

# BAPLA<sup>®</sup>

## FOCUS 2018

### *Programme*

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- 9:30 - 9:55     **Registration & Refreshments**
- 9:55     **Welcome & Introduction**
- 10:00     **The State of the Industry**  
How healthy is the image licensing business? Tim Harris discusses the state of the industry with Carlo Irek (4Corners Images), Chris Barwick (StockFood UK) and Ben Giles (Shutterstock).
- 10:40     **Looking at Collections: the V&A Photography Centre**  
Catherine Troiano discusses the new V&A Photography Centre, exploring the museum's reinvigorated approach since the transfer of the Royal Photographic Society Collection in 2017.
- 11:10     **Morning Refreshments sponsored by Shutterstock**
- 11:35     **Museum Images and the Open Access Debate**  
Olivia Stroud discusses the issues around open access to museum images with Matthew Bailey (National Portrait Gallery), who chairs the Museums' Intellectual Property Network, and Shona Corner (National Galleries of Scotland) who has recently researched image licencing policies across several UK institutions.
- 12:15     **Location Photography in support of the British Museum's Exhibition Programme**  
John Williams discusses the complexities of working in the field in preparation for the British Museum's biggest exhibitions.
- 12:45     **Converting Unauthorised Online Image Use into Ad Revenue**  
Sponsored presentation by ImageRights & SMARTFRAME
- 13:00     **Lunch sponsored by ImageRights & SMARTFRAME**
- 13:50     **BAPLA Chair's Report**
- 14:00     **Brexit: Trading Futures**

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Megan Heap & Michael Prior of the Intellectual Property Office present an update on Brexit, international trade & copyright.

14:20 ***Demystifying Blockchain***  
Isabelle Doran asks Tai Kaish (Wemark), Marcus Schmitt (CopyTrack/Concensum) and Joe Naylor (ImageRights) what difference will blockchain really make for our industry?

15:00 ***Afternoon refreshments sponsored by Shutterstock***

15:25 ***Digitising the Natural History Museum's Collections***  
Steen Dupont reviews the curatorial challenges, logistical operations and LEGO modelling needed to photograph the Natural History Museum's collections.

15:50 ***Beyond Licensing***  
Toby Hopkins discusses how to build your brand and find new markets with Wolfgang Wild (Retronaut), Saskia Boersma (Rembrandt's Wife) and Patrick Towell (Golant Media Ventures).

16:30 - 17:30 ***Drinks sponsored by ImageRights & SMARTFRAME***

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