



## 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*

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| 10:30 | <i>Welcome</i><br>Cheryl Traversa, Global Archive Manager, The Macallan   |
| 10:40 | <i>Keynote: The Macallan</i><br>Felipe Ferrari, Senior Marketing Manager, The Macallan  |
| 11:00 | <i>Unfinished business: The archive's role in celebrating 200 years of The Guardian</i><br>Philippa Mole, Head of the Guardian News & Media Archive |
| 11:20 | <i>More than half a 'Sun-tury' – how The Times flies when working on anniversaries</i><br>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*

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| 12:05 | <i>Gold Stories From the Levi's Archives: Lessons on Using Business Archives.</i><br>Tracey Panek, Historian & Director, Levi Strauss & Co. Archives |
| 12:25 | <i>Creating a social memory through the business archival collection.</i><br>Kitty But, Head of Archives, Hongkong Land Corporate Archives           |
| 12:45 | <i>AI at the service of history: The Hennessy example.</i><br>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*

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| 14:15 | <i>"They're gold": the value of local newspaper archives to communities</i><br>Dr Rachael Matthews, Associate Director for Research & Engagement at Coventry University     |
| 14:35 | <i>From Surviving to Thriving: How Reckitt Heritage Built a Business Case</i><br>Dr Grace Chapman, Heritage Advisor, Reckitt  |
| 14:55 | <i>Realising the Commercial Potential of a Business Collection: A Case Study of Clarks Shoe</i><br>Tim Crumplin, Business Archivist, Alfred Gillett Trust/Shoemakers Museum |
| 15:15 | <i>Design in Colour: The Bernat Klein Collection &amp; Archive at National Museums Scotland</i><br>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.

