

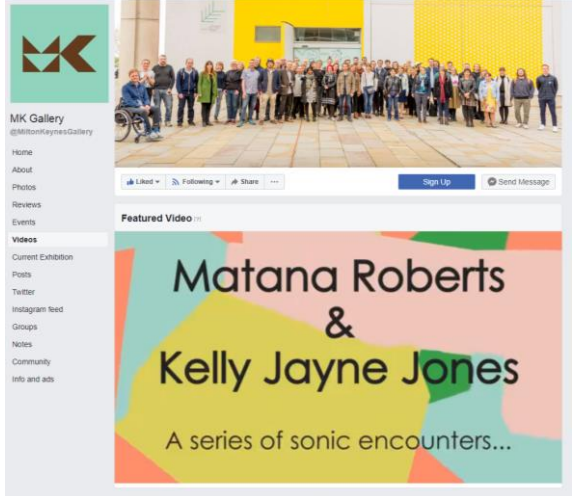


AHA-MK Forum

Wednesday 5th December

Location: MK Gallery, 900 Midsummer Boulevard

Come along to MK Gallery for a session on Video Content Marketing and how video is taking over the web. After the Forum there will be chance to take a look the new spaces at MK Gallery created through their expansion project – please see your Culture Christmas Social invite for details (attached).

15.00	Coffee, Networking
15.15 – 15.20	Welcome
15.20 – 15.50	Member Spotlights Brief updates will be provided by: <ul style="list-style-type: none">• Anthony Spira, MK Gallery• Claire Sapsford, Milton Keynes Arts Centre• Vicki Clark, MK Council (working on European City of Sport)
15.50 – 16.00	Coffee Break
16.00 – 17.00	Speaker: Hywel Jones, ‘Video Content Marketing for Arts and Heritage’ Hywel Jones, Head of Development and Communications at MK Gallery, will speak about the rise of video as a means of communicating and marketing online. He will share examples of how cultural organisations are using video well and will inspire us all to go away and start making our own video content. Hywel will discuss: <ul style="list-style-type: none">• How video is taking over the web• How MK Gallery is changing its content strategy• Video content inspiration• Tools and tips  <p>Hywel cut his teeth in destination marketing, working for advertising agencies and in house marketing teams. In 2014, he moved into the Third Sector and then on to MK Gallery earlier this year. Digital has been a key part of Hywel’s career and he looks forward to sharing some of his learnings with AHA-MK members.</p>
17.00 – 17.30	Update: Fiona Boundy, ‘FCUL and Raumlaborberlin’ Fiona Boundy, Creative and Cultural Manager at MK Council, will provide a brief update, with space for discussion, of the planning for FCUL in Autumn 2019. This includes her conversations with Raumlaborberlin following their visit in October.
17.30 – 18.00	Christmas Toast
18.00 – 20.00	Culture Christmas Social

Booking information: our Forum sessions are **open to all** and are **free of charge**. **Booking is essential** for catering purposes.

Please RSVP to aha-mk@milton-keynes.gov.uk