The UK lost its #1 ranking in this year’s Soft Power 30 index. Why? Brexit and the internal turbulence that has dominated headlines and shifted time and energy away from international diplomacy. According to the authors of the index, the UK clung to the #2 spot due to its high performance in the ‘engagement, culture, education, and digital’ categories, which made up for a lacklustre performance in the government and enterprise categories.

As Brexit rumbles on, the 2020 Working Internationally conference examines the role museums and galleries can play in supporting UK soft power. The 2017 report Britain’s Global Future: Harnessing the soft power capital of UK institutions made a powerful case for the role of museums in promoting the nation’s cultural values and contributing to its economy. Recognizing the international significance of culture, the Mendoza Review looked at how museums might support soft power and the British Council published research in 2018 that showed that what people love about a country are not products of governments but of people and institutions like museums.

The conference examines the variety of ways in which museums and galleries create and influence soft power. We will hear from a range of representatives from museums and galleries, government agencies and NGOs to understand the interplay between policy, business and culture in the shaping of diplomacy. The conference will also explore the relationship between soft power and museum sector issues such as decolonisation and digital engagement.

The Working Internationally Conference is organised by ICOM UK and NMDC with support from the British Council.

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>10:30 - 11:00</td>
<td>Registration, refreshments, networking</td>
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| 11:00 - 11:10 | Welcome and Introduction:  
Tonya Nelson, Chair, ICOM UK |
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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| 11:10 - 11:55 | **Session 1: Setting the Scene**  
Session Chair: Kathryn Simpson, NMDC  
- Helen Jones, Director of Global Engagement and Strategy, Science Museum Group (SMG)  
- Kate Arthurs, Director, Arts, British Council  
- Lone Britt Christensen, Cultural Attaché, Embassy of Denmark in the UK  
- Andrew Mackay, Director, Tullie House Museum & Art Gallery |
| 11:55 – 12:40 | **Session 2: Restitution and Decolonisation through the lens of soft power**  
Tonya Nelson, Chair of ICOM UK in conversation with Terry Simioti Nyambe, Assistant Curator of Ichthyology, Livingstone Museum, Zambia and ICOM Executive Board |
| 12:40 – 13:55 | Lunch and networking  
13:25 – 13:55 ICOM UK AGM  
ICOM UK members only |
| 13:55 – 14:30 | **Session 3: Digital soft power**  
Session Chair: Arran Rees, ICOM UK  
Dr Natalia Grincheva, Honorary Research Fellow, University of Melbourne and author of *Global Trends in Museum Diplomacy* and *Museum Diplomacy in the Digital Age*. |
| 14:30 – 15:15 | **Session 4: Soft power in the next decade**  
Session Chair: Catherine McDermott, ICOM UK  
- Nick Marchand, Head of International, V&A  
- Paul Brummell, Head of Soft Power and External Affairs Department, Foreign & Commonwealth Office (FCO) |
| 15:15 – 15:35 | Break, refreshments, networking |
| 15:35 - 16:10 | **Session 5: Soft power in action**  
Session Chair: Dana Andrew, ICOM UK  
Cat Lumb, Producer: Jallianwala Bagh 1919: Punjab Under Siege | Manchester Museum  
- Dr Sarah Worden, Senior Curator African Collections, National Museums Scotland |
| 16:10 – 16:40 | **Session 6: Where do we go from here?**  
Session Chair and Speakers as per Session 1 |
| 16:40 – 16:45 | **Summary and close:**  
Kathryn Simpson, Acting Head of Strategy, NMDC |