International Digitisation Conference "Access, Use, Re-Use:

Unlocking the Potential of Online Digital Cultural Content"

St. George's Hall, Dublin Castle, Dublin

Draft Programme

Monday 17 June

8.30-9.00 Registration[1]

9.00 Morning Session

- *Introduction by Ms. Geraldine Tallon, Secretary General, Department of the Environment, Community and Local Government*
- *Opening by Mr. Phil Hogan TD, Minister for the Environment, Community and Local Government*
- *Video Address by Mrs. Neelie Kroes, Vice-President of the European Commission Mr. Javier Hernández-Ros, Head of Unit Creativity, Directorate G, Media and Data, Directorate General CONNECT, European Commission*
- *Lord Puttnam, Digital Ambassador for Ireland (subject to confirmation)*

  Chaired by, Assistant Secretary, Department of the Environment, Community and Local Government

11.00 – 11.30 Coffee Break

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[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.**

- *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*
- *Professor Sara de Freitas, Serious Games Institute, Coventry University*

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

1.00 – 2.00 Lunch

2.00 Afternoon Session

- *Ms. Rosella Caffo, Director, Istituto Centrale per il Catalogo Unico delle biblioteche italiane and Co-ordinator, Linked Heritage Best Practice Network*
- *Mr. Ciaran Clissmann, Pintail Ltd. and Linked Heritage Best Practice Network*
- *Mr. Paul McSweeney, CEO, Local Government Management Agency*
- *Professor Jonathan Drori, Co-Founder, Thoughtsmith*

    Chaired by Ms. Jill Cousins, Executive Director, The Europeana Foundation

16.15 Conclusions and Closing