

Audiences NI Annual Conference 2008

Speaker Biographies

Chris Denton

Chris is responsible for leading the marketing operation at London's Barbican Centre (www.barbican.org.uk), Europe's largest arts and conference centre. Previously, he has been Head of Marketing Development at the South Bank Centre and Head of Sales and Marketing for the Philharmonia Orchestra.

Over the past few years, Chris and his team of 25 people at the Barbican have worked hard to refine the Barbican's brand image and to develop a customer relationship management strategy which puts customers at the heart of the marketing organisation. This had led to spectacular improvements in audience retention, online sales, cross and up sell as well as improvements in marketing efficiency and return to investment.

Lucy Conlan

Lucy is the Senior Marketing Manager at the Barbican Centre (www.barbican.org.uk) and has over 12 years experience of practical and strategic marketing experience, formerly working with other cultural organisations such as the Natural History Museum and English Heritage.

As Senior Marketing Manager at the Barbican, she has overall responsibility for music and theatre marketing and e-marketing. She has overseen the re-development of all direct and e-marketing activity at the Barbican, including the introduction of new systems, initiation of a complex campaigns integration and new data warehouse, email and web statistics programme. Lucy is also an independent e-consultant.

John Thompson

John Thompson is currently a Senior Lecturer in Organisational Behaviour and Leadership at the University of Ulster at Jordanstown. John has also taught on the Cultural Management Post Graduate Diploma and Masters Programme and is currently the course director of the MSc in Management and Corporate Governance. He has published four texts on management development and 27 articles in academic journals. His most recent publication is *Leadership: Teach Yourself Series* (London: Hodder Educational (with Catherine Doherty)).

Michael McQuillan

Michael McQuillan launched the *streat*[™] in 1999 (www.thestreat.com), with Nikki (his wife and business partner) with a vision to develop the best known and most successful cafe brand to evolve from the island of Ireland. Since then, the business has expanded through a franchise operation to 27 cafes throughout Ireland with 12 more opening in the next 10 months. Michael cites a focus on people development as a 'cornerstone of the success so far' and the *streat* has become the only café and franchise business ever to win a UK National Training Award.