



Uachtaránacht na hÉireann ar
Chomhairle an Aontais Eorpaigh
Irish Presidency of the Council
of the European Union

eu2013.ie

International Digitisation Conference

**Access, Use, Re-Use:
Unlocking the Potential of Online Digital Cultural Content**

St. George's Hall, Dublin Castle

Programme

Monday 17th June 2013

8.30-9.00 Registration¹

9.00 Morning Session

- *Introduction by Ms. Geraldine Tallon, Secretary General, Department of the Environment, Community and Local Government*
- *Opening by Mr. Fergus O'Dowd, T.D., Minister of State, Department of the Environment, Community and Local Government*
- *Video Message from Mrs. Neelie Kroes, Vice-President of the European Commission*
- *'Digital Culture: Challenges and Opportunities'*
by Mr. Javier Hernández-Ros, Head of Unit Creativity, Directorate G, Media and Data, Directorate General CONNECT, European Commission
- *'Digital Dream to Cultural Reality: 15 Golden Rules'*
by Professor Jonathan Drori, CBE, Culture and Technology Strategist

Chaired by Mr. Barry Quinlan, Principal Officer, Department of the Environment, Community and Local Government

11.00 – 11.30 Coffee Break

- *'The Digitisation of Cultural Content: an Investment for the Future'*
by Mr. Frédéric Bokobza, Deputy Director for the development of the cultural economy in the Directorate General of Media and Cultural Industries at the Ministry of Culture and Communication, France
- *Keynote Address*
'Creativity, Learning and Access – Archives and Resources in the Digital Era'
by Lord Puttnam, Digital Ambassador for Ireland

Chaired by Mr. Michael Malone, Kildare County Manager and Chairman, Libraries Development, Local Government Management Agency

13.00 – 14.00 Lunch

¹ Registration will take place in Dublin Castle. Due to stringent security procedures badges received at registration must be worn at all times when attending the conference in Dublin Castle.

14.00 Afternoon Session

- *'What can Gamification add to Cultural Heritage?'*
by Professor Sara de Freitas, Director of Research and Professor of Virtual Environments,
Coventry University, England
- *'Linked Heritage and AthenaPlus projects contributing to Europeana'*
by Ms. Rosella Caffo, Director, Istituto Centrale per il Catalogo Unico delle Biblioteche
Italiane and Co-ordinator, Linked Heritage Best Practice Network

Chaired by Ms. Margaret Hayes, City Librarian, Dublin City Public Libraries and Archive

15.00 – 15.15 Coffee Break

- *'Our Cultural Heritage: a strategy for digitisation and access in Ireland'*
by Mr. Paul McSweeney, Chief Executive Officer, Local Government Management Agency
- *'Today's Innovation, Tomorrow's Promise'*
by Mr. Ciaran Clissmann, Managing Director, Pintail Ltd. and Linked Heritage Best Practice Network
Partner

Chaired by Mr. Breandán Knowlton, Chief Product Officer, The Europeana Foundation

16.15 Conclusions and Closing

*Mr. Michael Malone, Kildare County Manager and Chairman, Libraries Development, Local
Government Management Agency*

The Conference is hosted by
the Department of the Environment, Community and Local Government
and Libraries Development, Local Government Management Agency,
with the support of Linked Heritage Best Practice Network



Comhshaol, Oidhreacht agus Rialtas Áitiúil
Environment, Heritage and Local Government

