



## Liquid Gold Programme

BUSINESS  
ARCHIVES  
COUNCIL of  
SCOTLAND

### Networking & Registration

09:30 Networking breakfast session with registration from 10:15

### Session A: Anniversaries

*Chaired by Mike Anson, Business Archives Council*

10:30 *Welcome*

Cheryl Traversa, Global Archive Manager, The Macallan

10:40 *Keynote: The Macallan*

Felipe Ferrari, Senior Marketing Manager, The Macallan

11:00 *Unfinished business: The archive's role in celebrating 200 years of The Guardian*

Philippa Mole, Head of the Guardian News & Media Archive

11:20 *More than half a 'Sun-tury' – how The Times flies when working on anniversaries*

Anne Jensen and Michael-John Jennings, News UK

11:40 Q&A

11:50 BREAK

### Session B: Outreach, Collaboration & Partnerships

*Chaired by Mike Anson, Business Archives Council*

12:05 *Gold Stories From the Levi's Archives: Lessons on Using Business Archives.*

Tracey Panek, Historian & Director, Levi Strauss & Co. Archives

12:25 *Creating a social memory through the business archival collection.*

Kitty But, Head of Archives, Hongkong Land Corporate Archives

12:45 *AI at the service of history: The Hennessy example.*

Christopher Kermovant, Teklia and Fabienne Moreau, Head of Heritage, Hennessy

13:05 Q&A

13:15 LUNCH

### Session C: Different Routes To Your Archive

*Chaired by Amanda Noble, Business Archives Council of Scotland*

14:15 *"They're gold": the value of local newspaper archives to communities*

Dr Rachael Matthews, Associate Director for Research & Engagement at Coventry University

14:35 *From Surviving to Thriving: How Reckitt Heritage Built a Business Case*

Dr Grace Chapman, Heritage Advisor, Reckitt

14:55 *Realising the Commercial Potential of a Business Collection: A Case Study of Clarks Shoe*

Tim Crumplin, Business Archivist, Alfred Gillett Trust/Shoemakers Museum

15:15 *Design in Colour: The Bernat Klein Collection & Archive at National Museums*

Scotland Lisa Mason, Assistant Curator of Modern & Contemporary Design at NMS

15:35 Q&A

15:45 BREAK

## Session D: Value of Business Archives

Chaired by Amanda Noble, Business Archives Council of Scotland

- 16:05 *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
- 16:25 *'Great and Ancient,' Creating Value Through Custodianship of the Swire Archives*  
Matthew Edmondson, Senior Archivist, Swire Archives
- 16:45 *Goldmine: The RSHP Archive as Design Refinery*  
Aymée Thorne Clarke, Archivist, RSHP / Rogers Stirk Harbour + Partners
- 17:05 *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
- 17:25 Q&A and closing remarks
- 17:40 Evening drinks reception with canapes and whisky tasting to 7pm

\* The Liquid Gold business archives conference has been hosted by The Macallan and sponsored by Naomi Korn Associates, Preservica and TownsWeb Archiving.

