



Hi,

We've just welcomed two new Tech Champions to the team! Read on to find out more, plus what to do if you're using Facebook Analytics and all the latest news and events to help you build your digital skills.

Welcome Phil

Phil Lofthouse is our new Tech Champion for Ticketing and CRM. Phil brings a wealth of experience, most recently working for [Spektrix](#) in New York. Phil can support you with getting the most from your ticketing systems and help you improve your customer relationship management.

Some of you may have already seen Phil at our recent tactical ticketing webinar, and if not you can [watch the recording](#) on our website. Keep an eye out for next month's newsletter where we'll introduce Hansel.

Meet Phil

News



The end of Facebook Analytics

Facebook recently announced they'll be shutting down their Facebook Analytics tool as of 30 June 2021. James, our Tech Champion for Data Analytics and Insight, explains how this change may affect you and what you need to do.

[Read the full story](#)

Cultural Enterprises Conference

Our Tech Champion for eCommerce and Merchandising, Emma, will be speaking at Cultural Enterprises Conference on Thursday 27 May. The Digital Culture Network also has a virtual stand all week and our team will be available to talk to you all about websites, eCommerce and any other digital queries you have.

[Book your tickets](#)

New events



Online privacy and the impact on advertising

Wednesday 7 July, 2pm

Did you know that the way users are tracked online is changing? Join James Akers, Tech Champion for Data Analytics and Insight to find out more.

[Register for the online privacy webinar](#)



The ultimate guide to mobile phone filmmaking

Wednesday 14 July, 11am

Ready to take your mobile phone filmmaking to the next level? Join Dean Shaw, Tech Champion for Digital Content, to learn how.

Register for the mobile phone filmmaking webinar

Now booking

Optimising the customer funnel

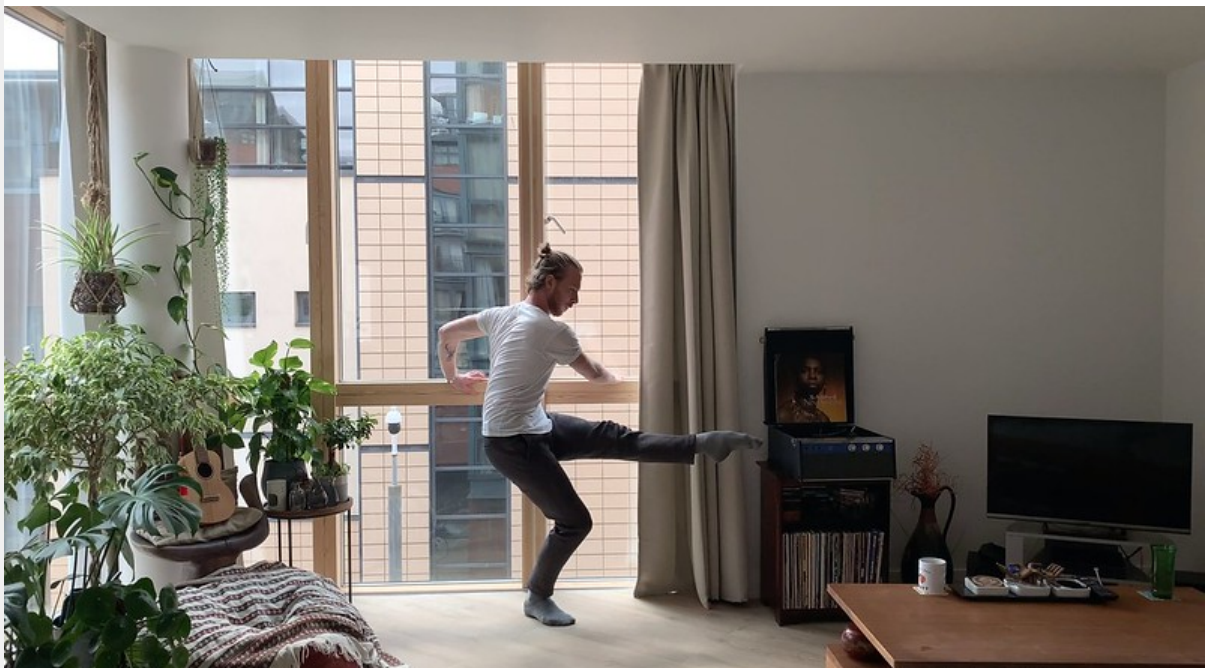
Wednesday 30 June, 2pm

[Register for the customer funnel optimisation webinar](#)

Did you know you can add your own events to our listings page? If you're running an event focused on digital skills that's relevant to the arts and cultural sector you can suggest it through our simple web form.

[Suggest an event](#)

Across the sector



Short form content for social media – The Space

Thursday 20 May, 11am

A free webinar for arts and cultural organisations and artists on the topic of using short form content to make an impact on social media.

Content strategy with Georgina Brooke – Supercool Sessions

Thursday 27 May, 2pm

Georgina Brooke from [One Further](#) will explain the practical steps you'll want to go through to implement a new content strategy across a multi-faceted organisation.

Digital marketing strategy by Black Pound Day x Google

Monday 7 June, 11am

Learn how to build a digital marketing strategy for your business by learning about the different digital marketing channels available.

Digital skills day – Arts Marketing Association

Thursday 10 June, 10am

A free online training day to help anyone working or volunteering for small to medium-sized UK heritage organisations to build their digital skills and engage new and more diverse audiences.

Culture Geek virtual conference

Monday 14 – Wednesday 16 June

Hear from museums, theatres, festivals, opera companies and those who work with them, to hear how they pivoted to digital over the past year and what lessons this has taught them.

VocalEyes offer a discount on film/video audio description

For a limited period, VocalEyes are offering a discount on films made by artists or arts organisations.

In conversation with: Linda Spurdle from Birmingham Museums Trust – Culture Geek

Read about Linda's thoughts on how the pandemic has changed the digital landscape and plans for a hybrid future.

Mailchimp to launch online stores

From 18 May, Mailchimp customers in the UK will be able to use the new eCommerce features. The most basic functionality is available on a free plan with 2% transaction fees.

That's it for this month! If you've got a question for one of our Tech Champions, want to partner with us, or have some exciting news to share, then we'd love to hear from you. [Get in touch with the Digital Culture Network.](#)

digitalculturenetwork.org.uk



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