished business: The archive's role in celebrating 200 years of The Guardian*. Philippa Mole, Head of the Guardian News & Media Archive
- *Marketing the Archive - Robert Welch Designs Ltd*. Charlotte Booth, Company Archivist, Robert Welch Designs
- *More than half a 'Sun-tury' – how The Times flies when working on anniversaries*. Anne Jensen and Michael-John Jennings, News UK

***BREAK***

**SESSION B 'outreach, collaboration & partnerships' (12:15-13:10)**

This session will feature the following talks:

- *"They're gold": the value of local newspaper archives to communities*. Dr Rachael Matthews, Associate Director for Research & Engagement at Coventry University
- *AI at the service of history: The Hennessy example*. Christopher Kermovant, Teklia and Fabienne Moreau, Head of Heritage, Hennessy
- *Creating a social memory through the business archival collection*. Kitty But, Head of Archives, Hongkong Land Corporate Archives

***LUNCH***

**Session C 'different routes' (14:20-15:50)**

This session will feature the following talks:

- *Preserving business history as a business itself – in the public interest*. Anders Sjöman, Head of Client Projects and Communication at the Centre for Business History in Stockholm
- *From Surviving to Thriving: How Reckitt Heritage Built a Business Case*. Dr Grace Chapman, Heritage Advisor, Reckitt
- *Realising the Commercial Potential of a Business Collection: A Case Study of Clarks Shoes*. Tim Crumplin, Business Archivist, Alfred Gillett Trust/Shoemakers Museum
- *Design in Colour: The Bernat Klein Collection & Archive at National Museums Scotland*. Lisa Mason, Assistant Curator of Modern & Contemporary Design at NMS

## **BREAK**

### **Session D 'assets and value of business archives' (16:10-17:30)**

This session will feature the following talks:

- *'Great and Ancient,' Creating Value Through Custodianship of the Swire Archives.* Matthew Edmondson, Senior Archivist, Swire Archives
- *Goldmine: The RSHP Archive as Design Refinery.* Aymée Thorne Clarke, Archivist, RSHP / Rogers Stirk Harbour + Partners
- *Adventure in collaboration: unlocking potential of early TV advertising films for public and commercial good.* David Powell, DC Thomson & Co Ltd and Kay Foubister, NLS Moving Image Archive
- *Gold Stories From the Levi's Archives: Lessons on Using Business Archives.* Tracey Panek, Historian & Director, Levi Strauss & Co. Archives

### **Evening drinks reception**

Immediately following the end of the conference, from 17:45 [The Macallan](#) will host an evening reception which will include canapes and an optional whisky tasting in the venue space.



THE  
**MACALLAN**

### **Friday 8<sup>th</sup> November**

On Friday morning there will be a chance to visit [Glasgow City Archives](#) in the Mitchell Library where their archivist Dr Irene O'Brien will showcase items from their extensive business archive collections and discuss how the archives are contributing to celebrations for [Glasgow's 850<sup>th</sup> anniversary](#) in 2025.

### **Sponsors**

Thank you to our sponsors [Preservica](#) and [TownWeb Archiving](#) for their support of this years conference. Both companies will be attending the conference and have information about their services available during the day.

