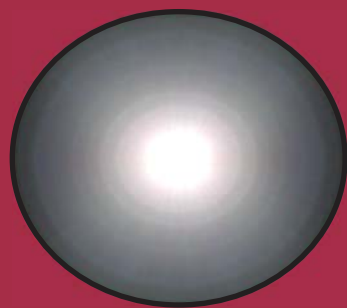


# LitHouses



*Literary Homes  
and Museums  
of Great Britain*

*in association with:*

The Royal Institution  
21 Albemarle Street  
London W1S 4BS

Dr Johnson's House  
17 Gough Square  
London EC4A 3DA

*“Anniversaries and Audiences:  
Engaging an Audience with Modern Media and Marketing”*

**Monday 23rd November 2009**

The Royal Institution & Dr Johnson's House, London

## Schedule:

- 09:30 “Early Group” Tour of The Royal Institution
- 10:00 The Royal Institution - registration and coffee
- 10:30 Keynote Speaker: Professor Geoffrey Cantor, Leeds University
- 11:00 The LitHouses Group  
- update from members on current marketing tags and tools
- 12:30 Lunch - sandwiches & conversation
- 14:00 Case Study 1 - “Engaging an Online Audience”  
John Stack, Head of Tate Online
- 14:30 Case Study 2 - “Video Online Presenters”  
Henry Cobbold, Knebworth House
- 15:00 Case Study 3 - “Celebrating the Darwin Anniversaries”  
Jenny Cousins, Down House (English Heritage)
- 15:30 Case Study 4 - “Twitter & Dr Johnson's Tercentenary”  
Stuart Harrison, Lichfield City Council
- 16:00 General Discussion
- 16:30 Tea
- 17:00 “Late Group” Tour of The Royal Institution
- 17:30 “Early Group” Tour of Dr Johnson's House
- 18:00 Dr Johnson's House - Wine Reception / “Late Group” Tour
- 20:00 End

Please register by 30th September using the attached form  
Non-members and extra delegates welcome  
(programme may be subject to change)

[www.lithouses.org](http://www.lithouses.org)