



National Award-Winning Engagement Consultant + Storyteller for Social Change



CONTACT

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ELMA GLASGOW FRSA

BIOGRAPHY

A national award-winning '**Radical Changemaker**' in the UK museum sector, Elma's values include justice, equity, creativity and building positive relationships.

After studying in London and Berlin, Elma started out in journalism and TV, then moved into PR and communications. Over 25 years she delivered campaigns in the local, national and international press.

In 2020, Elma became involved in **Power of Stories**, an exhibition by Ipswich Museums which was co-curated with the Black community and featured original costumes from Marvel Studios' Black Panther 1. She ran an independent community engagement initiative which, with the exhibition, attracted acclaim.

In 2021, on the back of that work, Elma founded **Aspire Black Suffolk CIC**, led a local exhibition tour which reached another 20,000 people in rural locations. It attracted great audience feedback and helped share rural Black stories for the first time in the region.

The activity won awards for excellence in decolonised, collaborative practices, heartfelt curation, authentic storytelling, genuine engagement and record-breaking footfall.

Using this experience, Elma embeds anti-racism and other inclusive elements into storytelling and engagement strategies for culture, heritage and business.

Through close engagement with people, Elma helps clients discover and share diverse stories that shift perspectives and strengthens bonds between colleagues, organisations, audiences and communities.

SPEAKING EXPERIENCE

2023

- Comms Unplugged conference, Dorset.
- University of Cambridge.
- Ignite Chelmsford.
- Arts Marketing Association annual conference, Leeds.
- Chair of online panel for Museums Association's Amazing Spaces conference.
- Power of Stories tour closing speech in prestigious Snape Maltings concert hall, Snape Maltings.
- BrandLand seminar on decolonising branding, University of East Anglia.
- On panel about intersections with EDI and sustainability, UK Construction Week, London Excel.
- On panel for 'Spotlight Suffolk: Ipswich - first city of Suffolk?' chaired by comedian, Omid Djalili.
- Produced online Q&A with Black Panther movies' djembe maker, Wooden Roots, and master drummer, Magatte Sow Fall who plays on both Black Panther scores.

2022

- Award acceptance speech, Museums Association annual national conference.
- Panel with colleague at SHARE EAST annual conference.
- Panel member at BrandLand conference, University of East Anglia.
- Member of two panels at Primadonna Festival 2022.
- Talk on engaging the Black community in the arts, Arts Marketing Association annual conference.
- Online keynote speech for Inclusivity & Audiences Day, Arts Marketing Association.

2021

- Colchester + Ipswich Museums, online chair of talk by Tristram Hunt, Director of V&A.

PRESS

The Guardian

BBC Radio Suffolk

Runnymede Trust blog

Arts Professional

BBC 6 Music

BBC Look East

Museums + Heritage

The Voice

ITV Anglia

Advisor

EADT

Museums Journal

The Historian

