

**2020 Working Internationally Conference: Can Museums and Galleries Save UK
Diplomacy? Soft Power in Turbulent Times**

**Thursday 12 March 2020
10:30 – 16:45**

Henry Moore Room, Leeds Art Gallery
The Headrow, Leeds LS1 3AA

#2020wiconf

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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.

10:30 - 11:00	Registration, refreshments, networking
11:00 - 11:10	Welcome and Introduction: Tonya Nelson, Chair, ICOM UK

11:10 - 11:55	Session 1: Setting the Scene Session Chair: Kathryn Simpson, NMDC <ul style="list-style-type: none"> • 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 <i>Global Trends in Museum Diplomacy</i> and <i>Museum Diplomacy in the Digital Age</i> .	
14:30 – 15:15	Session 4: Soft power in the next decade Session Chair: Catherine McDermott, ICOM UK <ul style="list-style-type: none"> • 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 Secondary and Post-16 Co-ordinator (Humanities/Arts), 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	